



For Immediate Release  
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### **Cherrystone Aqua Farms Announces**

**Ron Crumb**  
**Named Director of Sales and Marketing,**

**Don Flax**  
**Named Sales and Marketing Manager**

**Tara Riley**  
**Named Director of Aquaculture Operations**

**Cheriton, VA:** Cherrystone Aqua-Farms, the countries leading producer of farm-raised littleneck clams, is pleased to announce the following promotions and additions. These announcements were made by Dr. Michael Peirson, PhD., president of Ballard Fish and Oyster Company, the parent company of Cherrystone Aqua-Farms.

**Ron Crumb** has been named Director of Sales and Marketing. As Director of Sales and Marketing, Crumb will be responsible for the constant improvement of quality and service by close examination of every aspect of product delivery. Crumb has been with the company for over 20 years. Previously, he was the Sales and Marketing Manager.

**Don Flax**, a new member of the Cherrystone team, has been named as the Sales and Marketing Manager. With over 25 years combined experience in sales and management in the seafood and broad line food service industries, Flax brings a wealth of knowledge to the Cherrystone team and will work to bring the increasing production of shellfish to the national and international markets.

**Tara Riley** has been named Director of Aquaculture Operations; a new position reflecting the growth and future plans for Cherrystone Aqua-Farms. Riley is currently the Hatchery Manager at the Cheriton facility and has been a member of the Cherrystone team for over 5 years. Riley holds a professional BS in Marine Science from the University of Jacksonville and a M.S. from Auburn University in Fisheries and Allied Agriculture. She will continue to hold the position as Hatchery Manager in addition to her new responsibilities as Director of Aquaculture Operations such as overseeing the aspects of clam and oyster production as well as researching future culture species.

Production has been steadily increasing at Cherrystone Aqua-Farms over the past several years due in part to the addition of a new 7600 square foot hatchery and nursery building in 2006. In addition to the physical expansion, this new space is allowing for innovations in aquaculture.

Cherrystone Aqua-Farms is a division of Ballard Fish and Oyster Company, Inc., which has been in the shellfish business since 1900. The company's president Dr. Michael Peirson, built on the pioneering work of the Virginia Institute of Marine Science to develop a hatchery program that assured the consistent quality of Cherrystone Aqua-Farms littleneck clams by their growth in the high-salinity, ocean-flushed waters in the lower Chesapeake Bay. Since the beginning, Cherrystone has stayed on the leading edge of shellfish aquaculture making it the countries leading producer of farm-raised littleneck clams.

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