



Bell Aquaculture - Media Outreach Highlights 2013 Overview – November 20, 2013

Overview

PR campaigns in 2013:

8/15/13 – e-mail reachout - [Indiana: 'Lt. Governor Ellspermann Honors Norman McCowan with Indiana Agrivision Award'](#) - Lt. Governor Sue Ellspermann Wednesday presented the Indiana Agrivision Award to Jay County businessman Norman McCowan. The award recognizes a member of the Indiana agriculture family for demonstration, vision, innovation and leadership in their field. <http://www.bellaquaculture.com/wp-content/uploads/2013/08/Indiana-Agrivision-Award-Press-Release-8.14.pdf>

4/10/13 - [Bell Aquaculture Partners with Bob Tanem's Enterprises to Provide Fish Rich® Organic Fertilizer to the Vegetable Garden at Homeward Bound's New Beginnings Center](#) - Bell Aquaculture, the nation's largest yellow perch (*Perca flavescens*) farm and pioneer in sustainable fish farming operations, is partnering with Bob Tanem 's Enterprises to provide Fish Rich Organic® Fertilizer to the Vegetable Garden at Homeward Bound's New Beginnings Center in Novato, Calif. <http://www.prnewswire.com/news-releases-test/bell-aquaculture-partners-with-bob-tanems-enterprises-to-provide-fish-rich-organic-fertilizer-to-the-vegetable-garden-at-homeward-bounds-new-beginnings-center-202304041.html>

2/12/13 - [Bell Aquaculture Named "Industry of the Year" by Jay County Chamber of Commerce at Annual Meeting & Awards Banquet](#) - Bell Aquaculture, the nation's largest yellow perch (*Perca flavescens*) farm and pioneer in sustainable fish farming operations, received "Industry of the Year" recognition at the Jay County Chamber of Commerce Annual Meeting & Awards Banquet held January 26. <http://www.prnewswire.com/news-releases/bell-aquaculture-named-industry-of-the-year-by-jay-county-chamber-of-commerce-190832181.html>

1/14/13 - [The Bell Aquaculture Fish Rich® 2-2-2 Organic Fertilizer Team Kicks Off 2013 at CENTS Marketplace in Columbus and Green & Growin in Greensboro](#) - Bell Aquaculture, the nation's largest yellow perch (*Perca flavescens*) farm and pioneer in sustainable fish farming operations, is exhibiting its OMRI-Listed "Fish Rich 2-2-2 Organic Fertilizer" at both the CENTS Marketplace in Columbus, OH, Jan. 14-16, and Green & Growin Trade Show in Greensboro, NC, Jan. 17-18. Chemical-free, Bell Aquaculture's organic fertilizer is made from sustainably raised Bell Perch™ Yellow Perch and used for vibrant growth of plants, flowers and vegetables. <http://www.prweb.com/releases/2013/1/prweb10317740.htm>

Blog Summaries

Wednesday, November 20, 2013

[Recirc In Action: 'New technology turns wastes into revenue at Indiana perch farm'](#)

Quoting from the Nov/Dec Hatchery International: "Bell Aquaculture, located at Redkey, in rural Indiana, is the world's largest producer of yellow perch (*Perca flavescens*). The company has closed the perch lifecycle in land-based, closed-containment systems, and production is fully vertically integrated. It controls the broodstock, spawning, incubation, fry culture, growout, and year-round harvesting, processing and marketing of value-added fillets." [Link to the full article](#)

Tuesday, October 8, 2013

[The Conservation Fund: 'Putting Yellow Perch Back On The Menu'](#)



Quoting from The Conservation Fund's October 8th *Common Ground* Newsletter: "While the Indiana Soybean Alliance worked with **Bell Aquaculture** to develop soy-based feed for farm-raised Bell Perch®, our Freshwater Institute developed a land-based, closed fish farming system that uses just a small amount of water, requires no antibiotics and captures water waste to fertilize soybean fields. It's a winning solution that offers economic and conservation benefits, while putting yellow perch back on the menu for fish lovers across the region." [Link to TCF](#)

[Common Ground](#) [Link to the full article 'Sustainable Fish Success In Indiana'](#)

[Also read "Face Of This Place: Norman McCowan, President Of Bell Aquaculture In Indiana"](#)

Quoting from the interview with **Bell Aquaculture President Norman McCowan**: "You run one of the most successful aquaculture companies in the nation, how did you get interested in aquaculture? In the mid-80's, I raised bait fish. This was my hobby and passion; I didn't realize it at the time, but that was aquaculture. "

Monday, September 23, 2013

['Making Land-based Aquaculture more Sustainable'](#)

The Fish Site

Quoting from The Fish Site today:

"Earlier this month, an International symposium brought together people from 15 countries to discuss how to improve land-based aquaculture, including its performance, sustainability, and cost of raising salmon and other fish...'For the first time this industry is seeing a technology that is scalable and gets a return on investment,' said Norman McCowan, President, **Bell Aquaculture**. The Freshwater Institute designed a closed-containment system for Bell to raise its signature perch on land that conserves water, reduces fertilizer use and provides chemical- and pesticide-free healthy fish for human consumption." [Link to The Fish Site](#)

Friday, September 13, 2013

[Lakeside Views: 'Aquaculture industry continues to grow in the Midwest'](#)



Quoting from the 9/12 posting:

"IISG staff will have the opportunity to see aquaculture in action next week while touring the **Bell Aquaculture** facility in Albany, IN. IISG's Kwamena Quagraine has been studying and providing expert advice to aquaculture operations in the Midwest and worldwide for many years, and will be giving the staff more information on how the facility provides millions of pounds of sustainably grown fish to the market each year."

[Link to the posting](#) [Link to the Illinois-Indiana Sea Grant Aquaculture webpage](#)

Tuesday, September 3, 2013

[AgriNews: 'Hoosier is honored for commitment to aquaculture'](#)



Quoting from today's posting by Ashley Bechman:

"The only thing fishy about this year's Indiana Agrivision Award recipient is his passion for aquaculture and growing it into a billion-dollar industry.

Lt. Gov. Sue Ellspermann presented Norman McCowan, president and chief executive officer of **Bell Aquaculture** in Redkey, with the Indiana Agrivision Award, which is given to a Hoosier involved in agriculture for their demonstration, vision, innovation and leadership in the industry...

...McCowan, who was nominated for the award by his peers in the agriculture community, including the U.S. Department of Agriculture and the Indiana Soybean Alliance, noted that his love for fish stems from his childhood days when he would catch minnows and figure out the water and the temperature in which the fish thrived. Today, that boyhood hobby has turned into something much bigger as McCowan now oversees all of the work that goes into producing Bell Aquaculture's farm-raised yellow perch."

[Link to AgriNews](#)

Sunday, August 18, 2013

[SeafoodSource: 'McCowan honored for aquaculture work'](#)



Quoting from the August 16th posting: "The president of an Indiana-based aquaculture company has been honored with an award for work in his field. Norman McCowan, the president of Bell Aquaculture, received the Agrivision Award this week, recognizing him as a leader of the agricultural community in Indiana." [Link to SeafoodSource.com](#)

Saturday, August 17, 2013

[Audio Interview: 'McCowan honored with AgriVision Award'](#)



Quoting from the August 15th posting by Meghan Grebner: "Yesterday was Farmer's Day at the Indiana State Fair. In recognition of his vision, innovation, and leadership, Lt. Governor Sue Ellspermann presented Norman McCowan, president of Bell Aquaculture, the Indiana Agrivision Award. McCowan says the honor is humbling. 'We're in a niche sector, aquaculture, which is now a growing industry in Indiana,' he says. 'To be recognized was unbelievable. I'm very excited, it's very exciting.' A recent Purdue Extension study showed that aquaculture is a growing contributor to Indiana's agriculture economy. McCowan tells Brownfield he doesn't see that slowing down any time soon." [Link to the Brownfield Ag News for America posting](#) [Link to the mp3 interview](#)

Saturday, August 17, 2013

[Seedstock: ' the greatest, most valuable web site' with startup profile of Bell Aquaculture from 2011](#)

· THE TASTE OF TOMORROW ·

DISPATCHES FROM THE FUTURE OF FOOD

Why Seedstock? Example, per The Taste of Tomorrow: "Seedstock is also a steady source of inspiring tales of smart aquaculture — they've profiled VCs focused on fostering enviro-friendly aquaculture, and fish farmers experimenting with ways of lowering feed conversion ratio, companies focused on improving quality and traceability for consumers. Here are two examples — two great profiles of US-based farmers using recirculating aquaculture systems — one looks at SweetSpring Salmon, a producer of coho salmon, and the other focuses on Norman McCowan, a fish farmer who raises 2 million perch a year in the middle of the Indiana cornfields. (McCowan's **Bell Aquaculture, North America's leading producer of yellow perch**, reuses 99.8 percent of its water and converts leftover fish waste into a saleable product, organic liquid plant fertilizer.) Check out Seedstock if you're interested in becoming involved in sustainable food production. Their resource page includes a bunch of helpful links — aimed at entrepreneurs, students, job-seekers interested in aspects of sustainable agriculture. In brief, Seedstock bills itself as the resource on sustainable ag, we agree." [Link to The Taste of Tomorrow](#)

Saturday, August 17, 2013

[Coverage Overview: 'McCowan Honored with Indiana Agrivision Award'](#)

SILObreaker

Quoting from the August 15th Silobreaker: "Yesterday was Farmer's Day at the Indiana State Fair. In recognition of his vision, innovation, and leadership, Lt. Governor Sue Ellspermann presented Norman McCowan, president of Bell Aquaculture, the Indiana Agrivision Award." [Link to Silobreaker](#)



Quoting from August 15th Indiana Ag News: "Lt. Governor Sue Ellspermann Wednesday presented the Indiana Agrivision Award to Jay County businessman Norman McCowan. The award recognizes a member of the Indiana agriculture family for demonstration, vision, innovation and leadership in their field." [Link to Indiana Ag Connection](#)



Quoting from the August 16th posting: "The president of [Bell Aquaculture, Indiana](#), USA, Norman McCowan has won the Indiana Agrivision Award... The award recognises a member of the Indiana agriculture family for demonstration, vision, innovation and leadership in their field... McCowan received the accolade from Lt. Governor Sue Ellspermann." [Link to the Aquaculturists Blogspot](#)

Saturday, August 17, 2013

[Hoosier Ag Today: 'Aquaculture Pioneer Honored with AgriVision Award'](#)



HOOSIER AG TODAY

Quoting from the August 15th posting: "The annual Agrivision Award presented by Lt. Governor Sue Ellspermann recognizes an individual who has made a difference in Indiana agriculture. This year's recipient has almost single-handedly build the state's aquaculture industry from the ground up. Norman McCowan of Redkey, IN is the founder of **Bell Aquaculture**, one of the state's oldest and largest fish farming operations...McCowan told HAT Indiana is a great place to raise fish, 'We have a great source of water, a favorable tax structure, and a good permitting process that has allowed this industry to explode.' When McCowan started in 2005, there was very little in the way of resources, research, and even equipment to start such an operation. He credited Purdue and the soybean checkoff for

helping the aquaculture industry grow the \$500 million industry it is today, 'They have done a lot of work for us in developing new species we could produce and doing some of that core research that needs to be done.' Indiana Soybean Alliance Chief Executive Officer Jane Ade Stevens wrote, 'Norman McCowan has demonstrated vision in fish production, processing, research, economic development and the use of soybeans as a sustainable feed ingredient that is helping Indiana to be recognized domestically and internationally.'" [Link to Hoosier Ag Today](#)

Saturday, August 17, 2013

[Indiana Public Media: 'Number Of Indiana Fish Farms Have Doubled Since 2006'](#)



Quoting from the August 14th posting: "Sales from fish farms in Indiana have more than quadrupled in the past six years from \$3.5 million in 2006 to \$15 million last year, according to a Purdue report released this week...But there are still hurdles the industry must overcome before it can become a major market player. Quagraine says raising fish requires a lot of capital investment, so staying in business can be difficult. **Bell Aquaculture Sales and Marketing Director Jon Bennett** attests to that. The Albany-based company was founded in 2005, and he says it has had to find creative ways to cut overhead costs to remain profitable. 'Our company president has spent a tremendous amount of time in researching and developing certain processes,' he says. 'To accommodate, we have also partnered from several agencies to improve what we do and take in technology from other industries sources.' That includes more efficient filtration systems and technology that reduces water use, which allows them to compete with producers around the world. [Link to Indiana Public Media](#)

Thursday, August 15, 2013

[Study: Aquaculture on The Rise in Indiana](#)



Quoting from the August 13th posting: "A Purdue University study suggests Indiana's aquaculture industry is growing. The report shows sales from the state's fish farms jumped from \$3.5 million in 2006 to \$15 million in 2012. The number of fish producers in Indiana increased from 18 to about 50 in the same time period...In 2011, **Bell Aquaculture** broke ground on a \$5 million expansion at its Albany fish farm. At the time, the company said the added capacity would provide three million more fish per year." [Link to Inside INdiana Business](#)

Monday, May 6, 2013

[Homeward Bound's Garden in Full Bloom: 'The Novato nonprofit's gardening program gets a boost from a special fertilizer'](#)



Quoting from the April 29th posting: "Tanem began testing Fish Rich on his own personal garden and at New Beginnings last year after responding to Bell Aquaculture's outreach to gardening writers and program hosts. "I have had very nice results with it," he said on his radio program. Norman McCowan, president of Bell Aquaculture, praised Tandem's efforts. 'I think it's a great thing what you're doing with the New Beginnings ... teaching people how to garden and everything else. We want to continue to partner with you as long as you're doing it - just count on Bell to provide the fertilizer for you.'" [Link to the posting](#)

Thursday, April 18, 2013

[Business Roundup: Fish Rich Organic Fertilizer](#)

The Commercial Review

Jay County's Daily Newspaper
 cr.news@comcast.net Portland, Indiana 260-726-8141

Quoting from the April 13th posting: "Bell Aquaculture recently announced it is partnering with Bob Tanem's Enterprises to provide Fish Rich Organic Fertilizer to the Vegetable Garden at Homeward Bound's New Beginnings Center in Novato, Ca. The use of Fish Rich Organic Fertilizer was trialed at Heartland Growers Inc., Westfield, from September to November 2012." [Link to The Commercial Review](#)

Friday, April 12, 2013

[The Fish Site: 'I have had very nice results with it \[Fish Rich\]'](#)

The Fish Site

Quoting from the April 12th posting: "Bob Tanem began testing Fish Rich on his own personal garden and at New Beginnings last year after responding to Bell Aquaculture's outreach to gardening writers and program hosts. According to Mr Tanem's on-air remarks: 'I have had very nice results with it [Fish Rich], which is the reason both of you are on, and I thank you for the samples that I was able to work with. And it has done wonders in my feeding – and fertilizing the gardens that I have at New Beginnings. We've had a tremendous tomato crop this year, without any blossom end rot.' [Link to The Fish Site](#)

Wednesday, April 10, 2013

[Coverage Overview: Fish Rich Organic Fertilizer/Bob Tanem Partnership](#)

Campaign coverage overview from April 10th:



[Environmental-Expert.com](#)



[San Francisco Business Times](#)



[Yahoo! Finance](#)



[Seafood News Today](#)



[Cloud Vending & Food Services](#)

Wednesday, March 27, 2013

[The Capital of Water...Milwaukee Overview](#)



Quoting from the March 27th online and April 15th print versions of Forbes from the Milwaukee overview article by Joann Muller: "The schools listened. The University of Wisconsin-Milwaukee created the School of Freshwater Sciences, the only graduate program of its kind in the country. Another UW campus, in Whitewater, introduced a minor concentration in water business. With help from a National Science Foundation grant, Milwaukee created a collaborative research center that links together the research from UW-Milwaukee, Marquette University and six area businesses. **In one lab at UWM researchers discovered how to manipulate heat and light to speed up the growth of yellow perch, increasing the food yield by 12 times. An Indiana fish-farming company, Bell Aquaculture, invested \$50 million on applying the technology.**" [Link to the online posting](#)

Tuesday, March 12, 2013

[Business at a Glance: Bell Perch Distribution and Industry of the Year Award](#)



FORT WAYNE, INDIANA • LOCALLY OWNED SINCE 1863 Quoting from the February 24th Fort Wayne Journal Gazette: "Bell Aquaculture, the nation's largest yellow perch farm and pioneer in sustainable fish farming operations, has partnered with Tim Didier's Meats to distribute Bell Perch Yellow Perch to Fort Wayne-area restaurants. Also, Bell was named Industry of the Year by the Jay County Chamber of Commerce."

[Link to the website](#)

Wednesday, February 20, 2013

[Fish Rich\(R\) Featured on Home Talk USA with Michael King, the Cajun Contractor](#)



Bell Aquaculture's Norman McCowan and Regina Dunlavy interviewed on Home Talk Radio Saturday, February 16th, about Fish Rich(R) Organic Fertilizer. Home Talk(TM) is a live, call-in program that gives listeners access to the top home improvement professionals in the manufacturing, product and service industry today. Bell's Fish Rich Organic team was invited to interview after exhibiting this past May at the National Hardware Show in Las Vegas. Link to listen: [Interview with Michael King - Part One - Part Two](#)

Wednesday, February 20, 2013

[Coverage Overview: Industry of the Year Award](#)

Bell Aquaculture, the nation's largest yellow perch (*Perca flavescens*) farm and pioneer in sustainable fish farming operations, was awarded 'Industry of the Year' recognition by the Jay County Chamber of Commerce at its Annual Meeting and Awards Banquet held January 26. Here's an overview of coverage:



SeafoodNews.com - "Indiana-based yellow perch farming company Bell Aquaculture wins 'Industry of the Year' award" - Link (subscription required): <http://www.seafoodnews.com/fComp.aspx?tagId=5073>



FIS USA - "IN BRIEF - Bell Aquaculture named 'Industry of the year' by Jay County Chamber of Commerce"
 Link: http://www.fis.com/fis/worldnews/search_brief.asp?l=e&id=58810&ndb=1

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MONEY (Canada): "Bell Aquaculture Named 'Industry of the Year' By Jay County Chamber of Commerce"
 Link: <http://money.ca/money/2013/02/12/bell-aquaculture-named-industry-of-the-year-by-jay-county-chamber-of-commerce/>

Tuesday, February 19, 2013

[AAAS 2013 Annual Meeting News: 'Can Fish Farms Feed the World?'](#)



ADVANCING SCIENCE. SERVING SOCIETY

A photo of **Bell Aquaculture's** use of land-based/closed-containment/water recirculation systems is the featured visual in the article, 'Can Fish Farms Feed the World?'. Quoting the February 18th posting: "There's nothing fishy about it: the world's population has reached 7 billion and is projected to increase to 9 billion by 2050. The global food supply needs to expand dramatically. Aquaculture—an industry that has experienced dynamic growth—could make a major contribution to the world's protein needs, researchers said at the AAAS [American Association for the Advancement of Science] Annual Meeting. They were also candid about challenges ahead; namely, ensuring that fish-farming is sustainable as it is scaled up..."

[Link to the full article](#)

Thursday, February 14, 2013

[Indiana Ag News Headlines: Bell Aquaculture Named 'Industry of the Year'](#)

Indiana Ag Connection

Quoting from the Feb 14th posting: "Bell Aquaculture, the nation's largest yellow perch (*Perca flavescens*) farm and pioneer in sustainable fish farming operations, was awarded 'Industry of the Year' recognition by the Jay County Chamber of Commerce at its Annual Meeting & Awards Banquet. The announcement is made by Norman McCowan, president of Bell Aquaculture, who accepted the award on behalf of the Bell Aquaculture team from Jay County Development Corporation's Executive Director Bill Bradley." [Link to Indiana Ag Connection](#)

Thursday, February 14, 2013

[The PescoVegetarian Times: Fish Rich Organic Fertilizer at New England Grows](#)



Quoting from the February 8th posting, Plant Fish in Your Garden: "As a dedicated pescovegetarian, I manage to find seafood wherever I go—even at a garden show! **Bell Aquaculture** is an Indiana-based company that farms, fillets, and sells yellow perch. They use the leftovers from processing the fish to produce an organic liquid plant fertilizer, which they market as '**Fish Rich Fertilizer**' and sell nationally. Since I like using fish-based fertilizer, I stopped to take a look at Fish Rich while trolling the aisles at New England Grows, the annual horticultural and green industry trade show, on February 7." [Link to PescoVegetarian Times](#)

Thursday, February 14, 2013

[Also reporting from New England Grows on Fish Rich Organic Fertilizer:](#)



Quoting from the February 14th posting: "Consistency is the key for another organic fertilizer, this being **Fish Rich, a 2-2-2 liquid fertilizer**. Bell Aquaculture is the largest producer of sustainably grown yellow perch and supply restaurants throughout the Midwest (maybe farther!) with their perch fillets. What to do with all that waste? Turn it into fertilizer, and they do it immediately before the fish remnants start to break down. And there's no fishy smell—I checked! www.bellaquaculture.com" [Link to Green Profit's Buzz! \(scroll down to the photo of Fish Rich in the "At New England Grows" article](#)

Tuesday, February 12, 2013

[University of Wisconsin Sea Grant Institute: Biennial Report Features Bell Aquaculture](#)



Quoting from the 2010-12 Biennial Report: "'The Wisconsin Sea Grant has been instrumental in enabling us to grow yellow perch. We have the business know-how but we would not be where we are now if Wisconsin Sea Grant technology transfer had not led the way with yellow perch aquaculture techniques that pay off. Our customers come to us for a quality food that they can share with their families or that restaurants can feature to enhance their menus. Thanks to Wisconsin Sea Grant, we can deliver. Along the way, we provide jobs, contributing to a strong local economy,' Norman D. McCowan, president, **Bell Aquaculture**, Redkey [and Albany], Ind...Yellow perch are a popular consumer food fish whose numbers in the Great Lakes have fluctuated in the last 20 years, mostly downward. Great Lakes commercial fishing for the species is restricted in all the lakes except Lake Erie, and consumers who want to support Great Lakes seafood producers have diminished options. Wisconsin Sea Grant has fueled the success of the freshwater finfish aquaculture industry to fill the gap. Staff provide technical assistance on water quality and broodstock viability to private businesses...At the hub of it all is the patented yellow perch propagation technique of Fred Binkowski, Sea Grant's aquaculture specialist. By manipulating light and water temperature, Binkowski convinces his fish to breed out of season which enables year-round fish production...Then there's **Bell Aquaculture** of Albany, Ind., the nation's largest yellow perch producer, shipping 1 million pounds in 2011 for a potential market value of more than \$12 million wholesale and \$20 million retail." [Link to the pdf of the report](#)

Monday, February 4, 2013

Bob Tanem's 'In The Garden' Radio Show Features Fish Rich® Organic Fertilizer



Bell Aquaculture President Norman McCowan and Fertilizer Sales Specialist Regina Dunlavy interviewed on Bob Tanem's 'In The Garden' radio show, February 3, on KSFO-AM 560, San Francisco. Bob Tanem is on KSFO 560 am every Sunday Morning from 8-11 am (Pacific). Bob has written several Gardening books that are available through his website: Annuals for Northern California, Perennials for Northern California, Trees and Shrubs for Northern California, Gardening Month by Month in Northern California, and Deer Resistant Planting - a Guide list for choosing plants for your garden that are deer 'resistant.' There is also a section on Gardening articles that Bob has written for a subscription publication, Garden Previews. For more information visit:

<http://www.bobtanem.com>

[Link to the 'In the Garden' podcast archive \(the Fish Rich interview was on Feb 3, 2013\)](#)

Sunday, January 27, 2013

Indiana Corn & Soybean Review: First Aquaculture Finance Roundtable Explores Industry's Great Potential



Quoting from the article in the Winter 2012 issue of the Review: " The half-day meeting was sponsored by Indiana Soybean Alliance (ISA) and Soy Aquaculture Alliance (SAA)... Two Indiana aquaculture operations spoke about their experiences securing financing during a producer panel at the roundtable. Representatives from **Bell Aquaculture in Albany, Ind.**, and Toppco Fish in Romney, Ind. both emphasized the need for a strong business plan and for a clear understanding of operating costs and collateral when seeking financing. 'Develop a strong business plan and understand all of your operating costs from the beginning,' says **Nick Pranger who represented Bell Aquaculture** on the panel." [Link to the full article](#)