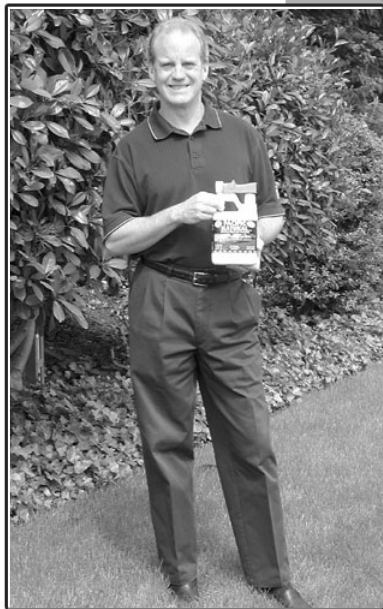


# A MODEL OF INDUSTRIAL ECOLOGY

Great Pacific Bioproducts has produced a business model based on a principle of Industrial Ecology, that 'waste' from an existing industry can be a resource for another. A primary seafood business, Bella Coola Fisheries, of Delta was burdened by the costs of storage, disposal, hauling and tipping fees of non-utilized by-products from a variety of fish species, some with large volumes and substantial disposal costs. In 1999, Bella Coola took action in this opportunity and invested in a proprietary technology - low temperature enzyme hydrolysis - to convert these fresh by-products into high quality processed organic soil/plant fertilizer and natural health supplements for humans and animals. Not only has the primary seafood business saved money it gained access to a valuable non-utilized resource while helping to alleviate the associated environmental impacts.

Great Pacific Bioproducts was incorporated as a subsidiary of Bella Coola in 2004. During the last 5 years of refining the technology and market development, most of the customers for its Pacific Natural brand fish fertilizer have been in the US commercial agriculture market. In recent years, some Delta, Richmond and Fraser Valley based commercial growers have begun to incorporate the product into their fertility programs to enrich their soil, create healthier and stronger plants and improve crop yield. The product is also being made available to BC home gardeners through two convenient retail sizes.

Please visit the company's web site for more information:  
[www.greatpacificbio.com](http://www.greatpacificbio.com)



**Michael Renwick,**

Managing Director holding a jug of  
Pacific Natural fish fertilizer



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