

Backgrounder

Tidal Vision

From the Ocean, for the Ocean.

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Tidal Vision Products Reduce Fishery Waste and Encourage Sustainable Fishing Practices

The seafood industry is a highly competitive world market. In this world market there is little or no short term economic incentive for industry to practice sustainability, since the non-sustainable operations can catch and process more, faster, and cheaper, and sell on the same market. Tidal Vision empowers the sustainable fisheries by providing the economic advantage they need to compete. In other words, Tidal Vision is helping the industry make more money, without catching more fish.

Tidal Vision is starting in Alaska, where ocean sustainability laws are written into the State's Constitution and ingrained in the culture. Alaska's fishery management is viewed world-wide as an icon for seafood harvesting sustainability.

However, approximately two billion pounds of fishery waste is still produced annually in Alaska alone. Tidal Vision sees this as two billion opportunities to make sustainable fisheries more competitive on the global market.

Commonly wasted fishery byproducts include fish skins and crab shells. Of the billions of salmon harvested in Alaska each year, skins make up about 85 percent of their weight, but they are generally not consumed. Discarded fishery byproducts are currently dumped into the ocean or landfills to rot. The wasted fishery byproducts pose a potential environmental hazard when fish waste is concentrated on the ocean floor. This is also an enormous missed economic opportunity. The commercial fishing industry spends billions of dollars each year harvesting this valuable resource, and then half of what is harvested is either thrown away, or turned into very low

value products. Tidal Vision believes this resources deserves to be used to its highest value potential.

Until now, almost all of the chitin on the world market has been produced in China and India. This is primarily due to the fact that the harsh chemicals used in the process are too harmful to meet production regulations in the USA. Tidal Vision has a patent pending on a method of removing chitin from crab shells that does not use any of the harsh chemicals of the previous methods of extraction, and produces a product with a higher tensile strength. Additionally, their design for mobile Chitin processing units will cut shipping by up to 80%.

Tidal Vision's proprietary method of aquatic tanning is all natural. The result is high quality, all natural leather that has a wide variety of uses.

In addition to textiles, Tidal Vision upcycled ocean products provide solutions for environmental remediation and reclamation that will be most applicable to cleaning up the world mining industry. These solutions could be ready for market as early as next year.

Tidal Vision was founded by an Alaskan commercial fishing Captain named Craig Kasberg. He was unsatisfied with the amount of waste produced by his industry so he set out to discover solutions. Kasberg recruited a team with the knowledge and skills to help him bring it to life.

"At the same time, I wanted to created visible products so consumers can show their support for sustainable fishing practices, with the hope to bring more awareness to ocean sustainability," says Kasberg.

" People like sustainable products, but they like good value for their money just as much, so we had to create competitive, attractive, durable, functional products, so that's exactly what we've done," says Zach Wilkinson, Tidal Vision COO.

Tidal Vision manufactures their products proudly in the USA. This includes Tidal Vision's proprietary product line of Alaskan salmon leather textile and products, and Chitoskin textile and products.

89% of those surveyed believe that sustainability is critical, and about 50% of those believe that sustainability comes with compromises in quality or price.

"We see huge market opportunities for these products, and we are working on some exciting joint ventures. Salmon leather and Chitoskin are really just the tip of the iceberg," says Kasberg.

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Summary: Tidal Vision is an innovative startup that believes sustainability should not be a compromise, and is promoting ocean products processes and fishing practices.