



# Aquaculture Forum 2002

The Privatization of High Appalachian  
January 12, 2002

# Overview

- High Appalachian LLC formed 12/01
- Operating Agreement effective 1/1/02
- Geneva Foods LLC managing partner
- Farms and plant transitioned from DoA

# Background

- High Appalachian
- Geneva Foods
- Tom Bandemer
- Pete Corteville

# High Appalachian

- 100% Trout
- Two farms with combined capacity of 200K pounds
- One processing plant with capacity of 400K pounds
- Over-sold status from owned farms
- Located just outside of Beckley, WV

# Geneva Foods

- \$2MM+ manufacturer of seasonings and dried bean soups
- Over 40 products, with 8 new items just announced
- Approximately 20% are seafood related items
- Sell under the Lysander's brand
- Based in Sanford, FL

# Tom Bandemer

- Engineering education at Western Michigan
- Sales positions with Pillsbury, Cincinnati Milacron & others
- Small business owner/manager
- Purchasing, Operations & Distribution responsibilities
- Passions: negotiating cost reductions, automation & operating efficiency

# Pete Corteville

- BBA & MBA from the University of Michigan
- Brand management positions with H.J. Heinz, Beatrice & Sara Lee
- Eleven years as independent sales & marketing consultant
- Responsible for Administrative, Sales & Marketing
- Passions: building brands, value-added products & profit margins

# Impact of Privatization

- Little noticeable for now
- Benefits in-line with private sector
- Reexamination of every aspect
- Contracting out with vendors, growers, customers
- True accounting for both farms & processing

# Focus of High Appalachian LLC

- Aggressive development of current customers
- Aggressive pursuit of new customers
- Aggressive development of new products
- Aggressive pursuit of needed fish
- Very aggressive push to Breakeven near term, followed shortly by profitability

# Co-opetition

- Industry in its infancy
- Need to share “best practices”
- Organizations in place to foster it
- Don't have scale of competitors--don't think Clear Springs pays the same for feed?

# Summary

- Lots of opportunity for aquaculture, trout, High Appalachian
- Need to ask plenty of questions
- Market oriented focus
- Branding, value-added focus
- Co-opetition
- Let's have some fun