

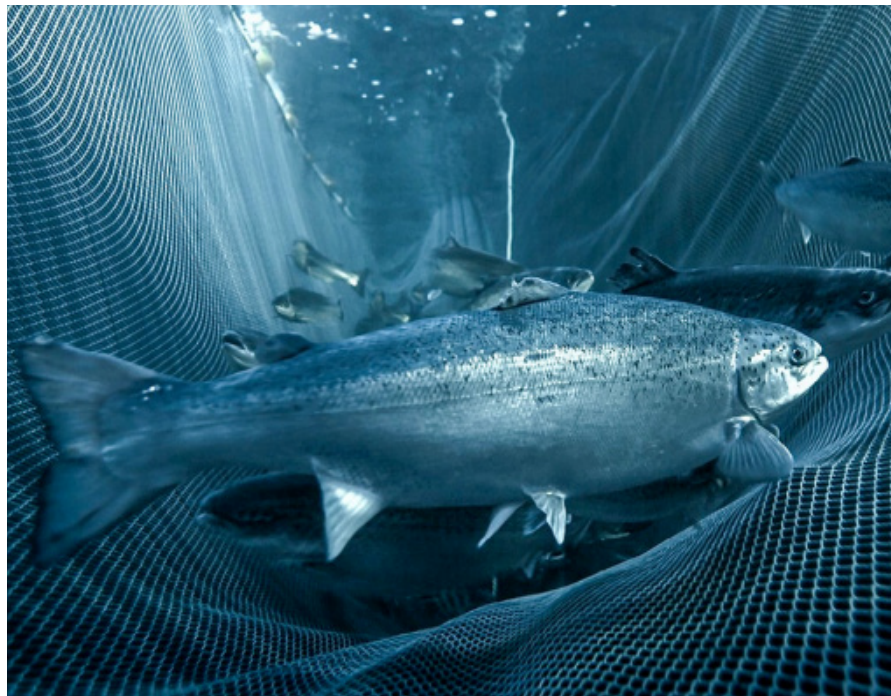
VALHALLA NORWEGIAN ORGANIC SALMON

THE FISH

The farms must adhere to the highest standards in order to carry the Valhalla name. All of the farm's processes are closely monitored, audited and inspected by the Debio (Debio.no), the leading Norwegian Organic Organization. The audits cover the brood-stock, fish feed, hatchery, sea farm and processing factory. Only companies that adhere to all of the requirements in the standard are allowed to market their salmon as "Organic"

Feed (List of Ingredients Available upon Request)

The fish are what they eat, and organic salmon are fed 100% on an organic certified diet. Only fishmeal and fish oil made from trimmings & off-cuts from fish processed for human consumption is used. No salmon off-cuts are allowed. The pigment, which makes the salmon pink is vital for the health of the salmon and is made from naturally occurring microorganism *Paracoccus Carotinifaciens*. This microorganism is one of many components in the start of the food chain in the aquatic environment. The feed is also free from Genetically Modified Organism ingredients and has no artificial preservatives. We also prefer to have high % marine ingredients in the diet rather than substitution with cheaper land-based ingredients. This maintains the naturally high levels of omega 3 & 6 which is healthy for the fish and the consumer.



STOCKING DENSITY

In our sea cages the stocking density of the Salmon is no more than 10kg per m³ which represents 1% Salmon and 99% Sea Water. Our standard allows the fish plenty of room to grow and greatly reduces any impact on the environment.

HUSBANDRY

Handling a salmon correctly affects the end result. For lice deterrents, we bathe our salmon in fresh water and do not use any chemicals. We also use wrasse and lumpfish which eat the lice off the salmon.

SMOLTS

Our salmon start their lives in a local hatchery that is also certified Organic which ensures the highest levels of fish health and standards from egg through to final processing.

PROVENANCE

All of the farm’s locations are hand-picked to create the best conditions for the Valhalla Organic Salmon. The clear, deep Norwegian Fjords and coastline are perfect for the development of our Valhalla Organic Salmon.

Our unique exposed sites experience: High flow/water exchange rates, stable temperatures, salinity, and dissolved oxygen levels which all play a vital role in producing the Finest Organic Norwegian Salmon.

The wide dispersal of nutrient rich discharge from our sites aids the environmental assimilation of our inputs. When operated from a balanced perspective, fish farm discharge may stimulate the surrounding ecosystem by supporting food chains.

We have a third party carry out, on a regular basis, benthic surveys ensuring that our farming operations comply with requirements and that fish production does not come at the expense of local biodiversity.

At the end of the day talk is cheap. Through the following certifications, we offer to you complete assurance in what we say and do is confirmed, on a regular basis, by the following:

- Debio Norwegian Organic
- Global GAP
- BRC Food
- ASC
- KARV



OUR COMMITMENT

At The Educated Fish Co.™, we are committed to safeguarding our natural resources in order to ensure a sustainable future through best aquaculture practices.

We connect best in class aquaculture companies from around the world with reputable, forward thinking North American customers who have the passion and initiative to support and promote sustainable seafood.

We specialize in EU Organic Salmon and Specialty Aquaculture Species

Aquaculture is no longer an option but is now a necessity in order to feed our growing population. Let's choose wisely by making The Educated Choice.

THE FACTS

Latin Name	Salmo Salar
Origin	Norway
Aquaculture Method	Open Ocean
Specifications	Whole / Filets / Portions
Availability	Year Round
Taste Profile	Mild and delicate with a dense, buttery flake
Health	Excellent Source of Protein with High Levels of Omega 3/6. No Antibiotics are ever used.
Feed	All natural, EU Organic Certified. Details available upon request.
Certifications	Debio, Global GAP, BRC Food, ASC, KARV