

**CHERRY SNAPPER®**

PARENT STOCK

From: Mike Sipe

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Tilapia Aquaculture International  
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Dear Tilapia Lovers:

I have been working on putting together genetic improvements of Tilapia including the development of the Red Tilapia, and on methods for breeding, and growing tilapia intensively and extensively for just over 25 years.

We have been of course as all business and development companies been trying to find the right formula for success As seems always to be true a successful formulae consist mainly of persistence and a focus on the goal.

My goals have been to produce the best possible fish to grow under all circumstances. When I began this quest I was the first and only person in the United States trying to make a living full time growing and breeding tilapia. When I first started I was attempting to produce a reliable all male tilapia that could reduce the cost of quality fish production to pennies per pound. A newspaper writer did an article on us and nicknamed the fish we were trying to produce the 'SuperFish'

We have since gone through hundreds of experiences starting up farms, developing business plans, starting projects in other countries, and all the while generation by generation, developing new gene lines of tilapia.

Five of these new lines did not exist before we developed them including the Red Red pure mossambica gene line which started out as a black fish and is now after 78 generations the most brilliant red pure

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GENETIC DEVELOPER OF RED RED TILAPIA -1974-1995 75 GENERATIONS

**Page 2 of 7**

mossambica gene line in the World. With the 7 other pure gene lines, we now can create over 22 f-1 hybrids which are assembled from these 8 specific pure gene lines of tilapia by pairing the male from one with the female from another.

Many of the things we tried did not work. Many did, and in the 25 years we have earned and reinvested over \$3,000,000.00 back into the gene lines and the production and marketing technologies we have worked on.

We have however reached a point when things are coming together that we have done right are fitting together to form a business opportunity unique from any other. With our experience and product lines we can help.

1. We have 5 of our pure tilapia gene lines and several hybrids in the process of being patented which we have been working on for over six years now.

2. We have a lifetime TradeMark for the use of the term **CHERRY SNAPPER®**

3. We have reliable low risk systems for breeding and growing tilapia both intensively and extensively, based on very low energy requirements and pure oxygen methods.

4. We are developing a Dealership program to farm out our Hybrid Parent stocks to produce f-1 hybrid growing fingerlings without risking giving away our pure gene line developments.

5. We are developing a liscensing program for the use of the **CHERRY SNAPPER®** label on fish produced from these exclusive breeders and grown, processed and distributed under our standardds for this lable.

6. We are developing affordable cost **CHERRY SNAPPER®** feeds.

All of these developments tied together allow us to offer a complete program of product development from the breeding of the pure gene line Parent stocks through the fingerling hybrids produced from them

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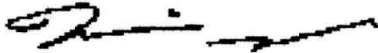
**Page 3 of 7**

to the producer who uses our approved systems of production, purging and processing to the delivery at the wholesale level of the finest quality product for the lowest possible prices.

Each part of this process is controlled to yield the most production and the finest quality for the least amount of investment.

We have already begun the production of fry and fingerlings of the F-1 hybrid with a number of Dealerships who can begin delivery soon of fingerlings.

Sincerely



Mike Sipe

## **START-UP PACKAGES AVAILABLE IN U.S.**

**CERTIFIED - PURE F-1 HYBRID PRODUCING BROOD STOCK OF  
SELECTED MALES AND CORRESPONDING FEMALES FOR THE HYBRID  
OR HYBRIDS SELECTED ARE PRICED BEGINNING AT \$50.00 EACH  
AND \$30.00 EACH DEPENDING ON THE TOTAL NUMBER ORDERED.**

### **START-UP PACKAGE WITH HATCHERY MANUAL**

**INCLUDES 2 BREEDER COLONIES  
5 FEMALES EACH AND ONE MALE EACH  
EACH COLONY CAN PRODUCE UP TO 25,000 F-1 HYBRID FRY PER YEAR**

**PRICE \$600.00 . f.o.b palmetto**

**FARM VISIT CONSULTATION CHARGES MAY BE USED AS CREDIT  
AGAINST BREEDERS PURCHASED OR VICE VERSA.**

**ALSO AVAILABE OUTSIDE U.S HOWEVER MINIMUM FOR OUTSIDE  
U.S. IS \$1,200.00**

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**CHERRY SNAPPER ®**

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# TOLERANCE CHART

ILLUSTRATES OUR EXPECTATIONS ON WHAT LEVELS THESE HYBRIDS CAN PERFORM FOR EACH OF THE PARAMETERS GIVEN

**Temperature tolerance** is shown at lowest expected survival levels for a brief period of time for a majority of the hybrids. This chart is based on experience with their respective Pure Gene Line Parents.

**Salinity** is illustrated as times normal salinity of 32 parts per thousand (ppt) for instance 0.8 correlates with good growth and disease resistance at 25 ppt and a 2 corresponds with tolerance to 64 ppt.

I = RED RED  
 II = RED BUTTERBALL  
 III = ORANGE IV = BLACK BUTTERBALL

GENE LINE	GENE LINE	GENE LINE	GENE LINE
I	X	IV	RED KNIGHT
I	X	V	RED PHANTOM
I	X	VI	RED BLOOD
I	X	VII	RED BLUE
I	X	VIII	RED KING
II	X	IV	HAPPY KNIGHT
II	X	V	HAPPY PHANTOM
II	X	VI	HAPPY BLOOD
II	X	VII	HAPPY BLUE
II	X	VIII	HAPPY KING
III	X	IV	KNIGHT FIRE
III	X	IV	PHANTOM FIRE
III	X	VI	FIRE BLOOD
III	X	VII	BLUE FIRE
III	X	VIII	FIRE KING
IV	X	V	PHANTOM KNIGHT
IV	X	VI	KNIGHT BLOOD
IV	X	VII	BLUE KNIGHT
IV	X	VIII	KNIGHT KING
VIII	X	V	PHANTOM KING
VIII	X	VI	KING BLOOD
VIII	X	VII	BLUE KING

HYBRID NUMBER	F I L L E T		W E E K S		FIRST LETTER IS THE DOMINANT COLOR
	F <sup>o</sup>	%	%	wks	
1	46	2	35	12	RM
2	44	0.8	31	15	WR
3	44	0.8	31	15	RR
4	43	1	31	15	RM
5	44	0.8	33	14	RM
6	48	2	45	9	RM
7	46	0.8	42	10	WR
8	47	1	42	10	RR
9	46	0.8	42	10	RM
10	45	0.8	43	10	RM
11	48	2	44	10	MO
12	46	0.8	32	14	WO
13	45	1	34	13	RR
14	44	0.8	34	13	BO
15	43	0.8	33	13	BO
16	44	0.8	41	10	WM
17	46	1	43	10	RM
18	45	0.8	42	10	BM
19	45	0.8	42	10	BM
20	43	0.5	34	13	WB
21	44	0.5	34	13	RB
22	44	0.5	35	12	BM

FIRST LETTER IS THE DOMINANT COLOR

- RED = R
- WHITE = W
- BLUE = B
- BLACK = M
- MELANIN
- ORANGE = O
- GREY = G

TILAPIA COLORS RESULT FROM A MIXTURE OF GENE CONTROLLED ABILITIES TO DISPLAY COLORS OR SUPPRESS COLORS ACTIVELY IN RESPONSE TO BACKGROUND COLOR AND BRITENESS USING CHROMATOPHORES. THESE COLORS MAY BE MANUFACTURED OR ABSORBED AND RETAINED FROM AVAILABLE FOOD.

- Y = WHITE AUREA
- VI = RED AUREA
- VII = BLUE AUREA
- VIII = NILOTICA

**Fillet yields** are shown at expected percentage of yield that a skilled filleter can get from the average market size f-1 hybrid. Column title is "Fill".

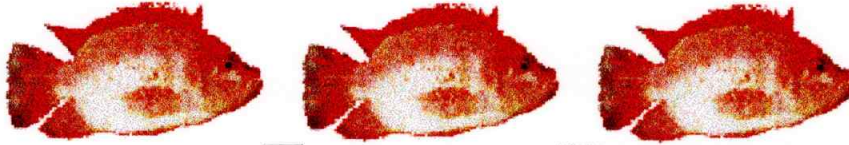
**Weeks to harvest** for the first portion of the f-1 hybrids to reach a size at the expected fillet ration to yield a minimum of 200 grams of fillet per fish. Column title - "Week"

**Handling** - the ease of working with the fry, fingerlings and harvest size f-1 hybrids is compared. 1 = traps and handles easily, 2 = well, 3 = O.K. but difficult, 4 = difficult.

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**CHERRY SNAPPER®**

GENETIC DEVELOPER OF RED RED TILAPIA -1974-1995 75 GENERATIONS



**TILAPIA AQUACULTURE INTERNATIONAL**  
**AND MIKE SIPE HEREBY MAKE ->**

### **3 ANNOUNCEMENTS**

**WE HAVE THE BEST "STABLE" OF PURE TILAPIA GENE LINES WITH THE FINEST COLORS FROM DEEP RED TO WHITE, BEST PERFORMANCES, SALT TOLERANCES AND GREATEST NUMBER OF TRUE F-1 HYBRIDS AVAILABLE IN THE WORLD AND IN ADDITION WE ARE NOW OFFERING THREE NEW FEATURES TO INTERESTED GROWERS: 25 YEARS OF GENETIC IMPROVEMENT AND TECHNICAL EXPERIENCE**

#### **(1) Cherry Snapper® TRADEMARK LICENSES**

We are seeking growers to supply an established market in Europe for Cherry Snapper®, Mike's Lifetime trademark for the red f-1 hybrid tilapias produced from Mike's exclusive tilapia gene lines. We can supply breeders, system designs, training and in addition we can arrange license agreements for the use of the registered Trademark Cherry Snapper®, on products produced and processed from these breeders WHICH MEET our quality control standards.

#### **(2) Dealership agreements (low cost)**

We are in the process of licensing New Dealerships for each State and each Country to Breed, grow and market fry, fingerlings and market size f-1 hybrids from Mikes 8 pure gene lines AND 22 F-1 HYBRIDS. We are providing f-1 hybrid parent stock breeders, training, consulting and marketing assistance under this program at reduced up front cost and monthly fingerling fees. We have Dealership startups in New England, Mexico, Jamaica, Trinidad, Saudi Arabia, India, Switzerland,

#### **(3) SUPERMALES-NOW**

We have 2 SuperMale f-1 hybrid Breeder gene lines ready for distribution. The SuperMale f-1 hybrids have been tested under both outdoor and indoor intensive systems and have consistently produced 600 gram market size fish from 8 gram fingerlings in 110-120 days. SuperMale f-1 hybrids produce **3 crops per year** compared to **1 crop per year** of sex reversed pure line normal tilapias.

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CONSULTING SERVICES FOR INTENSIVE CULTURE, EXTENSIVE CULTURE, HATCHERY DESIGN & MARKETING

TRAINING COURSES- WE HAVE TAUGHT HUNDREDS OF PEOPLE HOW TO WORK WITH TILAPIA SUCCESSFULLY WITH OUR HANDS ON TRAINING AND COURSES. WE CAN ACCOMMODATE YOUR TRAINING NEEDS FOR:

BASIC CLASSES

- 1. HATCHERY MANAGEMENT
- 2. PRODUCTION MANAGEMENT
- 3. MARKETING MANAGEMENT

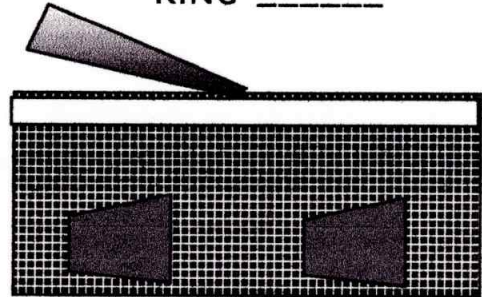
ALL PRICES ARE F.O.B. PALMETTO, FLORIDA, AND DO NOT INCLUDE TRAVEL, FREIGHT, OR OTHER EXPENSES. MINIMUM BREEDER ORDER 10 FEMALES, 2 MALES

FEMALES 

- MOSSAMBICA
- "RED" \_\_\_\_\_
- "HAPPY" \_\_\_\_\_
- "FIRE " \_\_\_\_\_
- NILOTICA
- (EGYPTIAN)
- "KING" \_\_\_\_\_

MALES 

- NORMAL MALES
- AUREA \$50 EACH
- "BLUE" \_\_\_\_\_
- "PHANTOM" \_\_\_\_\_
- "BLOOD" \_\_\_\_\_
- SUPERMALES\_ \$75
- HORNORUM"KNIGHT" \_\_\_\_\_



PRICE \$125.00 (BREEDS 10 FEMALES AND 2 MALES)

HATCHERY MANUAL \$100.00

BREEDER CAGES - DESIGNED FROM 24 YEARS OF BREEDING EXPERIENCE TO GIVE THE NOVICE EASY MANAGEMENT OF A BREEDER COLONY.

MINIMUM ORDERS:

Out of Florida, but in the U.S. the minimum order is \$600.00

Out of the U.S. from Florida, the minimum order is \$1,200.00

Consultation prices

\$1,000 PER DAY OUTSIDE US

\$ 750 PER DAY IN US,

\$ 500 PER DAY AT PALMETTO SITE (ALL FARM VISITS)

50% OF FARM VISIT CONSULTATION FEES MAY BE APPLIED TO BREEDER PURCHASES.

PAGE 1 of 1

PRICE LIST APRIL 1995

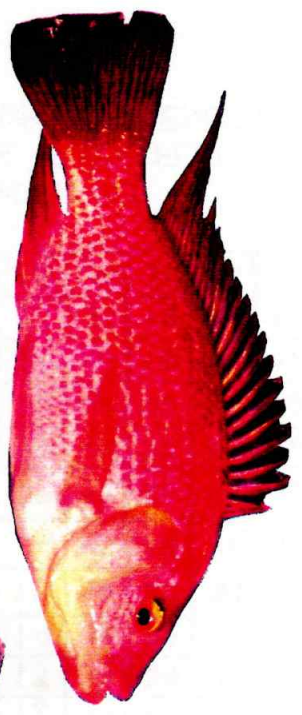
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BASIC CLASSES

HATCHERY MANAGEMENT  
PRODUCTION MANAGEMENT

RED



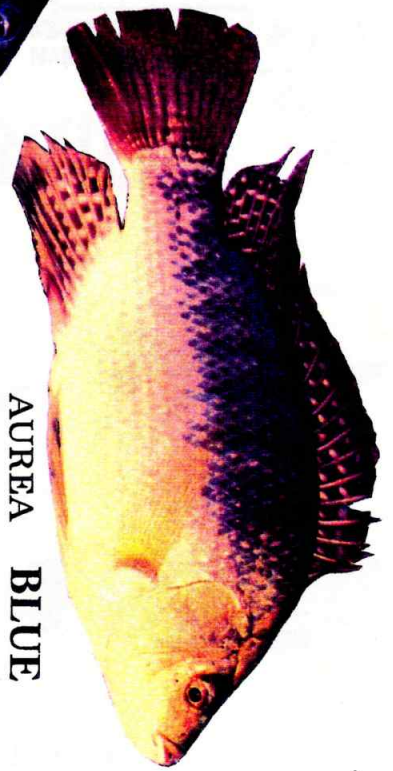
MOSSAMBICA RED-RED

**TILAPIA**  
SPECIES

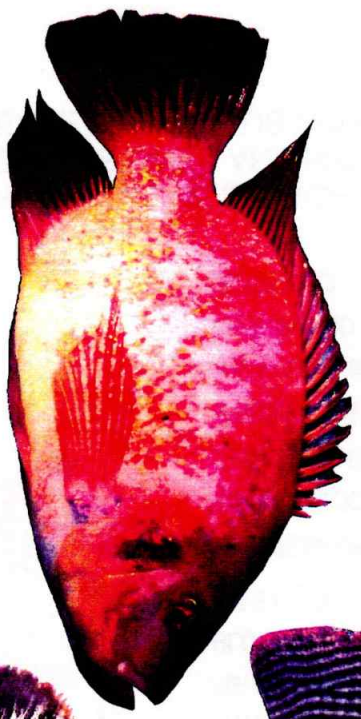
KING!



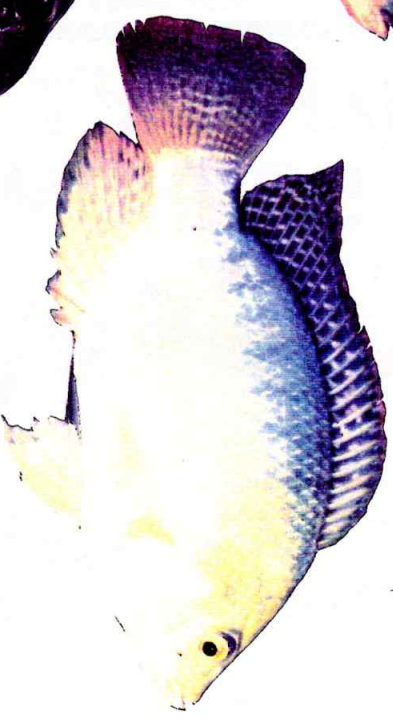
NILOTICA EGYPTIAN



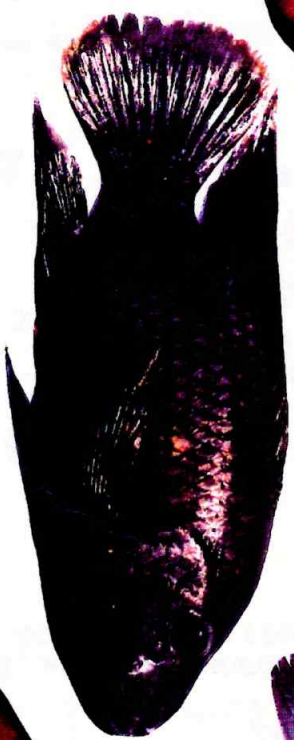
AUREA BLUE



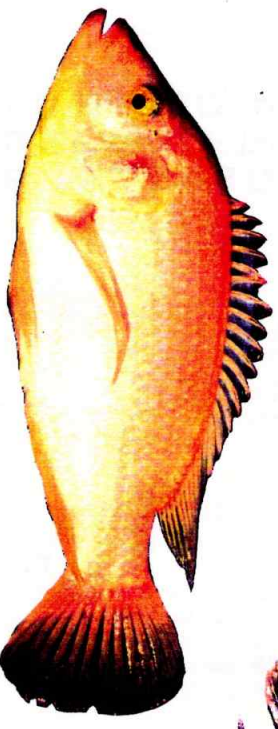
MOSSAMBICA BUTTERBALL  
HAPPY



AUREA WHITE  
PHANTOM



HORNORUM  
BLACK BUTTERBALL  
KNIGHT



MOSSAMBICA ORANGE  
FIRE



AUREA RED  
BLOOD

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CERTIFIED PARENT STOCKS  
AVAILABLE FOR  
F-1 HYBRID HATCHERIES



MIKE SIPE  
 1002 PINEY POINT ROAD  
 PALMETTO, FLA. 34221

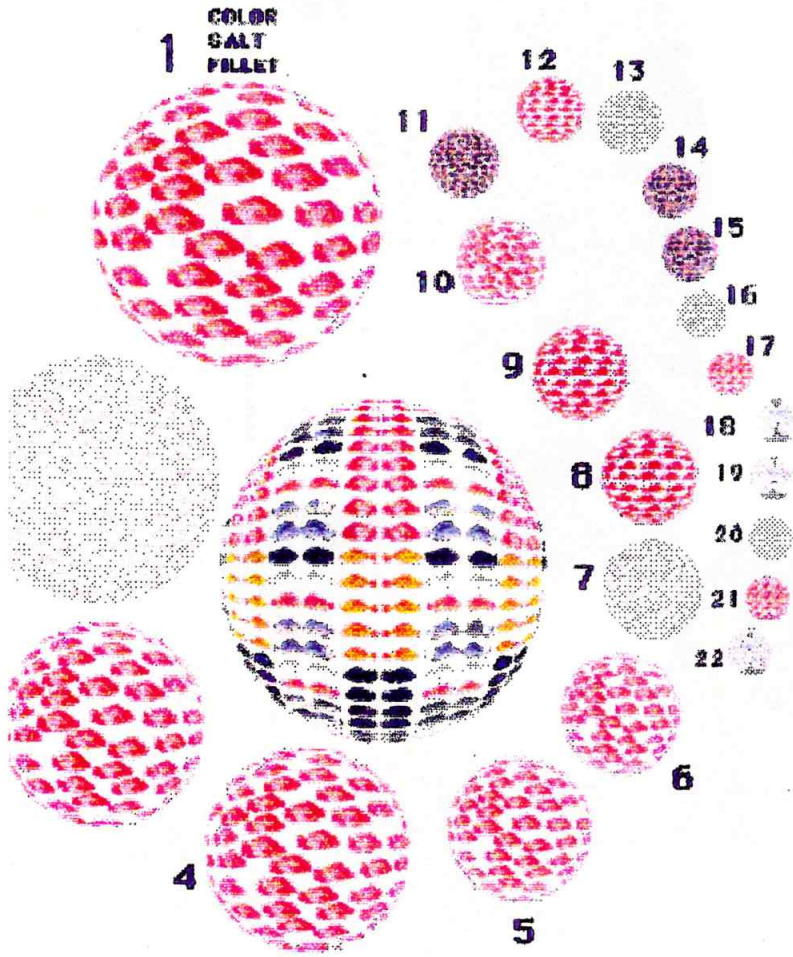
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# NEW WORLDS OF PURE TILAPIA HYBRIDS

F-1 HYBRIDS GROW FASTER, ARE MORE UNIFORM, STRONGER AND COMBINE THE BEST OF THE IMPROVEMENTS FROM ABOVE

FILLET 10"



HYBRID NUMBER	F <sup>0</sup>	PPT	%	WKS	
RED KNIGHT	1	50	66	35	12
RED PHANTOM	2	48	22	31	15
RED BLOOD	3	48	22	31	15
RED BLUE	4	48	34	31	15
RED KING	5	48	22	31	14
HAPPY KNIGHT	6	50	66	45	9
HAPPY PHANTOM	7	48	22	42	10
HAPPY BLOOD	8	48	34	42	10
HAPPY BLUE	9	49	22	42	10
HAPPY KING	10	49	22	43	10
KNIGHT FIRE	11	50	66	42	10
PHANTOM FIRE	12	49	22	31	14
FIRE BLOOD	13	49	34	31	13
BLUE FIRE	14	49	22	31	13
FIRE KING	15	49	22	31	13
PHANTOM KNIGHT	16	49	22	41	10
KNIGHT BLOOD	17	49	34	41	10
BLUE KNIGHT	18	49	22	38	10
KNIGHT KING	19	48	22	38	10
PHANTOM KING	20	46	16	34	13
KING BLOOD	21	48	16	34	13
BLUE KING	22	46	16	35	12

WE WILL BE SELECTING ONE REPRESENTATIVE IN EACH COUNTRY TO LICENSE BREEDING OF THE ABOVE PURE LINES AND HYBRIDS. IF YOU FEEL YOU WOULD LIKE TO QUALIFY, PLEASE PROVIDE US WITH YOUR REFERENCES.