

CHARLIE CARP

Good dead. Dead good.

Australian Head Office

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AWARD WINNERS

Charlie Carp has won two prestigious awards. It was the winner of the Prime Ministers Environment Award in 2000. It was runner up in the Banksia Awards (for Environmental Leadership in Sustainable Product Design) in 2003 before winning the award in 2004.



NATIVE FISH

No native fish are harmed in the process of catching carp. Two methods are used to catch the carp. Electro fishing, primarily used in rivers and creeks, stuns the fish and brings them to the surface allowing the carp to be retrieved, and the native species to recover and swim away. In larger bodies of water such as lakes, nets can be used, which also gives the opportunity to free the native fish.

**One in six native species of fish are now endangered because of European carp.*



THE CHARLIE CARP STORY

Charlie Carp Ltd the company that manufactures Charlie Carp Fertiliser was established in 1995. The company was formed to develop a commercial strategy to arrest the degradation of our inland rivers, including the decline in the native fish population and the loss of aquatic and riverside vegetation in the Murray-Darling system caused by the European Carp. The European Carp (*Cyprinus carpio*) was introduced into our waterways in NE Victoria (the Bolaris strain of the carp has reached plague proportions) and is now the prevalent fish in our inland waterways.

The factory was established at Wentworth in 1996 with the intention of using European carp as the principle ingredient for a manufacturing business. A range of products was soon developed including; fish meal, stock feed pellets and an organically based liquid fertiliser. The meal and stock feed division of the business were wound down and the decision was made to develop the liquid fertiliser.

The liquid fertiliser was trialled by nurserymen, horticulturalists and home gardeners and delivered stunning results, as a result the brand name "Charlie Carp" was established and the product launched into the retail market.

The factory was relocated to Deniliquin in 1998 where a new plant was built; it was opened by Mr. Ian Kiernan, the founder of Clean Up Australia, and Clean Up the World. We now have a product that is not only an extremely effective fertiliser but also uses as its primary input, the scourge of the waterways, the European Carp.

PRODUCTION

Carp are brought by refrigerated transport to the factory based in Deniliquin, are put through a mincer and then into the rendering plant where water and stabiliser are added. The fish are cooked slowly and rendered down using a unique slow cook manufacturing process which ensures the preservation of essential macro and micro nutrients.

Once the cooking process is complete, the mixture, by now a concentrated and balanced plant food, is bottled, packaged and distributed. Charlie Carp is an all purpose fertiliser ideal for vegetable gardens, shrubs including natives, seedlings, lawns, even commercial crops such as cereals, pasture, vegetable crops, stone fruit and grapes.

THE FUTURE

Charlie Carp has been able to establish a business that not only provides to the public a very effective fertiliser, but also and probably most importantly is helping rid our waterways of the environmental pest the European Carp. The company is intent on continuing its good work into the future to ensure our rivers and streams are in good shape for generations to come.

www.charliecarp.com

HELP SAVE OUR RIVERS, USE CHARLIE CARP