

Media Monitoring

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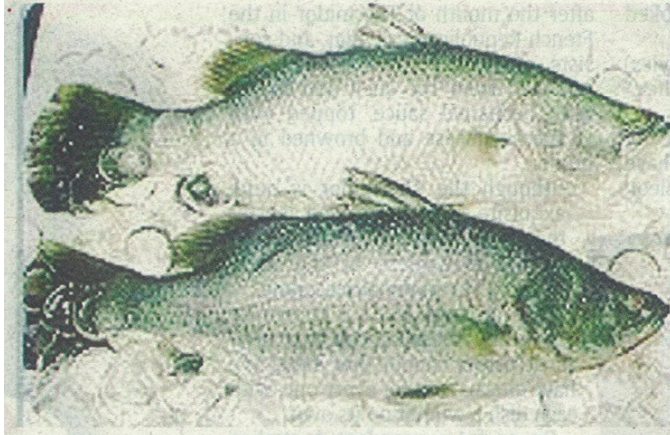
Date: **3 July 2007**

Reference: **Goldis Berhad**

Headline: **Organic fish – the safer alternative**

(Page: 1 of 2)

Clean: The organically grown Australian Barramundi bred by Protech Yu.



Organic fish - the Pollutant-free fish now being bred in land-based

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Photos by **SAM THAM** and
courtesy of **WEBER
SHANDWICK WORLDWIDE**

THERE would be no more fish in the world's oceans one day if some three billion people on Earth continue to rely on fish for protein.

This realisation has brought about organically farmed fish, where fish are bred and grown in a controlled environment.

Local company Goldis Bhd, through its subsidiary Protech Yu

(Asia) Sdn Bhd, has adopted the organic farming method to produce healthier breeds of fish.

"Organic fish farming is the business of the future as the people are becoming increasingly concerned about what they eat these days," said Goldis Bhd corporate investment head Colin Ng.

Protech Yu has employed the Fish Protech Controlled Aquaculture System, which was first implemented in Australia in 1988.

Its inventor and founder Johan Don said his invention was about looking into controlled solutions after seeing the amount of pollu-

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safer alternative

farms in Kuching and Bagan Lalang

tion in the seawaters.

"Since fish absorbs fluid from water, whatever that is inside the seawater is inside the fish. The question is: Would you drink water from the river or sea? You won't, but you are eating the fishes which lived in seas or rivers, so you are indirectly consuming the fluid too!" Don said.

Following the acceptance of his land-based aquaculture system in Australia, Don is keen about educating Malaysians on the importance of eating healthy and clean fish.

For a start, Protech Yu has been

managing a fish farm in Kuching, Sarawak for two years now.

The pilot project produces about seven tonnes of fish per month and now breeds three types of fish. They are the Australian Barramundi, Soon Hock, and Jade Perch.

Ng said the Murray Cod would be introduced by year-end and the company would be bringing in more species that were new to Malaysians soon.

"We also have another fish farm in Bagan Lalang, Sepang, to cater to the demand overhere," he added.

Under the Fish Protech Controlled Aquaculture System, the fish are bred in fibreglass tanks placed indoors, making them free of the chemicals that pollute the seas.

The aquaculture system is also said to be environmentally friendly as the water is recycled.

"Our fish are pollution- and disease-free, because our water contains no hazardous chemicals like mercury.

"Even if the normal seawater fish is well-cooked, cooking only kills the bacteria but not the chemicals and heavy metals that

are inside the fish," Don said.

Sirim Bhd environmental and bioprocess technology centre principal researcher Dr K. Nadarajah said pollutants in a healthy fish should only be below 20ppm, or parts per million.

"After putting Protech Yu fish(es) to the test, I can safely say they are all below 20ppm, whereas fish(es) in the market are well exceeding 2,000ppm!" Nadarajah said.

Protech Yu's organic fish are available at Cold Storage Bangsar, Damansara, Great Eastern Ampang, and Holiday Villa Subang.



Fish farmer: Don feeding fish at the organic fish farm in Kuching where the Australian Barramundi and other species are bred within a controlled environment.