



Bell Aquaculture Launches New Product: Fish Rich Organic Fertilizer 2-3-2

- From Yellow Perch For Vibrant Growth of Plants, Flowers & Vegetables, With Absolutely No Chemicals -

*Bell Aquaculture, the nation's largest yellow perch (*Perca flavescens*) farm and pioneer in sustainable fish farming operations, has launched its new 'Fish Rich Organic Fertilizer 2-3-2,' for purchase online at the company website. Chemical-free, Fish Rich Organic Fertilizer 2-3-2 is from Yellow Perch and used for vibrant growth of plants, flowers and vegetables.*

Redkey, IN - June 1, 2011 - Bell Aquaculture, the nation's largest yellow perch (*Perca flavescens*) farm and pioneer in sustainable fish farming operations, has launched the new product, **Fish Rich Organic Fertilizer 2-3-2** (Fish Rich), available for purchase online at the company website (<http://www.bellaquaculture.com>). The announcement is made by Norman McCowan, president of Bell Aquaculture, who says, "Fish have been used as soil fertilizer since the Native Americans first began farming our nearby land centuries ago. Our new natural plant fertilizer, Fish Rich, is made from the remains of the Bell Perch processed at our aquaculture facility in Indiana."

Fish Rich is made from toxin- and mercury-free fish, has a very mild fish odor and is good for any soil. Fish Rich contains these three major nutrients:

- **Nitrogen**, which promotes green leaves, and quicker growth response.
- **Phosphorous**, which is good for root growth, disease resistance, promoting seed and fruit growth, and for blooming and flowering.
- **Potassium**, which increases root growth, and offers disease and drought resistance.

Further, Fish Rich is also a good source of calcium. "Calcium is essential for all plants and their maturity. Plants need calcium for cell wall development and growth. Pathogens attack weak cell walls to invade a plant, and a stronger cell wall structure will play a big part in avoiding this potential problem," McCowan explains.

Fish Rich is made at Bell Aquaculture's recently built fertilizer building. The facility houses a 5,000 square foot production floor, already manufacturing the 2-3-2 Organic Fish Rich product, and a state-of-the-art lab set-up to handle special orders for custom blends of fertilizer as well.

Custom Blend Fertilizer

"While our number one goal is producing organic fish fertilizer that is soil and garden safe, we also have readily available a product which is called Fish Rich Plus, which is synthetic in nature. This product is higher in Nitrogen, and has an NPK rating of 10-5-1, perfect for the golfing industry, or for greener lawns," McCowan says, "Our new lab and production facility can specially produce most any fertilizer design a customer deems necessary -- any grade or level."

Bell Aquaculture's Operations

The Bell Aquaculture production facility sits on family-owned land in Albany, Indiana, comprising the nation's largest yellow perch farm. The company headquarters are 6 miles north in Redkey, Indiana, where the Yellow Perch "leftovers" are processed at the new fertilizer plant.

"Not only is our business a sustainable way to feed people, we are responsible with every aspect of our operations. We're committed to the best technology possible, working with industry experts, initiating research and development, and employing licensed technology from a major university to grow our fish. We have become a true vertically integrated facility: nurturing our fish from egg to full-grown fish right here at the farm," McCowan explains, "And because we have our own broodstock, the genetic health of the fish can be protected before new fish are born. Plus, our fish are grown indoors in recirculating aquaculture systems, minimizing danger from outside contamination."

Bell Perch™ Yellow Perch

Yellow perch is one of the most popular of all North American pan fish. It has a mild, sweet flavor with firm white flesh and low fat levels, making it a favorite in residential and commercial kitchens alike. There's no taste difference from wild-caught like some other farmed species. In years past, yellow perch was the fish typically served at Friday Night Fish Frys in the Great Lakes region, particularly during Lent (the period prior to Easter).

"The greatest difficulty in recent years has been the availability of yellow perch out of Lake Michigan and Lake Erie – the two predominant lakes for the supply of wild-caught yellow perch," says McCowan. "Which means restaurants that were typically serving customers who enjoy the taste of yellow perch and individual consumers, just couldn't get the supply. Or, in some cases, they are getting lesser quality fish and selling it as yellow perch."

The vision for a yellow perch farm was born when Founder Michael Miller became personally interested in aquaculture in 1994. After studying this science and becoming involved in the Indiana Aquaculture Association, Inc. (IAAI), he developed a dream to bring the local and personal favorite, yellow perch, back to the area.

As McCowan explains, "What started out as an idea on a Post-it note, ended up being 17 file cabinets of information." So after more than 12 years of research, consulting fish experts and a lot of hard work, Bell Aquaculture was formed in 2005.

Bell Aquaculture is committed to these four guiding principles in producing its fish:

- 1) Controlled indoor environment
- 2) Toxin & mercury free – no hormones used
- 3) Healthy growth
- 4) Gentle to the environment

About Bell Aquaculture

Bell Aquaculture, headquartered in Redkey, IN, is a producer and processor of farm-raised fish for restaurants and consumer use. Initial production facilities, dedicated to yellow perch, are located in Albany, IN, and comprise the nation's largest yellow perch farm. More information about Bell Aquaculture is available at <http://www.bellaquaculture.com>.

Bell Aquaculture also is found on these social media sites:

Twitter: <http://twitter.com/BellAquaculture> - <http://twitter.com/INYellowPerch> - <http://twitter.com/FriNightFishFry>

Facebook Fan Page: <http://www.facebook.com/bellperch>

News Feed Blog: <http://indianayellowperch.blogspot.com>

###

Contact:

Maggie Holben, Bell Aquaculture Media Relations, 303-984-9801, maggie@absolutelypr.com