

BEHOLD

!! Promised Land Striped Bass !!

There is an often-told story of biblical proportions of a man (Moses) who, in concert with others, wandered for a generation, through barren lands until the indecisiveness of the group diminished and they arrived at the *promised land*.

It takes a near-religious fervor to press on without support, like those people in the desert. This is the way it works in a society known for its 'rugged individualism.' This is way of a **Frontier society**.

Multi Aquaculture Systems (MAS) has operated successfully as an onshore aquaculture enterprise in *Promised Land*, Amagansett, NY for nearly 40 years (just like those wanderers). The company has ranched, hatched, brooded, nurtured, held, sold, distributed, and exported nearly every fish and shellfish species native to New York waters.

In 2009, an opportunity arose to obtain a lease for 200 acres of coastal New York waters that are permitted for raising finfish in what are called net pens.

Others have tried and failed at marine aquaculture at that site and elsewhere in the U.S. MAS recognized that it could become a fully integrated aquaculture company by bringing an offshore site into the mix with its onshore facilities.

MAS would be unique and whole and, as happened with salmon aquaculture in Norway and Chile, *an industry would be established*.

The end of the journey, the Promised Land, was in vision, if not yet in sight.

Promised Land Striped bass ranched in the cold pristine seawater of Gardiners Bay.

If you are what you eat, then it is worth considering that these fish are at the pinnacle of perfection. They have been fed wild bait fish and shrimp and squid. They are one year of age when they are transferred from their natal home in Amagansett at the Multi Aquaculture Systems facility to their 50-foot diameter 25 feet deep holding pens thirteen miles offshore. There, they grow naturally in the sea.

The pens are in fast moving waters. The enormous velocity of exchange of the water assures fast turnovers of clean seawater, providing excellent growth for these strong fish.

They are life-hardened in the ocean. They have survived the shifting currents, hurricane Sandy, a Nor'easter, and our own learning curve.

They are produced, not with fast growth rates as the goal, like soft flesh freshwater raised southern hybrid bass, but with the sublime taste and texture of wild, rugged coldwater seafood as the prime criteria.

The fish are harvested live from the sea pens and inventoried and size sorted back at MAS in seawater pools. They are held there until they are ordered by the finest restaurants in the Northeast. They are live bled and dispatched for fresh delivery within hours.

The fish are used for sashimi or grilling as the need requires for plate sized fish with the sublime taste of wild, fresh marine striped bass.

Ocean-ranched in New York State, they must be individually tagged to distinguish them from wild stripers of larger size. These fish are authentic striped bass, not hybridized or adulterated.

Multi Aquaculture Systems Inc. has trademarked this product under the name

Seastainable™ to distinguish it from less sustainable seafood harvest. It is a unique name for a premium product grown only by MAS at the Promised Land.