



Corporate History & Philosophy

Working the land

Bell Aquaculture's production facility in Albany, Indiana, is adjacent to land purchased by David M. Bell with his mustering-out pay in the late 1800s. The ownership of the land was immediately passed to David's son Wilbur who maintained the farm while serving as a teacher, principal and school superintendent in Albany. Today, Bell's great grandchildren now own this adjacent property and built upon it the nation's largest yellow perch farm.

A company is born

The vision for a yellow perch farm was born when President & COO Michael Miller became interested in aquaculture in 1994. After studying this science and becoming involved in the Indiana Aquaculture Association, Inc., he developed a dream to bring the local and personal favorite, yellow perch, back to the area. As Michael says, "What started out as an idea on a Post-it note, ended up being 17 file cabinets." So after 12 plus years of research, consulting fish experts and a lot of hard work, Bell Aquaculture was formed.

Although the focus has moved from terrestrial agriculture to aquatic agriculture (aquaculture) on the Albany property, the sense of loyalty to the community exhibited by Wilbur Bell and his father is still the foundation of Bell's business today.

Why yellow perch (*Perca flavescens*)?

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. Not to be confused with white perch or rock perch, yellow perch is usually only available a few months out of the year. Overfishing, loss of habitat, pollution, and competition from invasive non-native species have reduced the commercial catch to less than 20 percent of its historic highs—an 80 percent reduction.

Bell Perch™ is The Ultimate Perch

Bell Perch is our unique brand of yellow perch. What makes it unique is the thinking and hard work we put into the quality of our product. Here are the four guiding principles used in raising Bell Aquaculture fish:

- 1) **Controlled environment:** Our proprietary water recirculation and filtration system keeps our 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. Our 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 we have control of our yellow perch genetics. We carefully monitor the health of our fish and have access to the latest information about efficient and disease-free production of the species.
- 4) **Gentle to the environment:** We do everything we can to ensure a positive impact on the environment. We raise our fish in indoor water recirculation systems using minimal amounts of water. We even recycle the waste from our tanks for use as organic plant food.