

CleanFish™ Presents Irish Salmon

It's simple. Strong Atlantic tides produce strong sleek salmon. Natural, sustainable feeds nourish better tasting fish. Organic certification ensures buyers that fish are produced safely and sustainably. Three Irish salmon farms Mannin Bay, Muirachmhainni Teo and Muir Gheal Teo are pioneering in organic salmon farming practices on the west coast of Ireland. CleanFish is proud to present this best in class fish from producers who care.



ABOUT CLEANFISH IRISH SALMON



These exceptional salmon live in the raging tides of the western coast of Ireland. High standards for sustainability from egg to harvest result in fish of superior taste and texture.

Environment

- Salmon are raised in an area with a high tidal exchange rate which ensures that sea water continually flushes through pens.

Feed

- The salmon feed on sustainably sourced organic fish meal—a by-product of the Irish fishing industry.

Animal Husbandry

- Animal welfare is at the core of this operation - fish experience life as close to the wild as possible.

CleanFish

CleanFish is taking a new business approach to addressing the seafood crisis. Selectively sourcing and promoting artisan fisheries, both farmed and wild, CleanFish is building a sustainable seafood movement from within the marketplace. CleanFish Alliance™ producers provide us with distinctively better tasting seafood and important environmental leadership. By strengthening the connections between producers, chefs, and consumers, CleanFish is creating a movement and a market that empowers seafood lovers to vote with their fork. Each time you choose CleanFish, you can savor the fact that you are participating in the efforts of sustainable fisheries and enjoying *fish you can trust™*.





Cleanfish Irish Salmon Fact Sheet

Common Name	Atlantic Salmon
Latin Name	<i>Salmo Salar</i>
Region	Cultivated in three locations in Ireland: Muirachmhainni Teo, Muir Gheal Teo, and Mannin Bay
Product Forms	Whole Dressed, Fresh, Head-on
Size	2-3, 3-4, 4-5, 5-6 kg
Feed	<i>Protein:</i> Certified organic with 80% from marine and 20% from vegetable protein <i>Oil:</i> Certified organic with 95% from marine and 5% from vegetable oils Marine fish meal and oil is produced from sustainably managed fisheries and/or processed trimmings of fish caught for human consumption.
Traceability	Each shipment includes a comprehensive product traceability sheet which details the life history of that batch of fish.
Certification	Certified organic by: Naturland Verband (Germany), Bio Suisse (Switzerland), Qualité-France (Certifié Agriculture Biologique) and The Irish Organic Farmers And Growers Association (IOFGA). Naturland is accredited by: US Dept of Agriculture (USDA)/ National Organic Program (NOP) IFOAM (International Federation of Organic Agriculture Movements), and EN 4501/ISO 65.

Contact CleanFish for more information:

San Francisco Headquarters

Dale Sims & Kendrick Wu
415.626.3500
877.4CLNFSH (toll free)

Los Angeles:

Michael Romine: 310.854.9266

East Coast:

Bill Bradford: 617.849.2456

Boston:

Frank Parisi: 978.325.0411