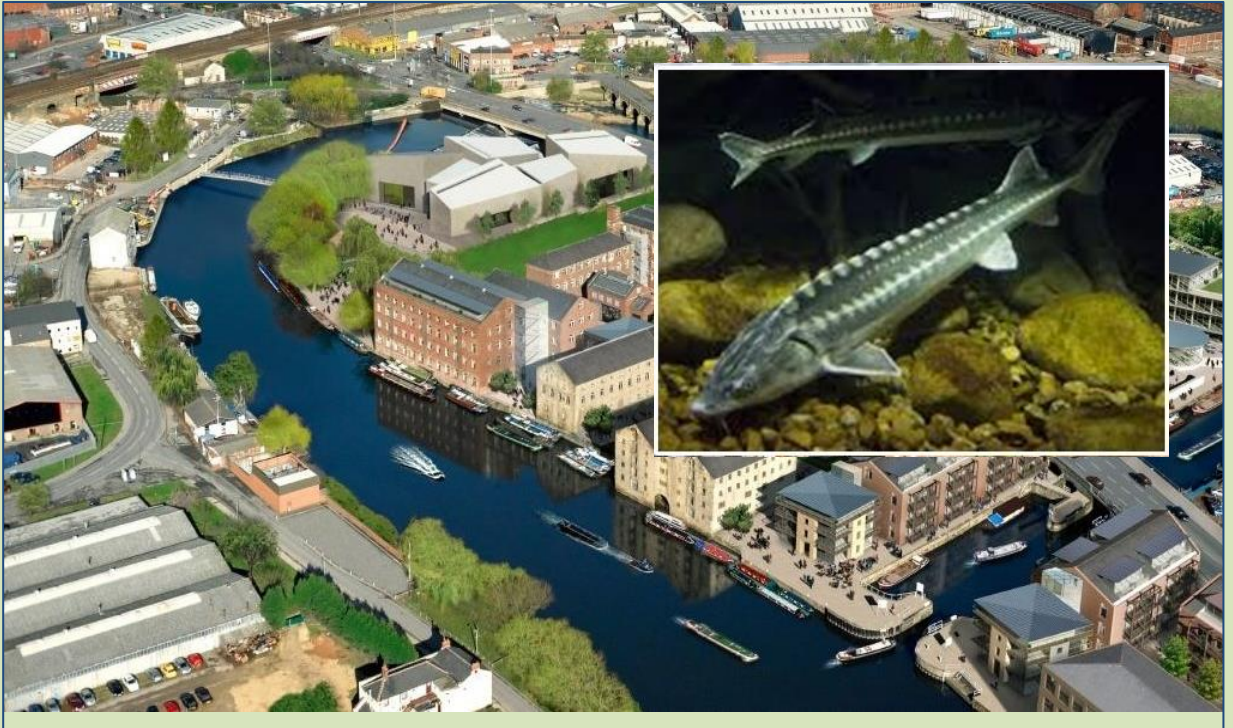


MAKING BRADFORD GREAT

*From Cotton to Caviar
With the World's First Sanctuary
for 'Living Dinosaurs'*



Through development of the
**STURGEON PRESERVATION &
EDUCATION CENTRE**
(The SPEC) by 2025

The **Sturgeon Preservation & Education Centre** is a Yorkshire-based, non-profit initiative to apply the UK's recognised creativity as a nation with its love of the Natural World to save one of the world's oldest and most endangered species, the Caviar-producing Sturgeon fish who've inhabited Earth for over 250-million years and been hailed by scientists today as "a nutritional powerhouse."

For centuries Caviar has been regarded as an expensive culinary delicacy for the rich and powerful although these fish can provide an array of health benefits for all. Indeed, modern-day research suggests Caviar is capable of reducing signs of skin aging, improving brain and mental health, preventing heart disease, improving male fertility and supporting the human immune system. All of which can be delivered by the eggs of female Sturgeon if the fish can survive the growing threat of extinction.



Fortuitously, during the 2000s German academics researched their way into the first "No kill" approach to Caviar production. It involves "hands-on" farming of fish stock to help reduce seasonal extermination of the millions caught annually; thus underpinning creation of the first ethical and sustainable Caviar in the world.

This method was seized upon by a Yorkshire-born entrepreneur John Addey, a seasoned fisherman and former retail business executive, who decided to 'test' the commercial viability of the German's approach as he was inspired by his son's fascination with the species but feared for their future.



Their conservation project began in 2012 with what amounted to six years of graft spent on research, facilities development, system and process refinements and staff training to launch what became Yorkshire-based KC Caviar, the first “No kill” Caviar facility in the world. Its single-minded goal was to combine German methodology with their own skills and experience to work with and nourish rather than kill Sturgeon to yield the most pure and “green” product on the market.



By 2018 KC Caviar had recorded annual sales of £162,000 with growth predicted to reach £400,000 within two more years. Its Caviar had attracted national publicity, millions of website hits capped by a visit from the famous Hairy Biker chefs who claimed KC Caviar was the best they’d ever tasted. But then disaster struck in 2020 -- the KC facility suffered the devastating loss of all its Sturgeon stock due to factors beyond anyone’s control.

The death of those majestic fish was a very painful, indeed a traumatic event for the KC team – worse than losing money or a job, for some. Because every employee had literally handled, even played with, the Sturgeon at some point during their lifetime. Which made their passing more like losing hundreds of pets than a mighty fleet of fish-like dinosaurs.

Such memories made it impossible for all KC staff to simply walk away from the business. So Addey opted instead to start up a new but not-for-profit enterprise whose No. 1 priority would be saving Sturgeon from extinction. The basic approach would apply profit-making retail marketing strategies to both design and build the Centre from the start. The aim would be to facilitate costs recovery as soon as possible and maximise income generation with an eye on creating annual surpluses sooner rather than later, for ongoing development.

The undertaking would require educating more of the public about Sturgeon history, biology and their potential to improve the health and wellbeing of all humankind, not just the wealthy. It would also need to consider aquaculture issues facing the fishing industry as a whole to campaign successfully for ethical and sustainable (“No Kill”) Caviar production.

Overall, The SPEC will be dedicated to applying British creativity and dedication to save one of the most historic yet endangered species in the world, the Caviar-producing Sturgeon, which have come to be called our “Living Dinosaurs.”

Its main aims include:

- To provide better public education about the 21st century Fishing Industry and its job opportunities, while supporting creation of an International Aquaculture College offering apprenticeship courses and live demonstrations of sustainable Caviar production, as part of their curriculum



- To showcase the UK's commitment to and demonstration of ways to ethically produce Caviar while advancing development of the food's lesser-known health benefits and making them more accessible too

- To develop a state-of-the-art Caviar production facility, driven by a “No kill” process for fish preservation, in order to promote humane and sustainable Caviar production techniques for worldwide adoption



- Through a planned alliance with the International College of Aquaculture, The SPEC will be a potential provider of Apprenticeship training schemes offering on-site work experience daily with career opportunities for those wanting to join The SPEC team in future.
- The new College will be the only one of its kind to provide students with daily access to Sturgeon fish cared for by The SPEC.
- The SPEC will also tap into the international tourism potential of such an undertaking – by developing state-of-the-art, underwater overnight accommodation to attract visitors from across the globe with chances to see - and be seen by - these pre-Jurassic creatures at close range.



- Overall, The SPEC will focus on educating more people within the UK and abroad about the real value of the Sturgeon species in the hope of convincing increasing numbers of Caviar producers and their government regulators to fish in order to *preserve* rather than kill the most endangered species on the planet .

- Identify and work alongside local/central government authorities, individuals and other relevant institutions which demonstrate the interest, vision and capacity required to support this cause
- Secure the optimal location for developing The Spec - its required production facilities, lake, visitors centre, close-range Sturgeon viewing areas, state-of-the-art underwater overnight accommodation and proposed International College of Aquaculture
- Raise £20million in donations, grants and goods and services in kind by 2024, aimed at total self-sufficiency by 2025 with a projected turnover of £2.5million.
- Design and build a high-specification aquatic complex to advance the cause of Sturgeon survival based on effective public/private-sector partnering
- Utilising sustainable energy-saving strategies at every opportunity, e.g. heat exchangers, bio-fuel and solar panel systems
- To create over 100 jobs on its chosen development site plus many more within its host region within 12-18 months from launch

Funding Sources:

- Donation schemes
- Local/national grants
- Crowdfunding
- The Earthshot Prize



For the Longer Term

Help build the UK as a world leader in responsible and ethically sustainable commerce within the fishing industry – by preserving one of Nature’s most ancient providers of a high-quality food and growing range of health products in the face of massive environmental challenges confronting Humankind



Sturgeon Lives Matter, Too

Sturgeon Preservation & Education Centre Ltd

Trading as The SPEC

Registered address

39 Abbey Walk

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Incorporated 24th June 2022

Reg No. 14195233

Limited by guarantee, charitable organisation

Key contact:

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(To be launched shortly)



CERTIFICATE OF INCORPORATION OF A PRIVATE LIMITED COMPANY

Company Number **14195233**

The Registrar of Companies for England and Wales, hereby certifies that

STURGEON PRESERVATION & EDUCATION CENTRE LTD

is this day incorporated under the Companies Act 2006 as a private company, that the company is limited by guarantee, and the situation of its registered office is in England and Wales.

Given at Companies House, Cardiff, on **24th June 2022**.

The above information was communicated by electronic means and authenticated by the Registrar of Companies under section 1115 of the Companies Act 2006



Companies House



THE OFFICIAL SEAL OF THE
REGISTRAR OF COMPANIES