

CleanFish™ Presents Laughing Bird Caribbean White Shrimp

Laughing Bird Key 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"¹— 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 little shrimp with a BIG flavor
- Fresh shrimp is processed and chilled moments after harvest and never frozen.
- All natural, no hormones, no antibiotics and no preservatives. None.
- 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."¹
- 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 meaning pond water is recycled from cycle to cycle.
- Hatchery, farm, and processing plant are ISO 9001:2000 and 14001:2004 certified, and the plant HACCP/FDA approved.

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.

¹ 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

Latin Name	<i>Penaeus vannamei</i>
Form	Peeled
Product Packing	Shrimp are packed in 8 pound recyclable tubs; 6 tubs in a case
Feed	Feed contains a small percentage of fish meal, and a 100% vegetarian feed is in development. Algae is grown on-site to ensure purity.
Water	Water source is the Caribbean Sea. Water is filtered and continually aerated. This sustainable operation employs a Zero Water Exchange policy, meaning pond water is recycled from cycle to cycle. Waste goes into holding ponds, then is carried off to neighboring farms for use as fertilizer.
Source of Stock	Shrimp are carefully selected for breeding in on-site hatchery.
Production Method	Fully-contained, controlled and lined ponds. Strict biosecurity system and on-site laboratories are in place to ensure a consistent, high-quality shrimp.
Additives/Contaminants	No antibiotics, hormones, colorants, preservatives, sodium tripolyphosphate (STP) or sodium bisulphite ever used. Testing reveals no mercury, PCBs or other contaminants.
Harvest Methods	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.

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

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

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