

Goal of company: to make profit on investment and provide salary for employees (management and labor)

Method of achieving goal: to raise and market green sea turtles

Logical/advantageous reasons for choosing method:

1. immediate and/or producible demand for products;
2. high percentage of expensive marketable products;
3. unique position with no competition excepting wild capture;
4. availability, accessibility and relatively low cost of eggs from natural beaches;
5. among marine animals, relative ease of hatching and rearing to market size (air breathers);
6. relatively low cost of feed after hatchling size (initially assumed);
7. economic/promotional advantages that could be created (e.g., beneficial legislation and public image of being a conservation endeavor).

Taking into consideration the generally endangered state of all wild animal populations and the high level of conservation concern which presently exists in some of the more affluent countries, the underlying premise that needed to be established and maintained to ensure success (profit) was that the company represents a positive factor to the

conservation of the green turtle. From the onset, this factor was undoubtedly recognized as being of paramount importance. Without the proper image, marketing would be near impossible and all other advantages would be meaningless. The premise itself presents somewhat of a challenging paradox in that it would be difficult for many people to see how killing and selling animals could help to save them. Commerce has long been considered a primary cause of declining animal resources. Promotional campaigns had to be designed with these thoughts in mind in order to convince the general public of the conservation benefits. To summarize, the company's success depended heavily on establishing itself as a conservation-oriented business. This would help protect against restrictive legislation and ensure that people would be willing to buy and businesses willing to sell "farmed" turtle products. Conservation therefore became a major issue, not necessarily for the sake of perpetuating living resources in their natural habitat, but for achieving the end goal in corporate terms.

Mariculture, Ltd., and/or its agents have attempted to establish a conservation image to the general public by stating, in a voice of confidence and authority, that:

1. captive breeding problems have been nearly resolved and the self-contained production of eggs will soon be reality;
2. releasing a few captive-reared turtles compensates for the large number of eggs that are taken from natural nesting beaches. This is due to the fact that hatchling mortality in the wild is high and survival chances are enhanced with increasing size and age;

3. eggs taken from the wild are in many cases from nests that are likely to be "doomed" due to certain soil characteristics and erosion. Turtles hatched from these eggs, released, and protected from beach predators would have the effect of increasing the number of animals in the wild;
4. pressure will be taken off wild populations by marketing high quality "farmed" products. This will make it unprofitable for turtle fishermen to stay in business;
5. repopulation of depleted wild stocks will eventually take place by releasing hatchlings produced from the company's self-contained breeding herd;
6. placing paid guards on a nesting beach serves as compensation for the removal of a specified number of eggs;
7. commercial farming, as practiced by the company, can save the green turtle from extinction. This concept receives the support and endorsement of several eminent authorities. Commercial patronage of the farm's products will aid in this endeavor;

8. conservation-oriented studies are being conducted and turtles are being donated to research institutions;
9. large quantities of protein will eventually be provided to a hungry world (conservation of man);
10. the company's "farming technology" can soon be exported to other countries to provide additional protein and employment (conservation of man).

On the average, the general public has only a casual knowledge of green turtle biology and the problems associated with its survival. Little reason therefore exists to doubt or disbelieve the claims and pronouncements that have been made.

Letters, articles and brochures which have been disseminated by the company and/or its agents can be divided into three separate categories. That is, information prepared for the general consumer public; the existing and/or prospective stock holder; and the biologist/conservationist. Objectives, methods and data for each group are "tailored" for the company's particular needs.

The burden of proof for the numerous conservation claims must rest solely with Mariculture, Ltd., for it is the organization which is the advocate.

Promotional campaigns have served to enhance the corporate image while at the same time create greater markets for turtle products and a sense of security as to the status and survival outlook of the green turtle. Possibly more importantly they have also stimulated interest in establishing similar turtle farms in other parts of the world based on the company's "technology."