



## **ALL ABOUT ATLANTIC SAPPHIRE**

Atlantic Sapphire is the most sustainable salmon in the world. It is the only Atlantic salmon that is rated GREEN by the Monterey Bay Aquarium's [Seafood Watch](#), [SeaChoice](#) and the Vancouver Aquarium's [Ocean Wise](#) in Canada. It is GMO free, antibiotic free and does not have any effects on wild salmon or the environment.

### **Where does it come from?**

The farm is in Denmark and Atlantic Sapphire is working on building a new facility in South Florida. The US farm is still 2 years down the road.

### **Why it is the most sustainable salmon farming method in the world?**

Atlantic Sapphire uses the only Atlantic salmon farming technology that received the green ranking from SeafoodWatch, OceanWise and SeaChoice. Most of the others are actually red listed.

### **How do you bring the fish?**

We fly the fish in fresh from Denmark to our distributors in many areas of North America.

### **Is it farmed or wild?**

It's farmed but it's the only farmed Atlantic salmon with the sustainability endorsement of Green. It has no impact on wild species and the unique farming method means that it's a pure natural product (no pesticides, no antibiotics, no GMO, no synthetic color added).

### **Why is it different from other farmed salmon?**

This salmon is farmed on land in closed containment, which means it does not have contact with native species and does not pollute the oceans or affect the environment. Being in a controlled environment, the health of the fish is better monitored from egg to harvest, meaning that no antibiotics or other chemical treatments are required, making it a healthier and more sustainable alternative.

### **Recirculating aquaculture systems (RAS)**

Closed-system aquaculture presents a new and expanding commercial opportunity. Recirculating aquaculture systems (RAS) are tank-based systems in which fish can be grown under controlled environmental conditions. They are closed-loop facilities that retain and treat the water within the system. In a RAS, water flows from a fish tank through a treatment process and is then returned to the tank, hence the term recirculating aquaculture systems. RAS can be designed to be very environmentally sustainable, using 90-99 percent less water than other aquaculture systems. RAS can reduce the discharge of waste, the need for antibiotics or chemicals used to combat disease, and fish and parasite escapes. Our Oceanus system is like a greenhouse for raising salmon.

### **What is the salmon fed?**

It is fed a diet of ultra-sustainable ingredients including fishmeal. It does not include any mammal ingredients. The raw material used to produce the feed is cleaned from heavy metals and PCBs and is only made of cuts non suitable for human consumption assuring the best fish-in fish-out ratio in the industry, which is part of what makes it the most sustainable salmon in the world.

Distributed exclusively in Canada by Seacore Seafood Inc.

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**Does it have color added?**

No synthetic color is added to our feed. The color in Atlantic sapphire comes from a natural yeast similar to the one present in shrimp and krill.

**Is it organic?**

As we the first to produce salmon in closed containment systems at a commercial scale, there is no certification yet. That being said, we are working with the USDA in order to become the first USDA certified organic salmon. In Canada, we are close to becoming certified Organic.

**What size is the fish?**

Right now, the salmon size ranges from 8-10lb, 10-12lb, 12-14lb and 14-16lb.

**Difference with other premium brands of salmon**

Experts link the survival of our planet to the health of our oceans. Saying 'yes' to healthier oceans means following the Seafood Watch/Sea Choice/Ocean Wise programs. The fact remains that Atlantic Sapphire (and the RAS producers) are the only Atlantic salmon producers ranked green for 'best choice' while most others are red listed.

**Define Natural when talking about closed containment:**

It is important for the development of the salmon that it lives in a natural way. This means it should be allowed to swim against strong water currents and travel between fresh water and salt water throughout its life stages. Atlantic Sapphire salmon are raised in these ideal nurturing conditions and allowed to swim continuously against the current and our tanks contain only 5% fish for 95% water. Chefs in Norway who have tasted wild Atlantic salmon say Atlantic Sapphire matches wild Atlantic in taste and texture, which is why we believe we have a better way of raising salmon.

**Food Safety:**

As wonderful as the natural environment is, it can have some negative affects to the health and wellbeing of the salmon that live in it. Much like a greenhouse that provides ideal conditions for fruits and vegetables, the Oceanus land based salmon farm provides a protected environment for Atlantic Sapphire to thrive. The doors are closed to predators and parasites so our salmon are always safe and healthy. Our farm has earned a AA rating during our last BRC audit.



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