Behind the Brand: Reed Mariculture

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You may be familiar with Reef Nutrition’s quality feeds for the animals in your tank, but not with Reed Mariculture Inc. (RMI), Reef Nutrition’s parent company. RMI is the world’s largest producer of marine microalgae concentrates (Instant Algae), and the proud parent of the successful Reef Nutrition and APBreed product lines. RMI is a family business with humble and small beginnings, but unequivocal ambition and global impact.

The Road Less Traveled

Tim Reed started RMI 20 years ago to grow “tank-raised” bivalve shellfish. His notion was to produce the first commercially available shellfish raised on land that would be completely safe from toxins such as red tide algae, bacterial blooms, viruses, sewage run-off, and toxic metals. Reed Mariculture developed tank-raised shellfish technology for three years, and during this same time developed and refined the technology for large-scale grow out of marine microalgae, which is the feed for shellfish.

In 1998, RMI determined that there was a more lucrative market in selling the microalgae directly to other hatcheries and shut down all shellfish operations to work on developing the Instant Algae product line, which provides the same nutritional value as live algae. RMI’s core technology is a proprietary closed-system photobioreactor design that allows microalgae to be grown in laboratory-sterile conditions.

In 2004, RMI wanted to make the algae and other advanced feeds available for the reef aquarium hobby, so the company began developing the Reef Nutrition line of feeds, starting with Phyto-Feast, a blend of six different species of marine phytoplankton with a diversity in cell sizes and nutritional profiles. The goal was to supply reef aquarium hobbyists with the same natural feeds that the professionals were using in aquaculture; this decision changed the face of the reef aquarium hobby.

Today, the Reef Nutrition line has evolved into products that provide diversity in feed types, diversity in nutritional profiles, and diversity in feed sizes; it’s the variety that promotes a healthy and thriving reef community in any aquarium.

With aquarium technology advancing at a rapid rate, RMI has remained vigilant and acutely aware of the trends in the hobby. Much to our pleasure, live feeds are now making their way into homes, stores, and farms across the world. So, to cater to the growing need for live feeds and related equipment, we developed the APBreed line of feeds—products that “bridge the gap” between commercial aquaculture hatcheries and marine aquarium/freshwater aquarium hobbyists.

Live Feeds Specialists

Rotifers are now being used in a variety of ways that no one ever expected. Thanks to our APBreed product line, we now offer live rotifers, small-scale culture materials, and feeds to anyone that wants to culture these animals.

Essential to aquaculture, rotifers are offered as live prey to larval marine fish, jellies, freshwater larval fish, and now they are being cultured by coral farmers and reef hobbyists. To keep up with the times and stay ahead of the trends, we are making it easier for just about anyone to culture rotifers in their home and feed them to their reef tank.

The Future of Aquaculture

RMI is working diligently to provide a wide array of live feeds to meet the ever-increasing demand for aquacultured food fish and marine ornamentals. With this demand comes a need for a variety of live feeds, technical expertise, and equipment. The important factor for RMI is focusing on the best live feeds species that are size appropriate, durable, nutritionally valuable, and can be cultured at high density.

We are currently working with new species of algae, rotifers, and copepods specifically for individuals culturing difficult species such as red snapper and grouper, and ornamentals like dwarf angelfish and tangs. Aquacultured organisms are the future, and RMI will be there leading the way to help professionals and hobbyists achieve the greatest success possible.

For more information about Reef Nutrition and Reed Mariculture, visit them at www.reedmariculture.com.

“Behind the Brand” is presented for purely informational purposes, and does not constitute an endorsement of any brand or products by Tropical Fish Hobbyist Magazine. All interviews are edited for length and content.
"We Raised Pygmy Seahorses in Captivity for the First Time Thanks to Reef Nutrition’s Feeds."

Reef Nutrition’s feeds enabled the Steinhart Aquarium to raise pygmy seahorses in captivity for the first time—by keeping their host sea fans thriving. Reef Nutrition’s whole-organism and microalgae blends, Phyto-Feast®, Roti-Feast®, Oyster-Feast®, and Shellfish Diet® helped the team to feed the sensitive gorgonian corals that serve as home for these amazing seahorses.

— Rich Ross, Senior Biologist, Steinhart Aquarium, California Academy of Sciences; Marine Societies of North America (MASNA) 2014 Aquarist of the Year

The unique benefits of Reef Nutrition feeds:

- More colorful reefs and cleaner tanks
- Super nutrition from intact cells & organisms
- Concentrated – more for your money
- Cutting-edge, science-based feeds

Buy from retailers that carry refrigerated Reef Nutrition products or go to www.reefnutrition.com and click the “How to Buy” tab.