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Brief Description Section (Additional Page)

**1555752-VIDEO-Cammie.mp4**

This video introduces the Kepley BioSystems lab mascot, a Rocky River Crawfish named Cammie Hobbs. This video was created as a fun educational press piece to discuss the way that crustaceans smell, feed, and forage. Cammie is named for renowned crawfish expert, Horton H. Hobbs Jr, whose work in the field of freshwater decapods is unparalleled.

**1555752-VIDEO-OrganoBait.mp4**

Designed as a quick overview, this video discusses the NSF-supported synthetic bait project, OrganoBait, as it is developed by Kepley BioSystems.

**1555752-Anthony\_Dellinger.jpg**

Dr. Anthony Dellinger, president of Kepley BioSystems, poses with a lobster and the NSF-supported synthetic bait product, OrganoBait.

**1555752-Cammie1.jpg**

Cammie, a Rocky River Crawfish (*Cambarus Hobbsorum*) and Kepley BioSystems lab mascot.

**1555752-Cammie2.jpg**

Cammie, a Rocky River Crawfish (*Cambarus Hobbsorum*) and Kepley BioSystems lab mascot.

**1555752-KBI-logo(large).png**

The Kepley BioSystems logo.

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**1555752-KBILab.jpg**

Dr. Dellinger makes use of the Nuclear Magnetic Resonance (NMR) equipment at the Joint School of Nanoscience and Nanoengineering in Greensboro, North Carolina.

**1555752-OrganoBaitProductGallery.jpg**

The OrganoBait synthetic bait product has been developed to adapt to a myriad of different fishing methodologies. This image shows a few of the embodiments the product can assume and replace the need to use forage fish as bait for crustaceans or other fish.

**1555752-REU-Jordan-HPLC.jpg**

Dr. Dellinger, president of Kepley BioSystems, assists and teaches Jordan Krisifalusi-Gannon to use the High Performance Liquid Chromatography instrument as part of the NSF Research Experience for Undergraduates internship program.

**1555752-REU-Jordan.jpg**

Jordan Krisifalusi-Gannon makes use of the Analytical Characterization facilities of the Joint School of Nanoscience and Nanoengineering, Greensboro, NC, through the NSF-supported Research Experience for Undergraduates internship.

FOLDER: **1555752-OrganoBait Field Tests**

This collection of photos was taken as the Kepley BioSystems team joined our field testers deploying the OrganoBait product in the Chesapeake Bay of Virginia to catch Blue Crab (*Callinectes sapidus*).

Brief Description of Project Paragraph:

"Kepley BioSystems, with the support of the National Science Foundation, has developed a synthetic, environmentally neutral product that will disrupt lobster and crab baiting practices. Crustacean traps are typically baited using "forage fish" (e.g. menhaden, herring, and sardines), important keystone species linked closely to the overall health of the ocean.  Some 35 million tons of these fish are caught annually by net-fishing, the most indiscriminate method also shown to cause irreversible environmental damage. At an industry cost of over $20 billion, one-third of this global catch is used merely as crab and lobster bait. The Kepley BioSystems synthetic product is formulated to mimic the biochemistry of decaying forage fish for use as crustacean bait. Branded as OrganoBaitTM, it attracts lobsters and crabs by releasing the same naturally occurring molecules with up to 325 times the potency of forage fish.