

## **trū® Shrimp Announces Plan to Build First of Its Kind Shrimp Facility in Madison, South Dakota**

**MADISON, SD, January 4, 2019** — The trū Shrimp Company, a pioneer in healthy, innovative and sustainable shrimp aquaculture, today announced that it is planning to build its first shrimp production facility, a Harbor, in Madison, South Dakota. trū Shrimp's advanced technology is designed to raise shrimp in a near natural and disease-free environment. Construction is expected to break ground this summer in Madison's Lakeview Industrial Park, with the exact timeline pending the completion of permitting and financing.

“We are excited to be working with the City of Madison and the Lake Area Improvement Corporation in bringing safe and sustainable shrimp to the US consumer,” said Michael Ziebell, trū Shrimp's president and CEO. “Though we're headquartered in Minnesota, trū Shrimp is truly a Midwest company. Building our first Harbor in Madison reaffirms our commitment to the broader region.”

“South Dakota is pleased to welcome its newest corporate citizen, trū Shrimp, to Madison,” said South Dakota Governor, Dennis Daugaard. “The growing aquaculture industry, led by trū Shrimp, is not only a great fit for Madison, but also a natural fit for our state's agricultural heritage.”

“trū Shrimp is going to be an excellent addition to Madison,” said Mike Malone, president of the Lake Area Improvement Corporation. “They are an outstanding company with Midwestern values and an environmental focus. We are excited to bring this opportunity to the region.”

trū Shrimp's innovative technology changes the way shrimp are raised, free of chemicals and antibiotics. The company calls its facilities “Harbors” to reflect these new processes and says this new approach will revolutionize the way seafood companies meet the demands of their customers. trū Shrimp's processes enable shrimp to grow in shallow water that is cleaned and reused.

trū Shrimp previously identified Luverne, Minnesota as the site for its first Harbor. However, there are open items related to the Luverne site that need to be addressed before trū Shrimp can proceed. “It is a matter of timing;” added Ziebell, “our timeline for capital financing and construction in 2019 does not allow adequate time to resolve the items in Luverne. Locating the first Harbor in Madison not only meets the critical components of our business model, but our timeline as well.”

### **About trū Shrimp**

trū Shrimp is focused on sustaining a growing global population with healthy, clean shrimp. They believe it is their social responsibility to exceed food safety standards, while limiting their environmental impact.

trū Shrimp is the solution consumers have long desired. From patented technology created by Texas A&M University, they've developed a breakthrough approach to raise shrimp in the healthiest, safest and most efficient way possible.

Their approach provides a consistent and traceable supply of shrimp to sustain the world's growing demand. Shrimp also benefit from trū Shrimp's advanced technology that recreates a natural environment, resulting in minimal stress. Their pioneering technology creates an efficient, predictable and sustainable source of shrimp.

They are committed to creating sustainable approaches for the world. When designing trū Shrimp, processes were optimized to minimize the impact on the environment. Through advanced water management technology and recycling methods, trū Shrimp is reducing water usage, waste byproducts and their carbon footprint at every turn.

[www.trushrimpcompany.com](http://www.trushrimpcompany.com)

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