

COMMUNITY FISH FARM

Introduction

Fish is the main source of animal protein in some countries in Africa, especially tilapia and catfish, with dramatically increasing demand worldwide. This is a tremendous business opportunity that can benefit many families within a short period.

Based on our extensive aquaculture experience, we offer a practical, cost-effective and commercially viable fish farming model that recognizes and addresses the social and economic needs of the community, including development of employment opportunities and SME (Small Medium Enterprise) business opportunities.

The Community Farming Initiative

Small scale aquaculture farming (family fish farm) attracts more and more attention worldwide. Community farming relies on the family working capacity for daily operation that relying on central powerful data support and supply of inputs.

The initiative will set its production system among families who are living around a source of water. Using small modular tanks, a family can operate a number of tanks according to its ability. Each family will be supported by the center unit that will supply raw materials, services and will purchase fish for processing and marketing.

Project Model

In a vertically-integrated aquaculture system, typically a high investment and mass production environment, all operational elements are carried out by a single core investor or corporation. But there is an alternative business model under which production is generated by small autonomous entities operating within a co-operative environment. This model is based on a strategy that has a “Central Farm & Training Center” offering management support and production coordination to “Satellite Farms.” The proposed strategy is based on this business philosophy, which has been proven to work successfully in a number of

developing agricultural / aquacultural economies and consists of the following production elements:

1. Central Farm & Training Center
2. Satellite farmers

“Central Farm & Training Center” (CF):

This Central Farm provides farmers with comprehensive commercial, operational and marketing support. The aims of the Central Farm & Training Center are:

1. Produce and provide high quality fingerlings to farmers enabling them to attain high yields
2. Supply high quality feed
3. Training center to farmers enabling them to practice scientific, sustainable aquaculture
 - Formal Training
 - Knowledge and technology transfer
 - Practical Aquaculture courses for trainees and farmers
4. Marketing
5. Research and trial of different fish species

The Satellite Farms (SF):

The satellite farmers focus on a single step within the overall production cycle - mainly the “Grow Out” or “fattening” of fingerlings supplied from the Central Farm until they reach an optimum size for the intended target market. The Central Farm provides Satellite farmers with the confidence, ability and resources to overcome any set-up or operational challenges that may be experienced, and thus allow them to grow their own businesses under the expert management and supervision of Central Farm personnel.

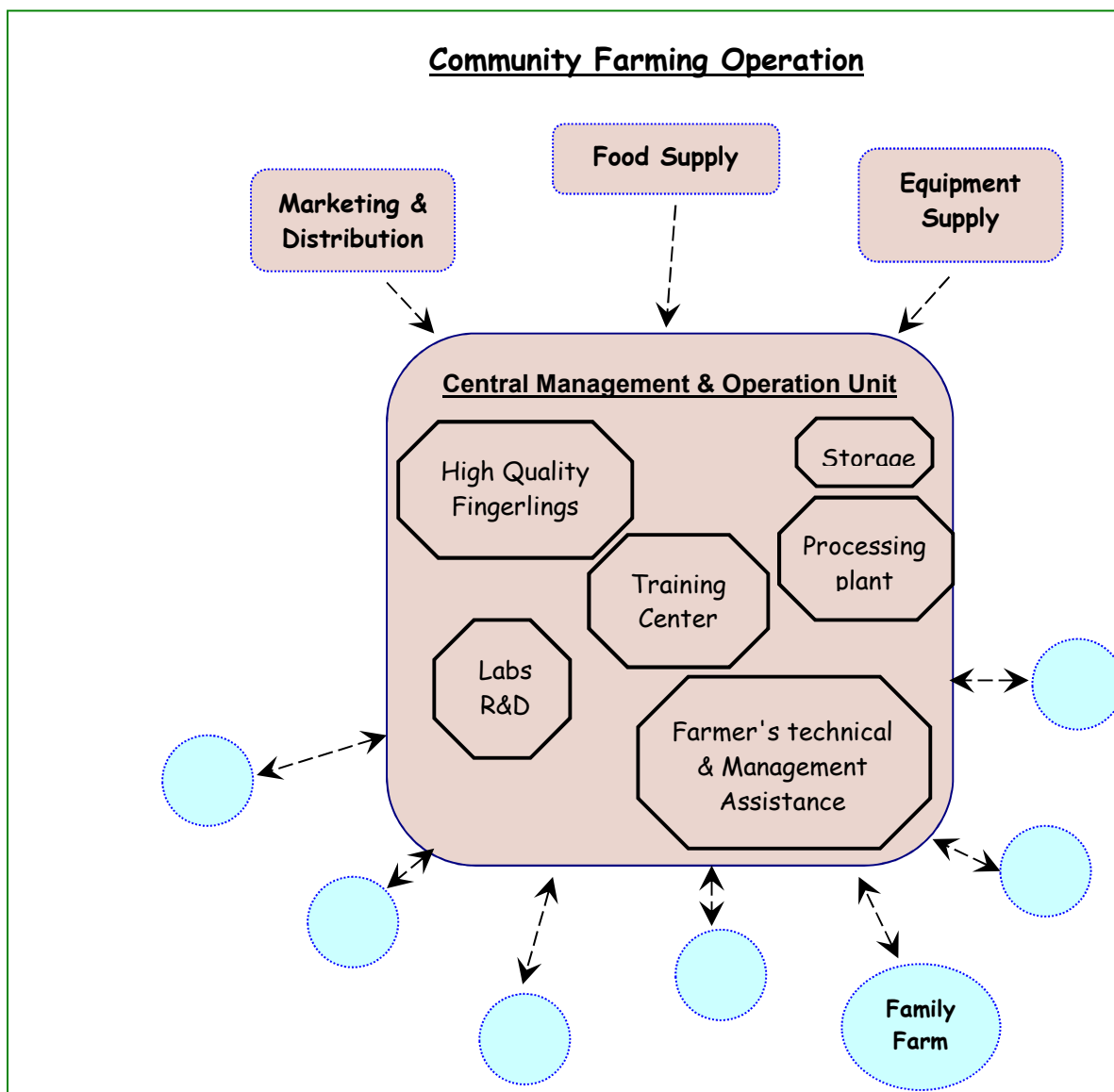
Rationale & Benefits

National/State Benefits:

- Development in rural areas through new & expanded aquaculture production industries.
- Increased income generation in rural areas in primary and supporting industries.
- Increased employment opportunities for technicians and labor in rural areas.
- Establishment of a base for expansion in regional and wider markets
- The initiative can be quickly implemented, with production starting within a few months.
- Short production cycles, which are less than 6 months, enable immediate impact on society.

Individuals Benefits:

- Access to highest quality inputs – fingerlings / fish feed / equipment.
- Access (guaranteed) to markets & growth potential in market share.
- Access to industry best practices, standards and resultant production quality.
- Access to training & management resources.
- Knowledge to improve profitability and equity growth



Company Profiles:

BioFishency:

BioFishency's founders have been working on aquaculture projects around the world for nearly 20 years. The company has extensive experience in aquaculture. The company developed a cost-effective, all-in-one water treatment system for land-based aquaculture which costs a fraction of the cost of high-end water treatment systems and requires minimal infrastructure and expertise. It operates with different aquaculture methods and enables fish growers to upgrade their existing facilities while using installed infrastructure and working methods. The BioFishency system enhances water conditions, increasing fish production with minimal investment.

Upgrade Solutions:

Known internationally for its 'Out Of the Tank' approach, Upgrade Solutions has the most advanced, readily available, comprehensive and easily applicable water provisioning and storage uses, including those ideal for community fish farming initiatives. The company's portable, quick water tanks are perfectly suited to meet the needs of fish farmers as an ideal, cost-effective alternative to other types of breeding tanks.

BioFishency and Upgrade Solutions provide a complete, turnkey community fish farm solution, for the central farm and training center as well as for the satellite farms (backyard fish farms). All supplies, equipment and training is included, with the complete system ready to go, at all levels, within a very short period of time.

For further information, please contact:

Upgrade Solutions: bakerman@upgrade-solutions.co.il, +972542344221 Shmulik Bakerman

BioFishency: igal@biofishency.com, +972509302486 Igal Magen