



South West Aquaculture Network

We use technology to sustainably produce a new, exclusive and fresh crustacean for the seafood menu for high-end restaurants.



Elena Piana

Founder & CEO

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28th October 2021

It Takes a County to Grow an Industry

- What is Noola Redclaw about?
- The challenges
- The role of SWAN
- Final points



What is Noola Redclaw About?



EUROPE



Price up by 25% to \$ 19/Kg .

CHINA



Volume +190%

Price +50% to **\$35/Kg**

- Issues with quality
- Price fluctuations
- Availability



What is Noola Redclaw About?

- Chinese **affluent** class growing **fast**.
- Lobster fisheries are at **full exploitation and fishing is seasonal**
- **Climate change is negatively affecting** both crayfish and lobster fisheries and will increasingly do so.

The Solution: Breeding

Species/Breed:

- Development of a **unique fast growing species**: redclaw.
- Redclaw can grow to the **size of a small lobster**.
- Grows **4 x faster** than a lobster.
- It has **5% more meat of a standard lobster**



4 x
faster growth
than lobster

2 x
more meat than
standard crayfish

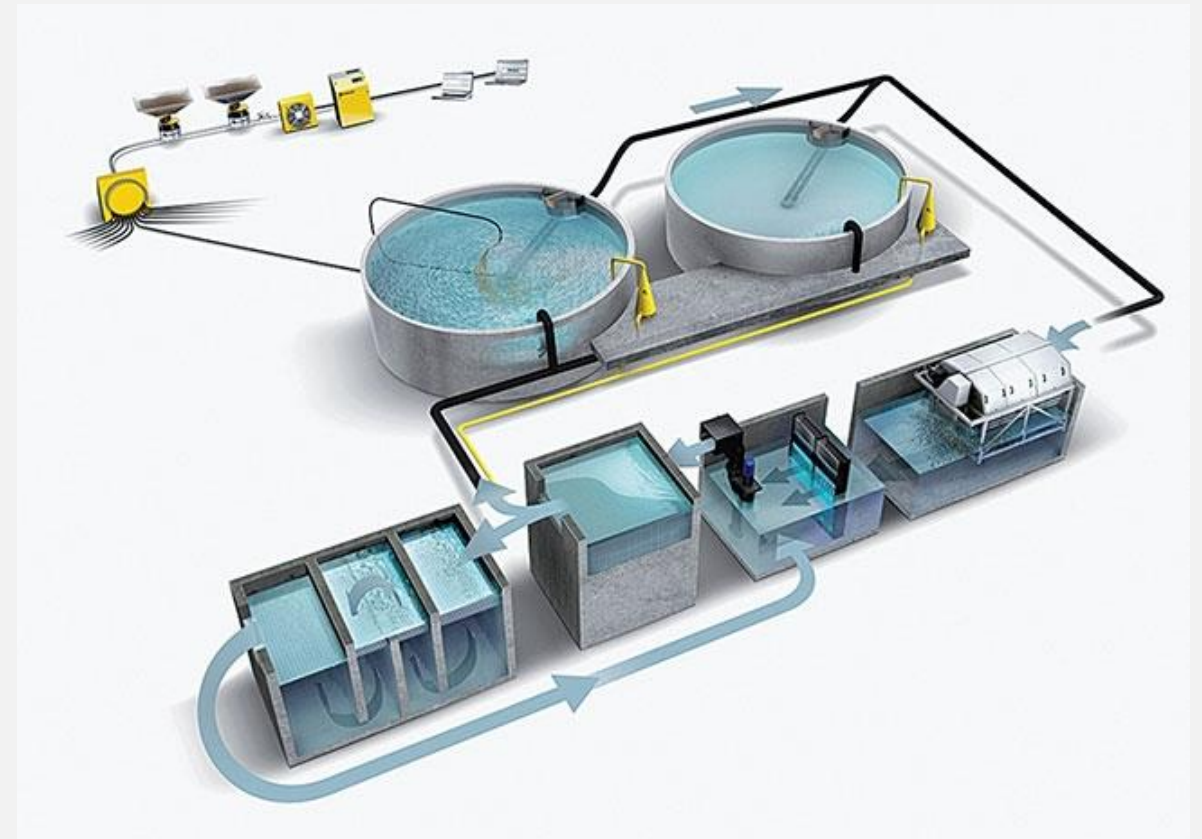
Redclaw crayfish
20/25 cm, 250 gr



The Solution: Adapt Existing Technology

‘Recirculating aquaculture system’ (RAS) technology can be adapted to create a **vertical system** for crayfish farming .

- **Harvest every month** of the year.
- Indoor, **controlled** aquaculture environment.
- **Sustainable** production: low water consumption, no impact on biodiversity.
- Production can be located near consumer market, to supply a **low milage, fresh and high quality product**.



Early interest:



Wild Harbour

Signed letter of intent from distributor for the purchase of 3 tons at £50/ kg.

‘Having a product that we can consistently offer our customers all year round is a huge benefit. I’m also really pleased to be able to offer a farmed product from the UK with excellent sustainable credentials and very low food miles, which fits with ours and our customer’s values.’



Abi Taylor
Founder & MD, Wild Harbour Ltd



Harvest Bundle

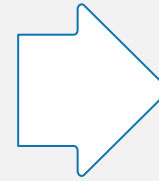
An online marketplace selling locally sourced sustainable food, confirmed they will list our product to meet their customer’s preference for local and sustainable products.

Development Journey

PHASE 1

Sep 1st 2021-
March 2022

- Build prototype
- Investment £140,000 + grants £59,000



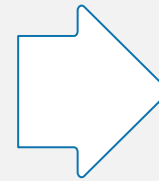
OUTPUT

- Registered trademark.
- IP on **new pedigree** species (through genetic breeding) and **vertical system design**
- Verified data on breeding, hatchery, nursery and growout.

PHASE 2

Year 2 to 5

- Establish production and commercialise brand
- Investment £2.6 million

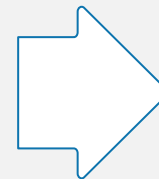


- First commercial system
- Breeding programme and hatchery
- IP on production system
- Market positioning

PHASE 3

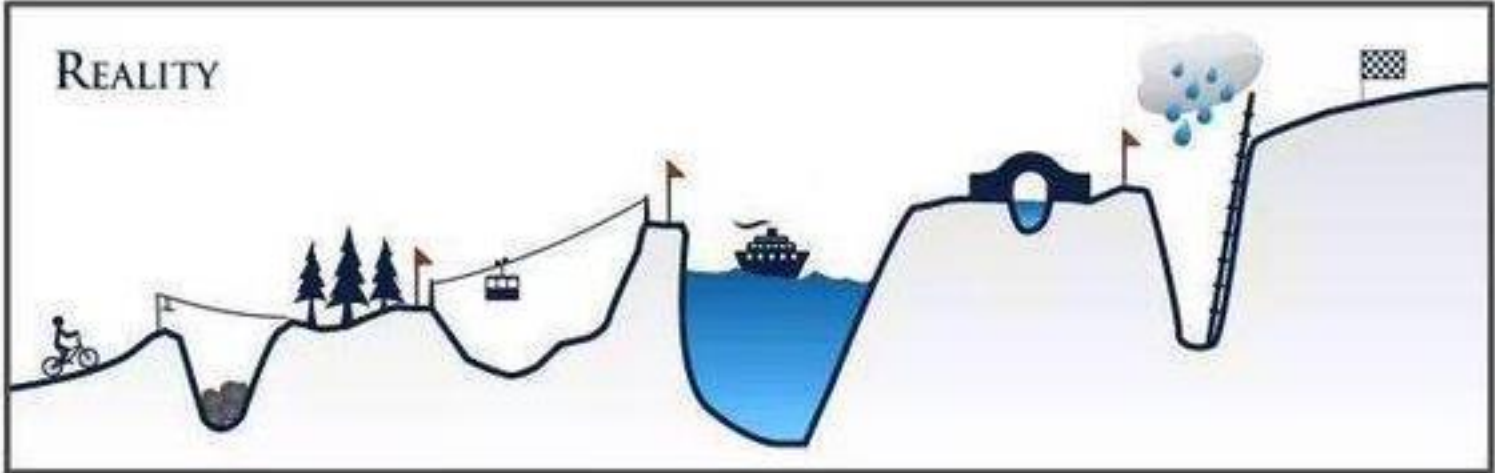
Year >5

- Expansion: construction of new farms in other countries. Hybrid farm models with less intensive/cheaper infrastructures. develop licencing model.

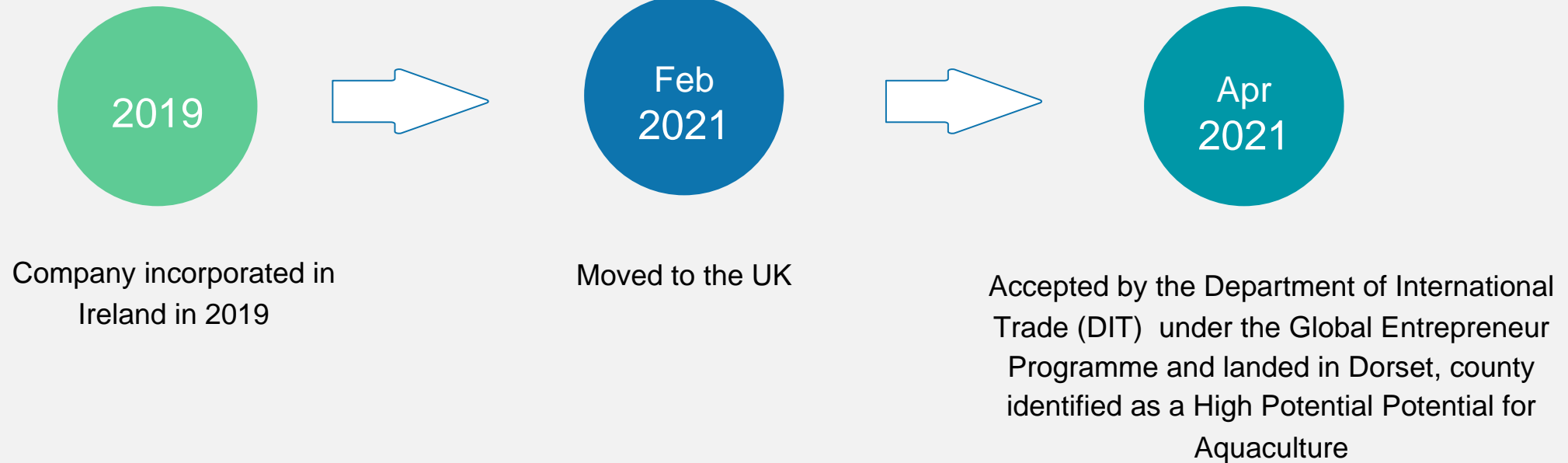


- Technical patents and registered design
- Established brand and monopoly market positioning

The challenges:



The challenges:



The role of Dorset Council and Dorset and East Devon Aquaculture



- Site? And visits?
- Licenses?
- Who are you?
- Help?
- Universities?
- Expertise?



Team



Elena Piana

Founder & CEO

Elena spent 13 years in the industry, Was responsible for the sustainability of supply chains going into M&S, Sainsbury's and Wegman's



Rio Lightowler

Production manager

Rio worked with RAS systems for 10 years and contributed to develop the know-how needed to develop a new industry for cleaner fish farming. In here Dorset.

Advisors



Marcela Navarro

Market Access Advisor

Marcela is the **CEO** & co-founder of **Project X Global**. She supports **multinationals** in the adoption of sustainable hedging strategies. She advises Noola Redclaw on value chain adoption.



Josh McNally

Redclaw and RAS expert

Josh has experience in capital raising for aquaculture and managed research budget of AUD \$1M to develop **Redclaw crayfish farming**. He refines production processes and decrease capital expenditure.



Rob Ward

Dealmaker at the Department of International Trade

Rob has a track record in creating, building and selling a wide range of food production and food and drink branded businesses. He guides the long term development of the Noola.





Dorset, UK

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