



Date: Tuesday, 7 March 2006
Page Number: 15
Edition: First
Supplement: Main Section

Market: Western Australia
Circulation: 52,250
Published: WEEKLY
Editorial: [email the editor](#)
Item No: P9559006

Size: 308.00 sq. cm.

Casting the net afar

by emma brennan

ENVIRONMENT-friendly fish-growing firm Cell Aqua is throwing its net wide after signing an operating agreement with a US aquaculture company.

The Hamilton Hill-based Cell Aquaculture Limited has signed the agreement with Delta Aquaculture Services and will have 50 per cent equity in the company and a seat on the management board.

Sales and marketing manager Peter Burns, of Mosman Park, said the alliance, which had taken a year to come to fruition, represented a significant milestone for the company.

"This will fast-track our development and provide a whole new base from which to tackle the US market," he said.

The company has developed and manufactured a way to farm fish in an environmentally friendly and sustainable way.

Over-fishing of natural seafood stocks has led to a huge demand for seafood produced from intensive land-based aquaculture systems.

"We aim to grow premium seafood with as little effect on the environment as possible," Mr Burns said.

"Our systems are clean and green and take the risk out of fish growing."

He said the company provided a complete package of services, supplying everything from baby fish, equipment and training to ongoing support.

"We offer a controlled sealed environment that can be set up anywhere in the world," he said.

Cell Aqua plans to offer fish including Australian barramundi, murray cod and golden perch to the overseas market.

"We will focus on taking native Australian species to new world markets," Mr Burns said.

"We want to offer these species in places where you wouldn't normally find them and we are constantly working on new species development."

The company also wants to take advantage of the home market.

"There are big opportunities

in Australia, especially as the government has decided to buy back half of the commercial fishing licences," Mr Burns said. "We have developed smaller-scale systems for the home market."

Board members for the new alliance will be Cell Aqua managing director Perry Leach and high-profile property developer and fresh food distributor David Kingston.

The chief executive of the new joint venture will be David Peterson, who has more than 25 years' experience in sales and marketing, and farming and procurement operations in the fresh produce business.

Delta will have exclusive rights to all of Cell Aqua's services for North and South American markets.

Cell Aqua listed on the Australian Stock Exchange in July 2005.

The company has successfully built and is commissioning its first European production facility in the Netherlands.



Peter Burns... has a new base from which to tackle the United States market.