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Two species of Asian carp are threatening our native Mississippi River basin fish species. Silver carp forage on phytoplankton, bighead carp eat zooplankton, and together they pack a one-two punch on the food web that makes them the most dangerous invasive fish species to ever escape into the Mississippi River. Their exponential increase in numbers over the past decade has made control a questionable goal at best; eradication is not a feasible option at this time. Marketing may provide a tool with which Asian carp control would be possible. The Chinese upper class has indicated interest in buying over 60 million pounds of wild river Asian carp. This presentation will provide information concerning progress in procuring federal funding to help start mega fish-processing facilities throughout the Mississippi River basin, regulations that Kentucky is implementing to get commercial fishermen in restricted waters to harvest Asian carp, potential scope of foreign markets, and work that MICRA delegates have completed to increase awareness of the Asian carp issues anywhere that is not part of the Great Lakes Restoration Initiative.