

April 20, 2011



# tideline newsletter tideline aquatics

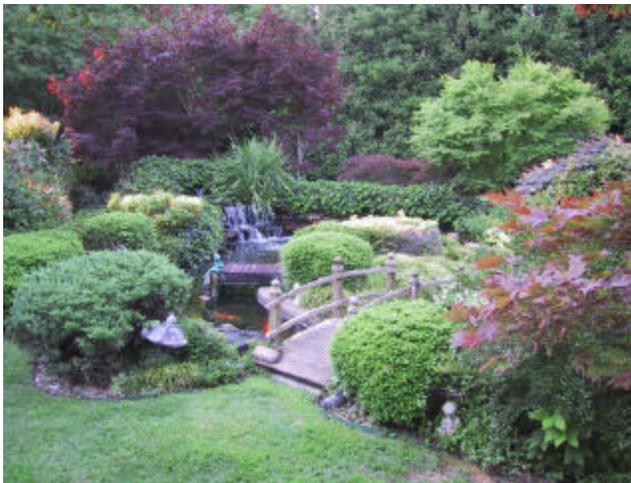
## Tideline Aquatics Store Hours

**Monday**                      **Closed**  
Tuesday-Friday      11am-7pm  
Saturday                10am-6pm  
**CLOSED EASTER SUNDAY!!**

## NOW HIRING!!!

Tideline Aquatics is now accepting applications to fill a part time sales/maintenance position. You **MUST** have excellent people skills with a positive attitude and a flexible schedule. This position requires experience with both freshwater and marine fish. Hours will be Tuesday thru Friday from 4 until closing, some Saturdays and all Sundays. Just see the front counter person for an application if you or someone you know may be interested. **Please note: I (Chris) do not tolerate laziness, tardiness, frequent personal issues that affect you at work or poor work ethics – if this is you, do not apply....** Otherwise I'm not a bad guy to work for (most of the time)...

**POND TOUR TICKETS ARE ON SALE NOW AT TIDELINE!**



The Charleston Showa Koi Clubs 2011 Pond Tour tickets are now available! This huge Charleston event is May 14... just around the corner! This self-guided tour allows you access into some of our areas most wonderful koi ponds and landscapes. Ponds are located all over the area and you can enjoy them at your own pace. Pack the family and friends into the car and be amazed at fabulous koi ponds hidden in lush landscapes for your entertainment. From this event you can get ideas on your own pond, filtration systems, plants, different types of koi and water features. At the end of the day you will be treated to a finale at the Charleston Animal Society on Remount Rd for free food, prizes and raffles as well as an open tour of their facility. Much of the proceeds from this event are donated to the Charleston Animal Society.

## TIDELINE AQUATICS IS NOW ON FACEBOOK!!

Visit our page regularly as we randomly post Facebook Only specials for FREE livestock just for stopping by the store that day and asking for the special by the name listed on our facebook page! Sign in to your Facebook account and "Like" Tideline Aquatics. While there you can see photos, share photos, post questions and more. There is also a \$5.00 OFF "Facebook Deal" that you can use when you check-in to the Tideline Aquatics Facebook page while shopping at the store using your smart phone!!

Here is a direct link to our new facebook page:

<http://www.facebook.com/pages/Tideline-Aquatics/158517640849179>

## VIEW FROM A KOI FARM!



We were recently treated to a visit to a wholesale koi farm... the actual farm where 90% of our koi are raised. This farm consists of 10 large grow-out mud ponds where baby koi that are bred for variety, color patterns and quality are placed to grow out to various sizes for the koi industry. You may think koi breeding is easy and perhaps it is if you just let it happen in your pond but it is a complicated process to produce koi that are of a specific pattern and variety instead of just a "mutt" koi.



When breeding koi for wholesale production, specific breeds are picked out to spawn from very expensive breeding stock (Kohaku, Showa, Utsuri, Shusui, etc). Breeding is done in large vats where male and female koi are allowed to breed naturally or more often induced to spawn using hormones. Females are carefully stripped

of eggs, males milked for sperm then the two are combined in sterile containers to fertilize the eggs. The eggs are hatched then placed in vats where they are allowed to hatch. After just a few days baby koi are abundant...by the thousands!! Money in the bank right?? NOPE! At a tiny size the skilled koi breeders begin culling through the baby koi to remove fish with undesirable traits, poor color and/or deformities. Often this leaves just 10% of the actual babies that were hatched from that spawning for growing out in the mud pond! Once placed in the mud ponds, the baby koi must overcome many obstacles to survive. Predation from water birds is the big enemy for both the baby koi and the koi breeders!



Monofilament line is stretched across all of the mud ponds in a spider web fashion to prevent water birds from swooping in and eating the baby koi. Netting is placed around the perimeter of each mud pond to discourage other predators such as otters, raccoons and other riffraff. But the aquatic predators must be overcome by the koi themselves. Bullfrogs, waterbugs, aggressive mosquitofish and water snakes cannot be prevented. The baby koi travel in large schools that help to protect them but ultimately many are consumed by these natural underwater predators dwindling the number of fish in the ponds with nature's own version of culling. Weaker fish and smaller fish fall prey quickly leaving only the strongest of the koi to survive the grow-out process.

Automatic fish feeders and aerators are placed over each mud pond. The feeders drop food to the koi numerous times all day. The strong aeration provides plenty of oxygen for the large number of fish placed in each mud pond.



Throughout the summer, ponds are drained, the koi are removed and culled through once again. Some are removed for sale, some are placed back into the ponds for further growth and some are discarded for quality control. Fish that are to be sold are placed in large vats with huge bead filters for maintaining pristine water quality. The koi are treated with parasite medications and are viewed daily for health issues. Fish are placed in the vats according to size where they eventually make it to Tideline Aquatics and other retail aquatic stores. Only a tiny fraction of each koi breeding ever makes it to market. This ensures you receive only the best looking koi and only the healthiest of the koi bred!



## NEW PRODUCT AT TIDELINE!



Activate is a brand new product from Aquarium Life Support for maintaining a strong biological filter. Available in both a freshwater and saltwater version, this new product quickly cycles new aquariums, boost the bio filter when adding new fish, repairs the bio filter after using medications and keeps ammonia levels down in established aquariums. Add this product after partial water changes, when adding new fish and when establishing new aquariums for perfect water quality!

## FRESHWATER HIGHLIGHT



We are extremely excited to have this fabulous corydoras in stock right now at Tideline. Rarely imported from the Amazon from Peru and Colombia, this corydoras is a site to behold! Growing to nearly 3" long, the Fowleri Cory Cat forages for food like most corydoras catfish only this one has intense markings and a body shape similar to the extraordinary Barbatos Corydoras Catfish. Fowleri Cory Cats prefer a pH range of 6.0 – 7.5, a water hardness of 1-15dGH and a temperature of 65-80 degrees. These are located in our planted aquarium on the right as you enter

the store. Be certain to check them out as they are quite striking compared to most of the more common Corydoras catfish species.

**NEW SHIPMENTS OF FRESHWATER FISH, POND KOI, MARINE FISH, LIVE CORALS AND INVERTEBRATES ALL ARRIVED ON TUESDAY AND WEDNESDAY OF THIS WEEK – VISIT THE STORE TO SEE ALL OF THE NEW ARRIVALS!**

**GREAT WEB COUPONS ARE UP NOW ON OUR WEBSITE FOR SAVING YOU MONEY DURING YOUR VISIT!**