

J.H. THOMPSON & CO.
SHIPPERS OF
FRUIT & PRODUCE



J.J. McDONNELL

Excellence in Seafood



Pay attention to other seasons..

Rhode Island (June – Early July)

Massachusetts (June – Early July)

New York (June – Quota is filled)

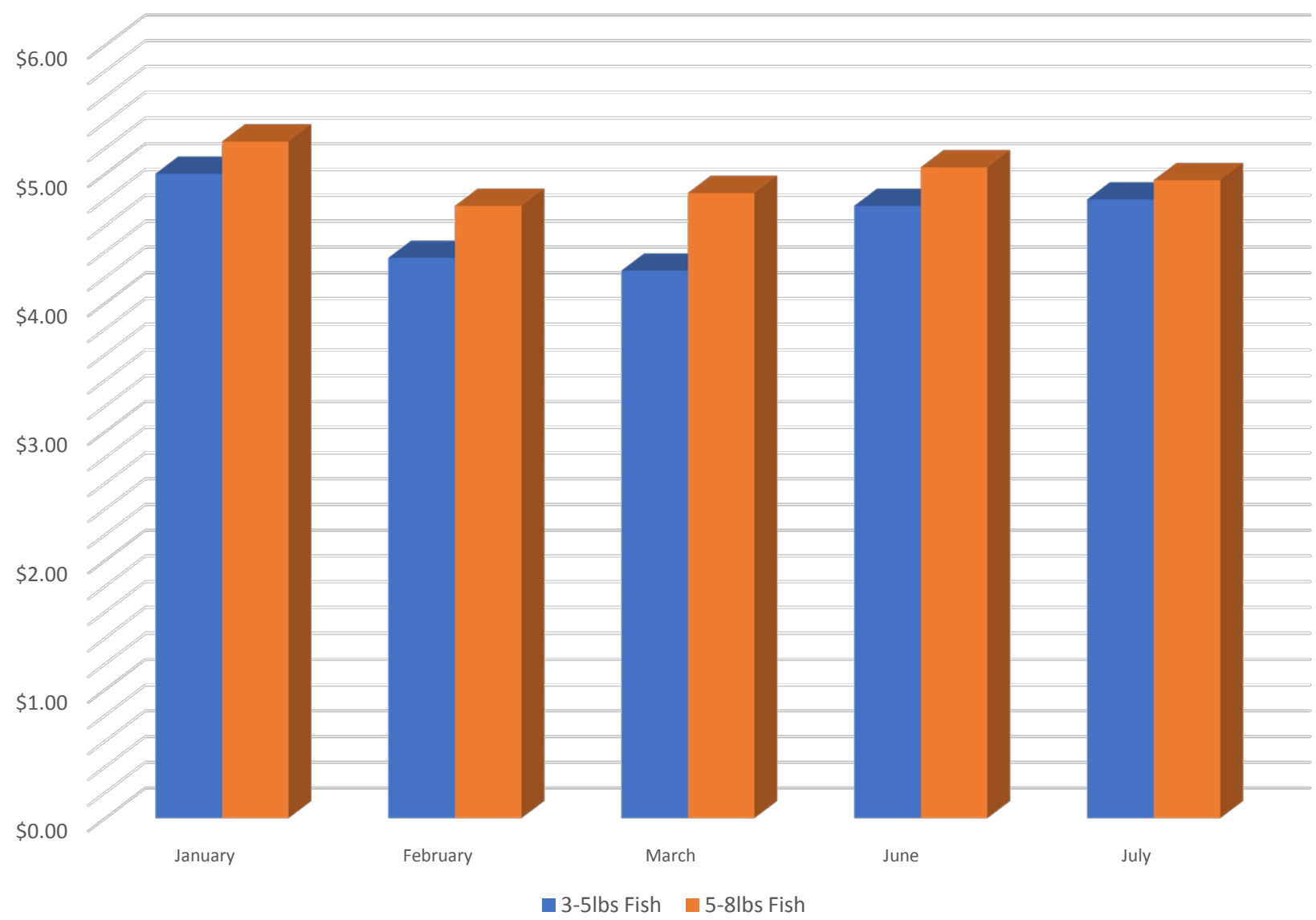
Virginia (Year round, heaviest is spring/fall)

Potomac (Jan – March, June – December)

A man wearing a blue shirt, a dark baseball cap, and a life vest is smiling while holding a very large, silvery fish. The fish is held vertically, with its head near the top of the frame. The background shows a calm body of water under a clear blue sky, with a distant shoreline covered in trees.

Customers
prefer larger
fish

Wholesale Striped Bass Price - 2017



INDUSTRY SECRET

Wholesalers Do Not Care About the Cost of Fish

\$3.50 – 4.75/lbs is ideal

Over \$4.95 customers start taking it off the menu, volumes dip 1000's of pounds per week. Slow your harvest.





$\$2.50/\text{lbs}$ Striped Bass / 42% Yield / 18% Markup =

$\$5.95$ Fillet Cost = $\$7.25$ Fillet Price = $\$1.30/\text{lbs}$ gross profit



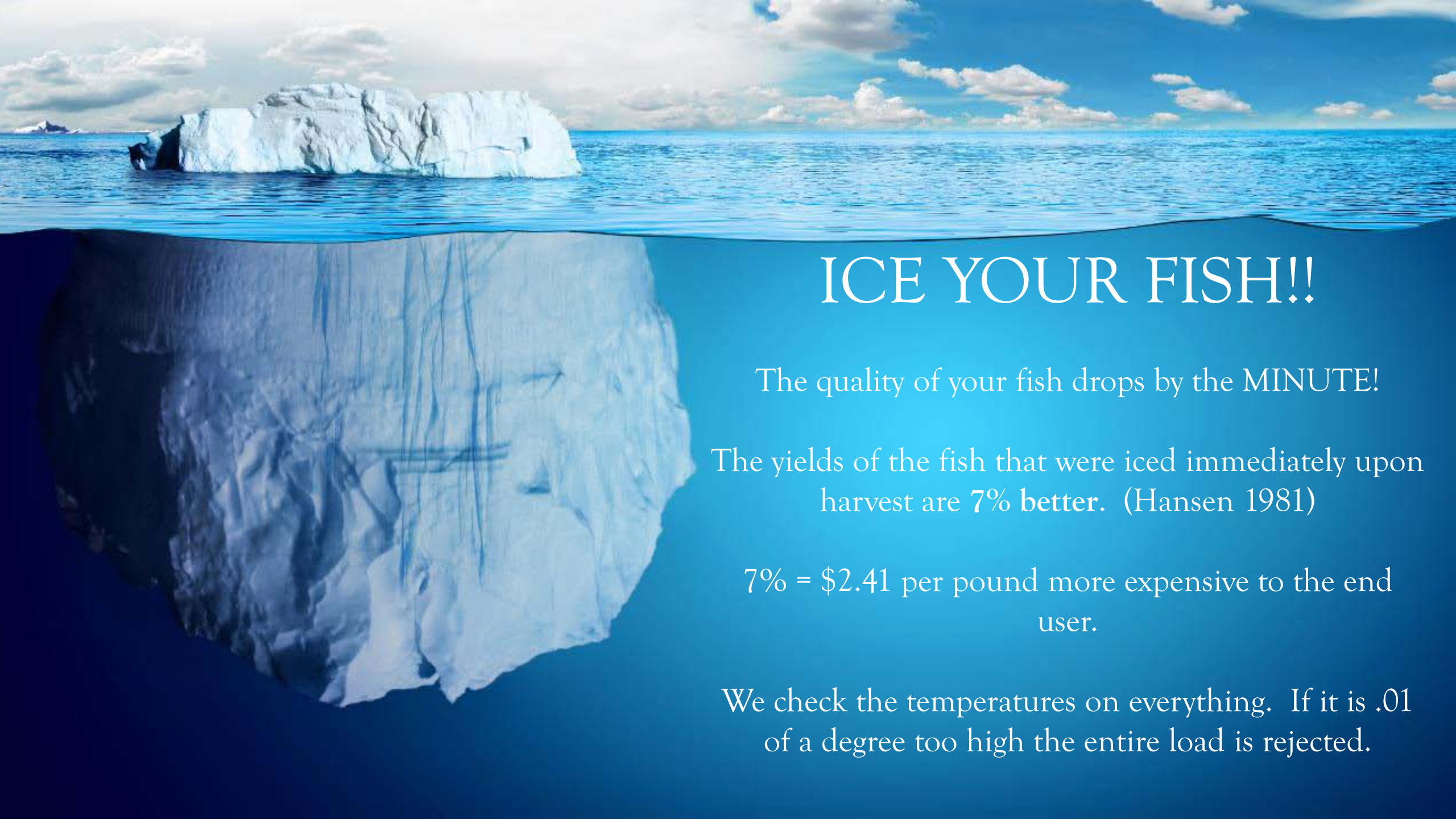
$\$4.50/\text{lbs}$ Striped Bass / 42% Yield / 18% Markup =

$\$10.71$ Fillet Cost = $\$13.06$ Fillet Price = $\$2.35/\text{lbs}$ gross profit



Coordinate your efforts!

In New England they work together and with us to ensure stable market conditions.



ICE YOUR FISH!!

The quality of your fish drops by the MINUTE!

The yields of the fish that were iced immediately upon harvest are 7% better. (Hansen 1981)

7% = \$2.41 per pound more expensive to the end user.

We check the temperatures on everything. If it is .01 of a degree too high the entire load is rejected.

SUMMARY



Pay attention to the seasons in other states

Don't use your quota on fish that are running 2-3lbs wait for bigger fish.

Coordinate your efforts with local fishermen to avoid flooding the market.

Take care of your product. You can make money by providing the highest quality fish.