



Bell Aquaculture Teams with Indiana Soybean Alliance, Virginia Cobia Farms and The Conservation Fund's Freshwater Institute, Showcasing the 'Future of Fish' and the Benefits of Regional Aquaculture Advancements in the U.S.

Bell Aquaculture, a pioneer in sustainable fish farming operations, joined forces with Indiana Soybean Alliance, Virginia Cobia Farms and The Conservation Fund's Freshwater Institute to present the 'Future of Fish,' January 11, 2012, at Bell's facilities in Albany and Redkey, IN.

Indianapolis & Redkey, IN - January 25, 2012 - Bell Aquaculture, a pioneer in sustainable fish farming operations, teamed with Indiana Soybean Alliance, Virginia Cobia Farms, University of Wisconsin-Milwaukee's School of Freshwater Sciences and The Conservation Fund's Freshwater Institute to present the 'Future of Fish' at Bell Aquaculture's operations in Albany and Redkey, Indiana. The announcement is made jointly by Norman McCowan, President of Bell Aquaculture, and Shelia Lingle, Director of Aquaculture for Indiana Soybean Alliance.

According to McCowan: "We are simply thrilled to be partnering with the Indiana Soybean Alliance, Virginia Cobia Farms and The Conservation Fund's Freshwater Institute to advance the knowledge of best practices in the Aquaculture Industry in the U.S. Our first event was January 11th here in Redkey and Albany. We look forward to hosting similar events in the near future."

Further, says Lingle: "As our country, and world, seeks sustainable, quality food options, Indiana Soybean Alliance is very pleased to be supporting this effort to provide healthy, great-tasting and ecologically responsible fish options for consumers. We've been working closely with Bell Aquaculture since its inception in 2005 to develop more sustainable, soy-based feed options for the aquaculture industry."

The 'Future of Fish' on January 11th included tours of Bell Aquaculture's production and processing facilities, followed by luncheon presentations from Fred Binkowski, Senior Scientist, School of Freshwater Sciences University of Wisconsin-Milwaukee; Steven T. Summerfelt, Ph.D, P.E., Director of Aquaculture Systems Research, The Conservation Fund's Freshwater Institute; Dr. Espen Staubo, President & CEO of Low Salinity, Inc., and Virginia Cobia Farms; and Steve Hart, Ph.D., Executive Director of the Soy Aquaculture Alliance.

The luncheon was prepared by chefs from The Chef's Academy, Indianapolis. Entrees featured breaded Bell Perch and Virginia Farms Cobia and Pompano.

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 diminishing supply of yellow perch coming out of Lake Erie – the predominant lake for the supply of wild-caught yellow perch," explains 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." Norman McCowan discussed the completion of their recent construction which added an additional 450 metric ton of production with an additional 500 metric ton expansion planned in 2012.

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The closed-containment system technology used in the expansion was designed by engineers at The Conservation Fund's Freshwater Institute to reduce its environmental impact. The new water recirculating systems at Bell Aquaculture minimize water use, maximize waste capture, and practically eliminate disease interaction between farmed and wild fish. Summerfelt notes that, "the production systems maintain ideal water quality for yellow perch while operating on less than one-half of one percent of the water required to produce the same weight of fish in more traditional production systems."

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 Miller says, "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

For complete information about Bell Aquaculture's sustainability and stewardship initiatives, visit:

<http://www.bellaquaculture.com/sustainability-stewardship>

About Indiana Soybean Alliance

The Indiana Soybean Alliance works to enhance the viability of Indiana soybean farmers through the effective and efficient investment of soybean checkoff funds and the development of sound policies that protect and promote the interest of Indiana soybean farmers. The ISA is working to build new markets for soybeans through the promotion of biodiesel, livestock, international marketing, new soybean uses, aquaculture, and production research. ISA is led by an elected farmer board that directs investments of the soybean checkoff funds on behalf of more than 28,000 Indiana soybean farmers and promotes policies on behalf of the ISA's 900 dues-paying members. Visit:

<http://www.indianasoybean.com>.

About Virginia Cobia Farms LLC

Virginia Cobia Farms LLC produces Cobia and Pompano fish at its farm in the mountains of Virginia. The company produces the only Cobia in the world that is rated as a "Best Choice" Sustainable Cobia by the Monterey Bay's Seafood Watch program. Its inland production methods ensure that our fish are always fresh, nutritious and safe. Visit:

<http://www.virginiacobiafarms.biz>.

About The Freshwater Institute

Created in 1987, The Freshwater Institute is a nationally recognized program of The Conservation Fund, a non-profit organization that has protected nearly 7 million acres across America. During the past two decades the Freshwater Institute has become one of the nation's premier research and development facilities dedicated to the sustainable use of water. Visit: <http://www.freshwaterinstitute.org>.

About University of Wisconsin-Milwaukee's School of Freshwater Sciences

Working with Bell Aquaculture since 2006, the University of Wisconsin-Milwaukee's School of Freshwater Sciences has been instrumental in providing education and technical assistance to Bell Aquaculture in out-of-cycle broodstock development, Intensive Aquaculture Technology, and Early Life Stage Culture of Yellow perch. The method for out-of-cycle spawning developed by Fred Binkowski at the School of Freshwater Sciences was awarded a U.S. patent in 2010. At the present time, Bell Aquaculture has a 2 year licensed agreement with the UW-Milwaukee Research Foundation. Visit: <http://www4.uwm.edu/freshwater>.

About Bell Aquaculture

Bell Aquaculture, headquartered in Redkey, IN, is a producer and processor of farm-raised fish for restaurants and consumer use. Production facilities, dedicated to yellow perch, are located in Albany, IN, and comprise the nation's largest yellow perch farm. Visit <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>

YouTube: <http://www.youtube.com/BellAquaculture>

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