



**Contact:** Neil Anthony Sims  
(808) 331-1188, ext. 201  
neil@kona-blue.com

**Kona Kampachi® coming back by June**  
**Over 250,000 fish recently stocked to open ocean farm site.**

**KAILUA-KONA, Hawai'i** — Kona Kampachi® plans on being back in the market by June, 2010, said Kona Blue co-Founder and CEO Neil Anthony Sims. “We have stocked more than a quarter of a million fingerlings to the offshore site over the last six months, and these will be ready for harvest by May”, Sims said.

As Kona Kampachi® has been out of the market since Thanksgiving, Monterey Bay Aquarium removed US Farmed Yellowtail from the Aquarium’s Seafood Watch list. The Aquarium “will be re-posting a recommendation for this product once it becomes available in the marketplace again”, said Dr Geoff Shester, Senior Science Manager of the Aquarium’s Seafood Watch program.

Sims reiterated his Company’s commitment to environmentally sound production of the sashimi-grade Kona Kampachi®. Many of the Company’s staff are marine biologists by training, and are deeply committed to ensuring that sustainable open ocean mariculture develops in a responsible manner. Kona Blue strives for transparency in its operations, and posts water quality data and benthic monitoring reports on-line, on the company’s web-site ([www.kona-blue.com](http://www.kona-blue.com)). To date, there has been no measureable impact on water quality, and no significant impact on the benthic community. The submersible net pens are located in waters over 200 ft deep, with strong currents, over a bare sand bottom.

Kona Blue has also been a leader in the development of sustainable diets, with a focus on “reducing our footprint on the oceans”, by lowering the fishmeal and fish oil inclusion rate in the Kona Kampachi® diet. This approach is applauded by most marine conservationists. Kona Blue’s original inclusion rate was around 80% fishmeal and fish oil, but over the last few years this has been lowered to less than 30%, with no effect on product quality.

Kona Blue is the first sustainable mariculture operation in the United States to grow fish in the open ocean from an integrated hatchery. The company nurtures its trademarked Kona Kampachi® (or *Seriola rivoliana*) from hatch-to-harvest. The fish are fed sustainable feed and grown in some of the cleanest water on Earth. Kona Kampachi® is healthy, pure and rich in Omega-3 fatty acids, with no detectable mercury or contaminants. Kona Kampachi® is distributed nationally and has received rave reviews, including from the nation’s most discerning seafood chefs.

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