

Press Release

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FOR IMMEDIATE RELEASE
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A New Live Lobster Road Transport System

That Makes Both Good Business and Ecological Sense

A new Live Seafood Transport System has demonstrated that up to 20,000 lbs. of prime Atlantic lobster can be transported by road to any point within North America without degradation of quality and a mortality of approximately 1% - lower than normally experienced with air freight shipments. The development by ATS Transport Systems, Inc. Newfoundland, Canada opens the way for environmentally friendly transcontinental shipping and a significant new business opportunity.

The wild-caught lobster fishery in Canada is big business and currently provides more than half of the world's supply for live and processed hard-shell Atlantic Lobster. Recognized for its consistent quality over 25% of the annual Atlantic Lobster catch goes to the live market, shipping cargo to high-end restaurants and retailers throughout North America and the rapidly expanding Asian market. Year-round availability of live lobsters is possible due to their excellent resilience in holding tank systems. But because of their limited life once out of water, live

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lobsters are universally shipped as high priority air cargo to ensure freshness on the dinner plate.

For sustainability the lobster fishery gets “Good Alternative” status from Seafood Watch and FishWise, and the Canadian Lobster Fishing Area (LFA) 41 is certified as sustainable by the Marine Stewardship Council. But from an environmental perspective it is the necessary air freight from the landing areas to the sometimes very distant gourmand that raises concern, as well as dramatically increasing the price. John Summers of Newfoundland, Canada-based ATS Transport Systems, Inc. realized that finding an alternative to flying *Homarus Americanus* across North America would simplify logistics and dramatically reduce both the transport costs and carbon footprint of this in-demand delicacy. The development of a reliable method of ground transportation was also certain to present an excellent business opportunity.

Over the last five years EnviroTech Instruments have been involved in ATS’s determined effort to develop a viable live seafood road-transport system based on an advanced holding-tank design that maximizes the lobster biomass per shipment. EnviroTech started by simply providing a way to measure ammonia in the holding-tank water of a small-scale system, but as the project progressed our role expanded to the development of a very specialized circulation control, water quality monitoring and conditioning system. The Atlantic Veterinary College Lobster Science Centre, Prince Edward Island, Canada, provided their unique expertise to optimize and then closely monitor the health of lobsters during the design and proving of the full-scale system.

Working directly with one of the largest lobster suppliers in Nova Scotia, recent proving trials successfully demonstrated that large cargos of 17,000 to 20,000 lbs. of prime live Atlantic Lobster can be transported by specialized tractor-trailer units to any point within North

America without any degradation of quality and a minimal mortality of approximately 1%.
Notably this a lower rate than normally experienced with air freight shipments.

Final development continues towards a fully commercialized system and further information about road transport opportunities for Atlantic Lobster is available from John Summers at +1 (709) 746-0646.

EnviroTech specialize in developing solutions for water quality monitoring and control applications including custom sensors, instrumentation, electro-mechanical integration and software systems.

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The specially designed circulating tank system is loaded with prime Atlantic Lobster ready for road transport



The complete system is installed in a standard tractor trailer for transcontinental shipping of live Atlantic Lobster