



Proudly raised in the USA

Bluehouse Salmon

Bluehouse,
green planet.





**We're sustainably
raising salmon in
the USA that are good
for you and better for our oceans.**



**No added hormones, antibiotics, or
pesticides. Delicious, all-natural, protein-rich,
and the only fresh sushi-grade salmon.**

**Local production in the USA (Homestead, FL),
supporting our economy and communities:**

- Local job generation
- Supply chain control
- Quality control
- 100% traceable
- Same day to 24-48 hr max transit time
- No air-freight carbon footprint

Our Bluehouses

(the aquaculture equivalent of greenhouses)



We raise our salmon in environmentally conscious Bluehouses, in custom made conditions designed ideally for our fish

- Exceptional fish welfare demonstrated by lower mortality and faster life cycle
- Water preservation: 95% salt water, 99% recycled
- Artesian and ancient water source (Floridian Aquifer) resulting in no microplastics and no need to use antibiotics or pesticides
- On-shore technology: no impact on costal areas, seabed, or wildlife
- Low stocking density (95% water, 5% fish or 50 kg/ cubic meter average)

Bluehouse Salmon

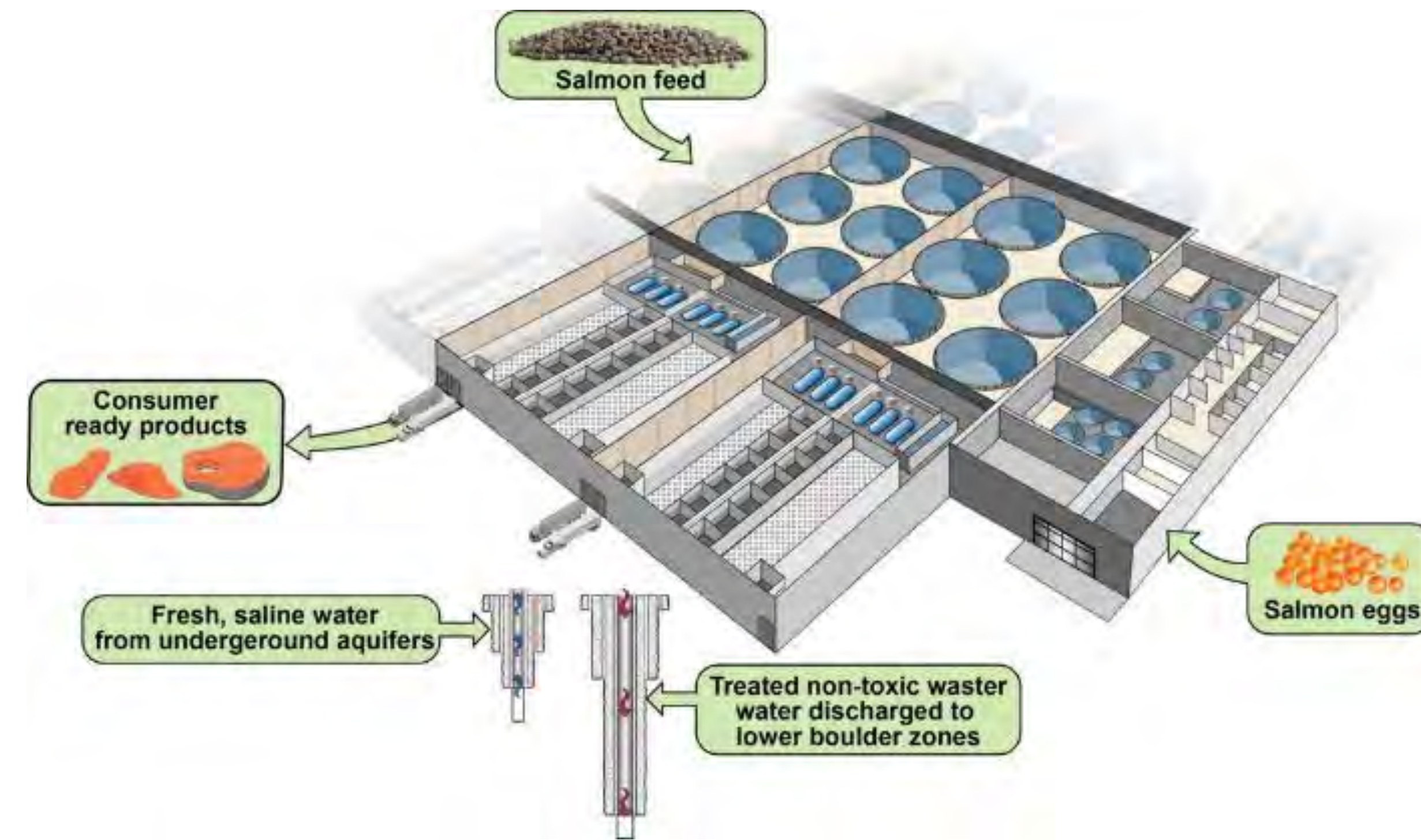
Farming fish in a Bluehouse is one solution to feed our world's growing population

Bluehouse Salmon

Challenges with ocean farming that we solve with our Bluehouses:

- ✗ No disease and parasites
- ✗ No antibiotics and pesticides
- ✗ No microplastics
- ✗ No mercury
- ✗ No untreated fish waste
- ✗ No escapes
- ✗ No predators
- ✗ No air freight to main markets

Grow out system



An Innovative Technology and Process

From egg to harvest, we fully control key drivers* of the production cycle, 24 x 7

- Biosecurity
- Biological performance
- Water quality and filtration
- Biofiltration
- System risk
- Fish behavior

*Some examples shown, not a comprehensive list

Denmark Bluehouse

Our Bluehouse in Denmark has changed the industry forever.

A decade of innovation behind us, as we proved the concept and have shipped over 25 generations of fish already.

- 2.4K ton (HOG) annual production
- Leveraging technology strictly focused on managing full cycle land-raised salmon production
- Continues to serve as an R&D and testing center for global adoption



Bluehouse Salmon

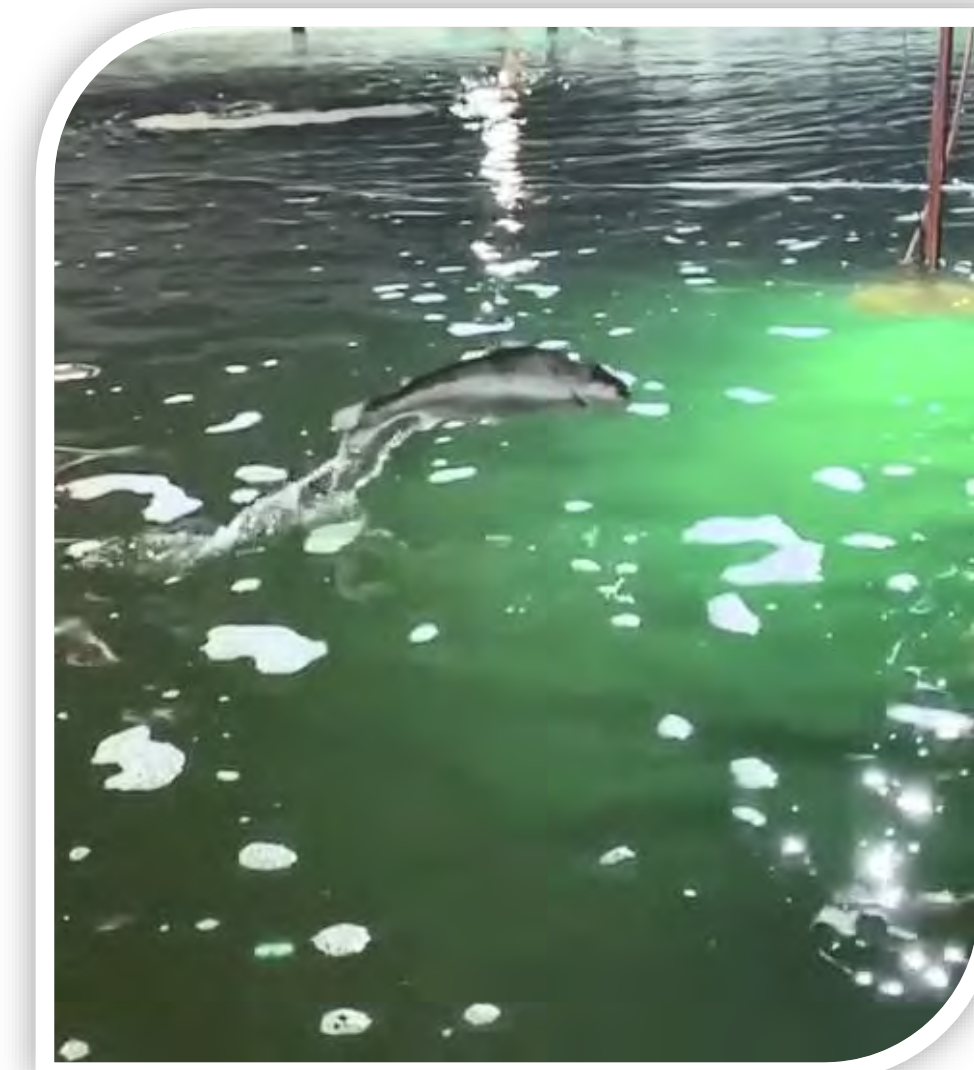
Distributed in Ontario Exclusively by Seacore Seafood | 905-SEAF00D | 905-732-3663 | 1-800-563-6222 | orders@seacore.ca | Seacore.ca



Miami Bluehouse

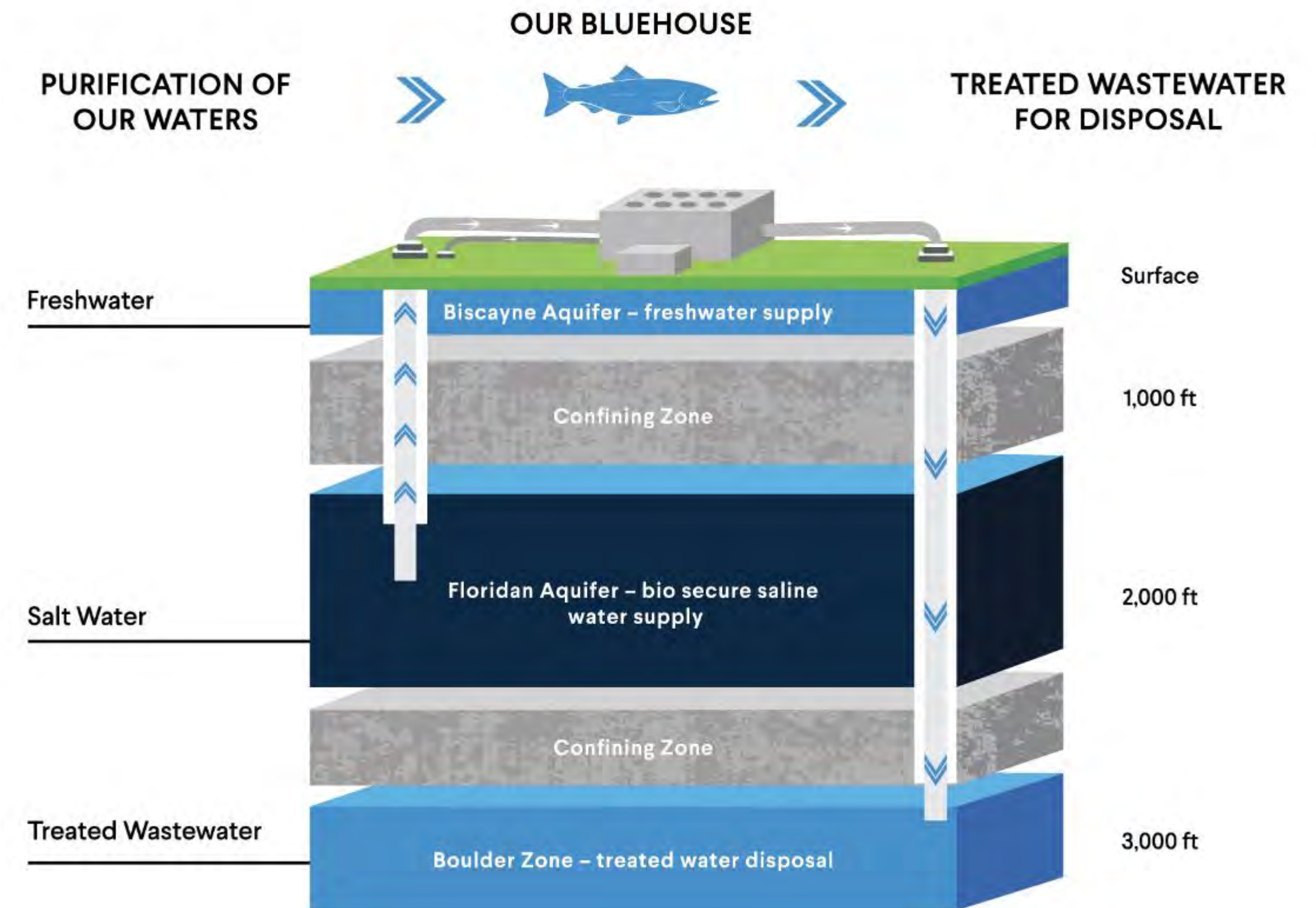
The future of salmon farming, in large scale.

- 220k ton (HOG) annual production facility – 10K ton in phase 1
- First harvest of +4 kg projected for the summer
- Our saline water has not seen any contaminants guaranteeing no microplastics, metals, diseases or parasites



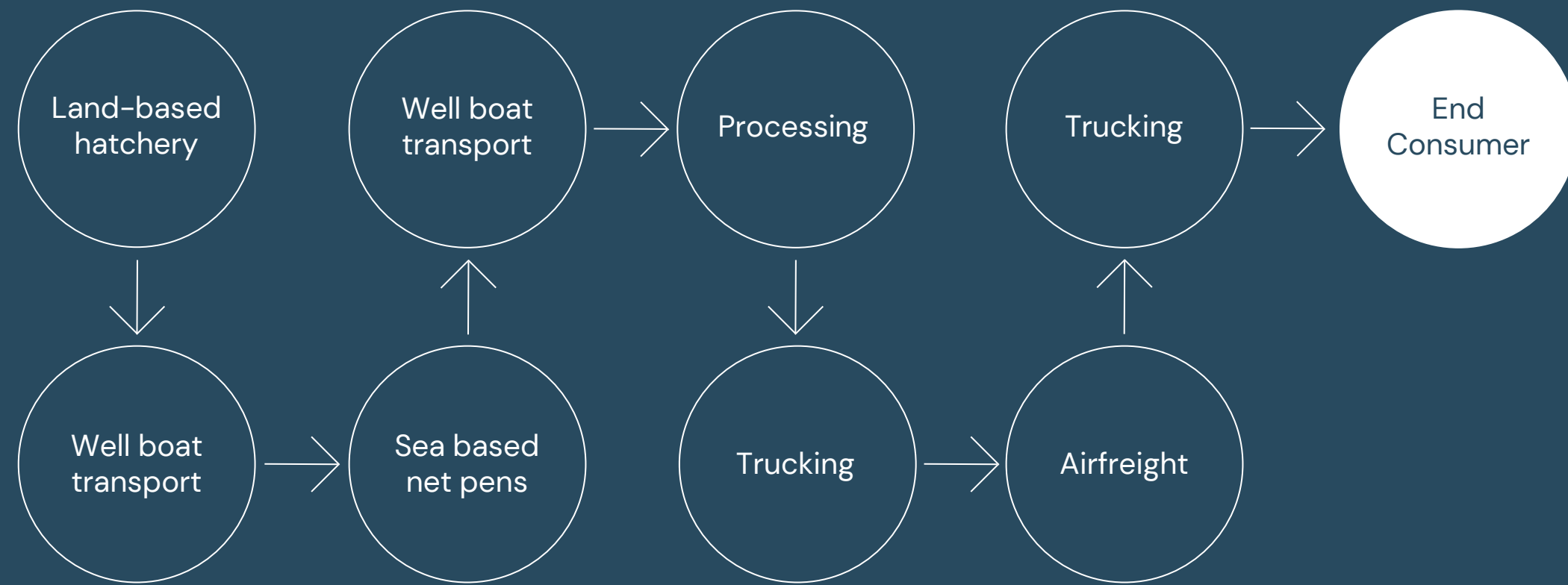
Why South Florida is Ideal for Bluehouse Salmon Farming

- Unique geology to sustainably discharge salt water in quantities required to scale
- Highly productive aquifers with stable, high quality salt and fresh groundwater
- Favorable site location with established logistics and know-how in place

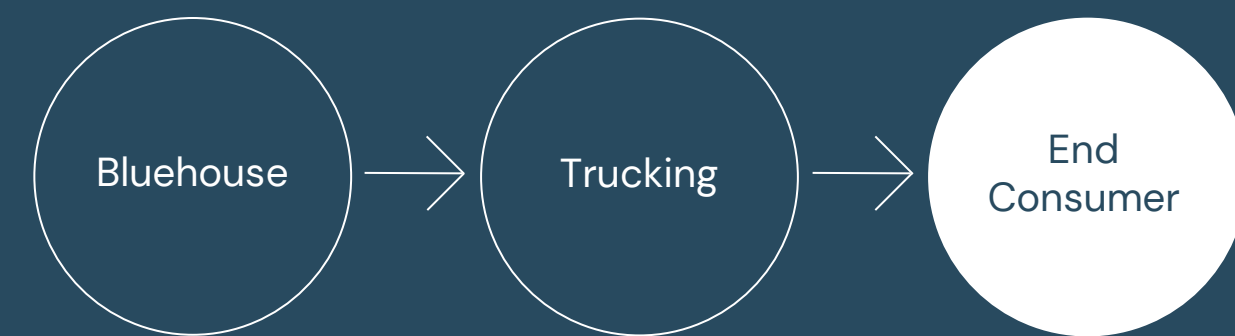


Bluehouse Salmon

Typical conventional value chain



Atlantic Sapphire Miami value chain



Our Unique Approach is the Leanest Salmon Value Chain and All-American

- Mitigated risk of exposure and supply interruption
- No styrofoam box for shipping
- Compostable packaging
- Extra shelf days
- Less shrinkage at store

Attributes of Bluehouse Salmon



The highest quality protein, with a mild delicious flavor and raised in the USA. Truly all-natural, no antibiotics or hormones ever, microplastics free water, and no pesticides. No synthetic pigmentation or genetic modification. Fresh sushi-grade and longer shelf life.

Ranked Best Choice by Monterey Bay Aquarium's Seafood Watch program and recommended by Ocean Wise (Canada).

Antibiotic Free
No Pesticides
Heart Healthy
Ocean Safe



Bluehouse Salmon



Responsibly raised on shore.
Supports our economy.
Low carbon footprint.

Eliminates impact on wild salmon,
costal areas and the seabed.

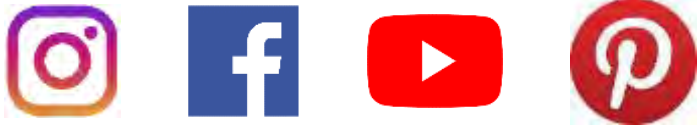




**We love our oceans
which is why we let
them be.**

Bluehouse Salmon

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Marketing Launch Plan

Digital	In Store	PR	Events	OOH
				
Social Media Campaign Online Ads Website Drive	Product Demos Promotional Collateral Training Program	Media Outreach City Tour	Launch Main Event	Bus Wrapper Billboards
<ul style="list-style-type: none">○ Targeted paid advertising○ Native advertising○ Email blasts○ Retailer collaboration	<ul style="list-style-type: none">○ In person and digital training○ Select store visits demos○ Shelf-talkers, spear-tags○ Circulars, bag stuffer	<ul style="list-style-type: none">○ Press releases○ Proactive media outlet reach○ Blog and content○ Partnership with key influencers (chef, social)	<ul style="list-style-type: none">○ Launch event at Bluehouse○ Engaging and experiential○ Media attendance	<ul style="list-style-type: none">○ Billboards at key locations to maximize message and relevance○ Branded design wrapping select bus routes



Thank you



[Atlanticsapphire.com](https://atlanticsapphire.com)

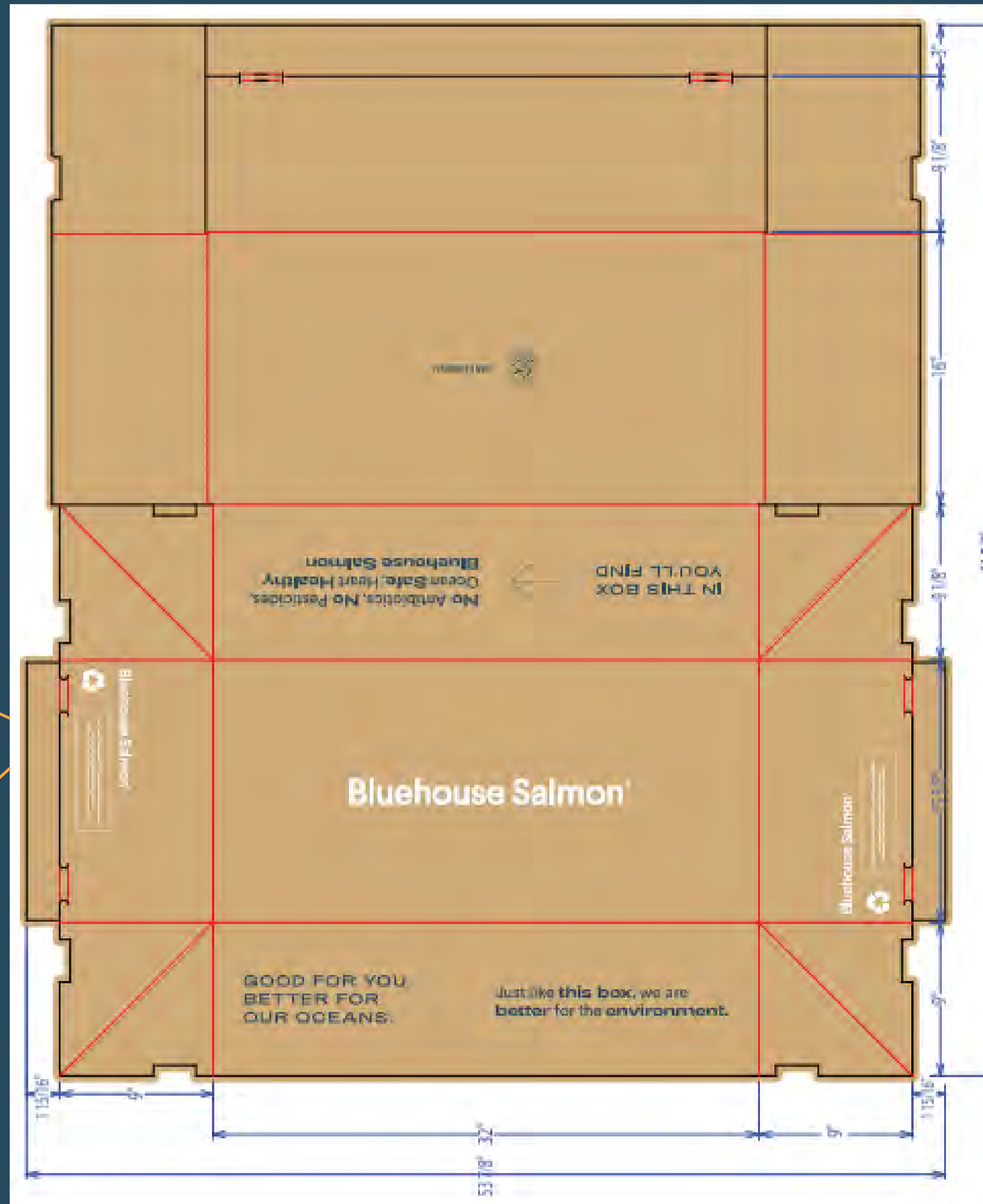
Follow along
[@bluehousesalmon](https://twitter.com/bluehousesalmon)

Appendix

Compostable Packaging and Liner



**We Care - This box is 100% recyclable-compostable
and made from a sustainable resource
Be kind to the Earth and recycle this product.**



Consumer Brochure

2

**Bluehouse,
green planet.**


We're happily raising salmon that are good for you and better for our oceans. No added hormones or pesticides — only all-natural, protein-rich, sushi-grade salmon.

4

**Cook salmon
for dinner
tonight.**

Delicious grilled, baked, seared, or even eaten raw — salmon is a versatile fish. There are recipes for just about any flavor you're looking to find.


6



7

**Best Heart
Healthy Diet**

No unnatural dyes or genetic modification. Raised without any risk of parasites. Rated best choice by Monterey Bay Aquarium's Seafood Watch program and recommended by Ocean Wise.



10


Bluehouse Salmon

@bluehousesalmon
Bluehousesalmon.com
1-800-563-6222

8

**We feast.
Our oceans
thrive.**


We love our oceans, which is why we let them be. In Bluehouses, wild species are never contaminated and our shared waters stay beautifully blue. Bluehouse Salmon is heart-healthy and ocean safe. It is raised without antibiotics and uses no pesticides.



11

**Our
Bluehouses
are green.**

Confusing? Not in practice. Simply put: We raise our salmon in environmentally conscious Bluehouses, the aquacultural equivalent to a greenhouse. Our Bluehouses are 95% water, 5% fish, and use 99% filtered and recycled water. That's a darn green Bluehouse.



12

Bluehouse Salmon

https://www.seacore.ca/files/2021/01/SeafoodWatch_Canada.pdf

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For the inner chef in you

