



Corporate Fact Sheet

Business Statement

Bell Aquaculture is a producer and processor of farm-raised fish for restaurant and consumer use. Initial production facilities, dedicated to yellow perch (*Perca flavescens*), are located in Albany, Indiana and comprise the nation's largest yellow perch farm with an initial capacity of less than 100,000 pounds of fish per year, and ultimately exceeding 9 million pounds per year. It is Bell Aquaculture's mission to provide a consistent uninterrupted, year-round supply of yellow perch, with its great taste reputation; build partnerships with restaurants and individuals whose memories of yellow perch continue unabated, always hoping this fish will return to their menus and dinner plates; supply those who truly appreciate the great qualities of yellow perch; and build life long partners in resurrecting the great experience of tasting yellow perch on a consistent basis.

Website

www.bellperch.com

Guiding Principles

- 1) Controlled environment:** Bell's proprietary water recirculation and filtration system keeps its fish in a temperature-controlled and clean environment, which means healthier and cleaner fish.
- 2) No toxins:** Wild-caught fish must forage for food and eat what is available within environments that could contain pollutants. Bell Aquaculture fish are raised in pure, earth-filtered deep-well water and fed with specially formulated diets that ensure a high-quality product.
- 3) Healthy growth:** Bell has partnered with a major university and uses licensed technology for the production of juvenile fish. This means Bell Aquaculture has control of its yellow perch genetics. Bell carefully monitors the health of its fish and has access to the latest information about efficient and disease-free production of the species.
- 4) Gentle to the environment:** Bell does everything it can to ensure a positive impact on the environment. Fish are raised in indoor water recirculation systems using minimal amounts of water. Bell Aquaculture even recycles waste from its tanks for use as organic plant food.

Founded	2005
Employment	14
Corporate Headquarters	Redkey, Indiana (on a 28-acre parcel of land, including Bell Aquaculture's processing facilities)
Production Facility	Albany, Indiana (43-acre parcel of land with several buildings and tanks.)
Processing Facility	Redkey, Indiana

Corporate Officers & Management Team

Michael Miller	President & COO
Brian Baldwin	Chairman & CEO
Bill Mancini	Chief Technology Officer
Norman McCowan	Operations Manager
Tom St. John	Facilities Manager
Shelli Brunson	Business Affairs Administrator
Jodi Bertram	Chief Marketing Officer

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Trademarks

Bell Aquaculture™ Name and Logo:



Bell Perch™ Name and Logo:

