

# CleanFish Presents™ Laughing Bird Caribbean White Shrimp

Laughing Bird Caye off the coast of Belize was named after the Laughing Gull known to nest there. Lined with coconut trees and scattered coastal mangroves, the simple beauty of the island remains untouched. Just a few miles inland, the Bowen family has built what experts have deemed "the future of aquaculture"<sup>1</sup>— a result of years of thoughtful environmental design. This remarkable, low-impact operation produces a candy-sweet shrimp that is favored by environmentalists and seafood lovers alike. CleanFish is proud to introduce this pure, delicious *shrimp you can trust*.



## ABOUT LAUGHING BIRD CARIBBEAN WHITE SHRIMP

### Quality

- The freshest raw shrimp available. Shrimp is processed and chilled moments after harvest and never frozen.
- All natural, no hormones, no antibiotics and no preservatives. None.
- Shrimp has an incredible, sweet flavor.
- Extraordinary color. When cooked, this shrimp turns a deep and vibrant red.
- Shrimp are hand peeled to ensure high quality.

### Sustainability

- Study funded by the World Wildlife Fund labeled the Bowen Family's operation, "the future of aquaculture."
- Inland, closed loop aquaculture system minimizes land and water use, leaving nearby coastlines and mangroves untouched.
- This sustainable operation employs a Zero Water Exchange policy, pond water recycled
- Plant is HACCP/FDA approved, meets ISO 9001-2000 standards, and is ISO 14001:2004 certified.

### Innovation

- Algae used in feed is produced on site to ensure purity.
- Closed cycle production includes an integrated hatchery, ponds and processing plant.
- Feed contains a small percentage of fish meal, and a 100% vegetarian feed is in development.

<sup>1</sup> Evaluation of Belize Aquaculture Ltd: A Superintensive Shrimp Aquaculture System. A report prepared for the World Bank Group, FAO, WWF and NACA.



## Laughing Bird Caribbean White Shrimp Fact Sheet

<b>Latin Name</b>	<i>Litopenaeus vannamei</i>
<b>Form</b>	Peeled
<b>Product Packing</b>	Shrimp are packed in 8 lb. individual containers; Six containers a case
<b>Feed</b>	Feed contains a small percentage of fish meal, and a 100% vegetarian feed is in development. Algae is grown on-site to ensure purity.
<b>Water</b>	Water source is the Caribbean Sea. Water is filtered and continually aerated. Care for water quality and usage has evolved into a Zero Water Exchange policy, meaning pond water is recycled. Waste goes into holding ponds, then is carried off to neighboring farms for use as fertilizer.
<b>Source of Stock</b>	Shrimp are carefully selected for breeding in on-site hatchery.
<b>Production Method</b>	Fully-contained, controlled and lined ponds. Strict biosecurity system and on-site laboratories are in place to ensure a consistent, high-quality shrimp.
<b>Additives/Contaminants</b>	No antibiotics, hormones, colorants, preservatives, sodium tripolyphosphate (STP) or sodium bisulphite ever used. Testing reveals no mercury, PCBs or other contaminants.
<b>Harvest Methods</b>	Shrimp go from pond to processing plant in 20 minutes. They are purged in ice to drop internal body temperature and ensure purity of flavor and firm texture.

*CleanFish Caribbean White Shrimp is a sustainable, delicious, and exceedingly fresh alternative to rock shrimp.*

	Laughing Bird Caribbean White Shrimp	Conventional Rock Shrimp
<b>Environmental Impact</b>	Practices endorsed by the WWF	Caught in deep water by bottom trawlers that destroy ocean floor
<b>Chemical Additives</b>	No chemicals ever used	Sulfites are commonly used on the shrimp boat and STP in processing
<b>Freshness</b>	Fresh, never frozen	“Fresh” typically means only frozen once

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