

# Nordic Blu Salmon Norway

Salmon farming has come a long way in environmental practices and acceptance, and Nordic Blu Salmon is at the forefront. The world's first and only marine net pen Atlantic salmon rated "Green — Best Choice" by the Monterey Bay Aquarium Seafood Watch program has arrived, brought to North America exclusively by CleanFish.

## The Fish

The Salten Aqua Group is vertically integrated and maintains control over the whole process of Nordic Blu Salmon, from broodstock to processing. Pens are stocked at densities below the industry standard in both spring and fall to ensure consistent harvests throughout the year, as fish take approximately 14-20 months to reach market size. Current annual production is approximately 8,500 tons.

Feed innovations are key to the fish's leading environmental rankings. Nordic Blu Salmon are fed a custom diet with a higher concentration of Omega-3 fatty acids than conventional feed and with only 17.3% marine content. Vegetable content comes only from producers certified by the Roundtable for Responsible Soy (RTRS). The resulting Fish-In, Fish-Out (FIFO) is 1.13:1.

## The Farm

Location is everything — especially in salmon farming. Perhaps nowhere in the world is better suited to raising salmon than the isolated, meandering 25 mile-long fjord called Skjerstad near the coastal town of Bodø, Norway where Salten Aqua Group maintains four farm sites raising Nordic Blu Salmon.

Skjerstad fjord, in turn, is fed by the strongest tidal current in the world, which flows through a narrow strait called the Saltstraumen, carrying vast amounts of saltwater back and forth from the Norwegian sea. Yet impressive tidal currents are only part of the story. Significant winter rainfall and favorable topography work together to bring consistent — and massive — amounts of freshwater from the surrounding valleys and rivers throughout winter and spring, which mitigates most environmental impacts. Lower salinity waters are inhospitable to parasites, so the fjord, and Nordic Blu Salmon, are naturally free of sea lice. Additionally, to this day, the farm sites have never experienced a major escape.

**“With CleanFish’s help, the old adage about there being plenty more fish in the sea might remain true.”**

**TIME**



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Nordic Blu

Superior Norwegian Salmon



## In The Kitchen

Nordic Blu Salmon is well suited to raw preparations, and performs well with a variety of cooking methods, including baking, roasting, steaming, pan-searing, and grilling. Fish have an average fat content of 22-23%.

## Certifications, Ratings & Awards

Nordic Blu Salmon (by Salten Aqua) is the ONE & ONLY marine net pen Atlantic Salmon in the world ranked “Green — Best Choice” by Monterey Bay Aquarium Seafood Watch® program. With a score of 7.17, Nordic Blu is also the highest rated farmed Atlantic salmon in the world. All sites and farms are ASC and Global G.A.P. certified.



## The Facts

Latin Name	<i>Salmo salar</i>
Origin	Norway
Form & Size	Whole, Dressed
Availability	Year round, delivery twice weekly
Taste Profile	Suitable for raw and cooked preparations. Fish have an average fat content of 22-23%
Health	No prophylactic antibiotics
Feed	Custom diet with higher Omega-3 fatty acids than conventional feed and with only 17.3% marine content. Vegetable content from producers certified by the Roundtable for Responsible Soy (RTRS). FIFO 1.13:1
Husbandry	Marine pens with the highest rating in the world (7.17) from the Seafood Watch program and awarded a “Green — Best Choice” rating

## Meet CleanFish

At CleanFish, we're committed to aquaculture as an essential part of a sustainable future, and we advocate for the best, most innovative practices — one delicious meal at a time.

We bring together visionary producers at the cutting edge of responsible farming and champion them in the marketplace under traceable, transparent brands for seafood that's the best of the season, better every season.

That's what CleanFish is all about — fish you can trust with a difference you can taste.

## Keep In Touch

For a complete list of CleanFish products and videos, please visit [cleanfish.com](http://cleanfish.com)

We want to hear about every delicious morsel! Connect with us on social media.

