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## INTRODUCING SUSTAINABLY RAISED KONA KAMPACHI®

- What:** From the leader in eco-friendly aquaculture, Kona Kampachi® offers great taste, numerous health benefits **including no detectable mercury**, and a solution to the rapid depletion of ocean resources. This versatile Hawaiian yellowtail fish is **sustainably raised** in the pristine clear blue waters off the coast of Kona, Hawaii and is showing up fresh on restaurant menus and in local retailers nationwide. Kona Kampachi is one of the healthiest and most delicious fish on the market today.
- Great Taste:** Chefs across the United States are adding Kona Kampachi to their menus in a variety of ways. The fish **tastes great either raw or cooked** with its rich buttery flavor, silky texture and firmness of bite. Kona Kampachi is a top quality sushi-grade that is harvested to order and always the freshest fish with a clean, pure taste. It can also be poached, grilled, seared, deep fried or baked and is virtually impossible to overcook, making it one of easiest fish to handle in the kitchen.
- Healthy:** Women and children no longer have to worry about consuming mercury with Kona Kampachi. The fish has **no detectable amounts of mercury**, making it safe for even pregnant women to eat on a regular basis. It is also rich in Omega 3's, an essential heart-healthy nutrient, and has no additives or hormones and is not genetically modified. To top it off, Kona Kampachi provides a great source of protein and is low in calories.
- Sustainable:** With a combination of state-of-the-art marine hatchery science and a carefully selected, pristine deep ocean grow-out site, **Kona Blue Water Farms raises Kona Kampachi without depleting wild fish stocks or harming the ocean environment**. The fish spawn naturally, without stress or hormone inducement. Eggs are gently collected from broodstock tanks and are placed into separate tanks where they hatch within 24 hours. After being nurtured in the hatchery for 2 months, they are then transferred out to the open ocean site, raised for eight to 10 months in clean water with a natural current, and fed a combination of fishmeal and fish oil from a sustainable sources, and sustainable agricultural grains and proteins. Kona Kampachi is harvested at four to six pounds in size and only to fulfill orders, to ensure freshness and quality.