

Newsletter – September 2008

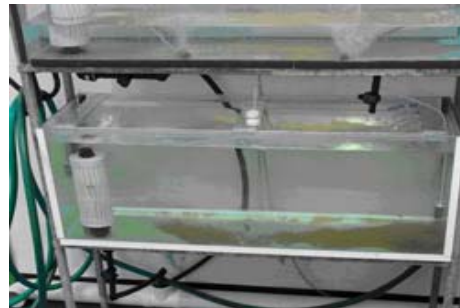
Welcome to our first newsletter and we have a lot happening. The SV Team would like to keep you informed about what we are doing and how our systems can improve your profitability on the farm through diversification.

Out of Season Fingerling Production

Sustainability Ventures is funding a joint project with Deakin University to grow more than 100,000 Murray Cod fingerlings out of season. Normally fingerlings are produced from commercial hatcheries only in the warmer months around December and January. The successful out of season breeding program enables us to have 2 or 3 cycles per year as opposed to just 1. This unique ability enables the farmer to increase his / her profitability and return on investment.



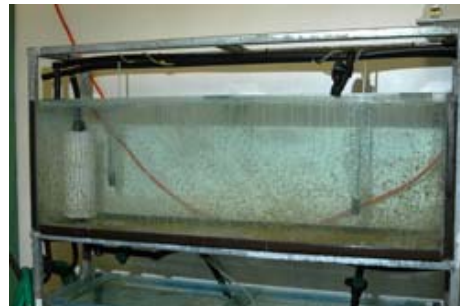
Removing Eggs from Broodstock



Eggs waiting to hatch



Murray Cod broodstock full of eggs

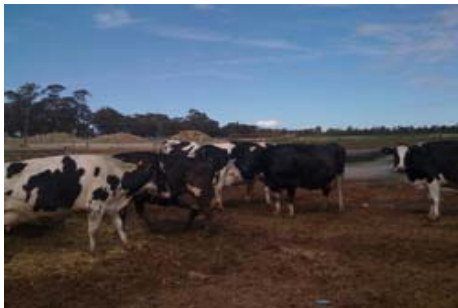


Larvae hatched and early feeding

Sustainability Ventures commercial site with farmer partner

The first fully operational and commercial aquaculture system built by Sustainability Ventures is being integrated on a dairy farm in the Moira Shire. This farm will form part of a cluster of farms in the region as more farmers join the Sustainability Ventures network (Contact us if you are interested!) The system is based on a low capital and low operational cost philosophy with a base \$100,000 capital contribution from the Farmer.

Sustainability Ventures provides the farmer with training and technical support through the entire growth cycle. The fish will be grown to about 100g and then sold to commercial growout facilities. The fingerlings are highly sought after by growout farmers and an ongoing route to market has been secured. There is a need for more stocker growout facilities to meet demand.



Export market potential

A recent delegation of Australian industry and government visited several selected countries in South East Asia further demonstrated the demand for Murray Cod in export markets. This reinforces previous studies by the Department of Primary Industries that indicate good potential for this high quality premium fish (refer Potential Export Demand for Victorian Murray Cod farmed in 'Open Water' systems, March 2007). The integration into the Supply Chain through Sustainability Venture's stocker production is a great opportunity to be part of this exciting and promising opportunity.

Please contact the Sustainability Ventures office on 03 95100913 if you have any questions or email ayal@sustainabilityventures.com