

NEWS RELEASE • AQUACULTURE

Crawfish Farmer Doubles Production — and Profits

A crawfish/rice farmer in Jefferson Davis Parish, Louisiana grows crawfish in less time and at nearly twice the market weight of his neighbors — by pre-treating the water with mineral oxychloride technology.



Larger-than-average market crawfish from a DZ 9966-treated pond

40–50%

HEAVIER THAN
AVERAGE CRAWFISH

3 cycles

PER YEAR VS. 2
(600-ACRE FARM)

10–15 days

COOLER SHELF LIFE
(VS. 3–5 DAYS)

By pre-treating pond water with a new mineral oxychloride technology — which adds a form of oxygen (ROS) to the water — this farmer's crawfish mature in two months and weigh 40–50% more than the market average, earning premium pricing. What is his secret?

In long-term studies in Louisiana, Vietnam, and Norway, the aquaculture industry has studied how increasing oxidative energy with reactive oxygen species (ROS) raises yields. Dosed at 3.0 mg/L (0.5 gal) to 5.0 mg/L (1.0 gal) per acre-foot in freshwater, DZ 9966 has helped Louisiana crawfish farmers increase profits by 40%, generate 50% more meat per unit, and improve overall taste — while extending cooler shelf life to 10–15 days versus 3–5.

On a 600-acre farm, one grower found that by increasing water clarity and minimizing foul odors with DZ 9966, he reaches market sooner and the adult crawfish are larger — meaning higher profits per year with three cycles instead of two. Customers willingly pay more for the larger crawfish, because they have more meat and taste better.

— So, what is ROS?

ROS refers to reactive oxygen species. Oxygen takes many energy forms; one is the hydroxyl radical ion (OH•), which develops the highest oxidative energy commercially available. That energy quickly removes organic and inorganic contaminants to improve water quality in the aquatic environment. The animals then use less of their life energy for survival and more for growth and development — producing larger, healthier, better-tasting crawfish.

IN THE POND



Larger, healthier crawfish from ROS-treated water — higher meat yield and improved taste.

THE BOTTOM LINE

**+40% profit • 50% more meat per unit • 3 harvest cycles per year
10–15 day shelf life — all from cleaner, higher-oxygen water.**

For more about the ongoing studies in Louisiana, contact deepak@dz-worldwide.com or visit www.dz-worldwide.com.