



## Freshwater Operations

10 Certified Freshwater Hatcheries  
And a Land-based broodstock program



refusing  
to go with the flow

a family company





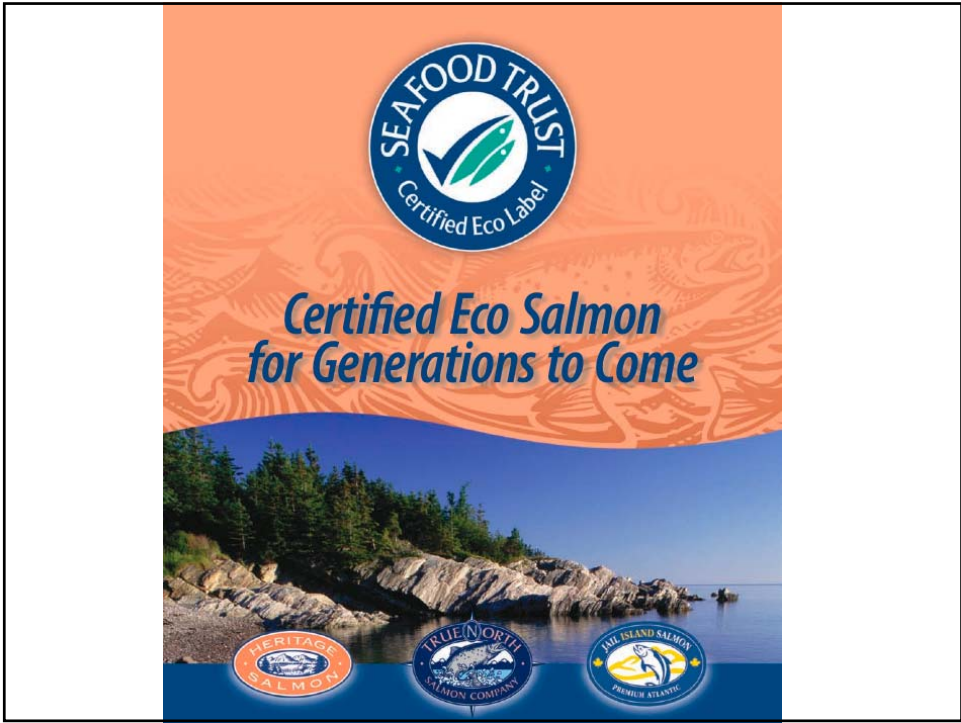
## Processing

- Whole Fish Plant in Blacks Harbour, NB
- Value Added Plant in St. George, NB
- Smoked and Seafood Specialty Plant in Charlottetown
- Leased facility in Harbour Breton NL
- Value added plant in Machiasport Maine



refusing  
to go with the flow

a family company





## Partners of the Bay

- Shared marine heritage
- Shared marine resource
- Partners in the working waterfront



## Conservation Partners

- Partners in Magaguadavic River Salmon Recovery
- Inner Bay of Fundy Salmon
- Sandy River Restoration, Maine



refusing  
to GO with the flow

## David Suzuki – Host of CBC TV The Nature of Things



## Anne Thompson – Environment Reporter, NBC Nightly News “Aquaculture is the Anchor of the Future”



### East Coast ATLANTIC SALMON Fresh Facts

**East Coast Atlantic salmon** is a healthy smart choice. It's rich in omega-3 fatty acids as well as vitamins and minerals essential for good health. It's the natural environment of the ocean, safe and fresh.

East Coast Atlantic salmon is one of the highest sources of Omega-3 (DHA, EPA) 100g

East Coast Atlantic salmon (8 oz cooked)	DHA+EPA (mg)
Wild salmon (8 oz cooked)	3,300
Salmonids (wild-caught Atlantic Ocean)	1,500
Farmed Atlantic	100
Salmon (8 oz)	140
Chicken (8 oz cooked)	10
Beef (8 oz cooked)	0

Source: Center for Science and Public Interest, comparing fish resources captured by the ocean to salmon farmed in Atlantic salmon aquaculture systems.

Naturally low in saturated fat and a healthy source of lean protein.

**East Coast Atlantic salmon grows in controlled conditions** to ensure the highest quality fish. The controlled conditions ensure that the contaminants found in farmed Atlantic salmon are far below both Canadian and American standards for PCBs, mercury, dioxin and furans. This means that East Coast Atlantic salmon is safe and healthy for you.

Contaminant	USA Limits	EU & UK Limits	East Coast Atlantic salmon
PCBs (ppm)	0.5	0.5	0.004
Mercury (ppm)	0.5	0.5	0.004
Dioxin (ppt)	20	10	0.0001

Source: EPA & FDA, December 6, 2002

**East Coast Atlantic salmon has significantly lower levels of PCBs than other foods.** We asked the 100 largest fish processors to make informed choices about the health that they choose to eat. The graph below displays the mean levels of PCBs found in a variety of items. You may be surprised to note that East Coast Atlantic salmon has significantly lower levels of PCBs than other popular foods!

Food Item	PCBs (ppm)
East Coast Atlantic salmon	0.004
Beef	0.000
Chicken	0.000
Salmon	0.000
Salmon (wild)	0.000
Salmon (farmed)	0.000
Salmon (Atlantic)	0.000

Source: from EPA's National Research Study (2002) and University of Guelph


**East Coast Atlantic salmon farmers focus on sustainability.** East Coast Atlantic salmon farmers are dedicated to sustainability and responsible environmental stewardship. They are among the world's leaders in environmental stewardship. A sustainable future includes:

- A commitment to communities
- Adherence to government regulations and codes
- Optimal farm siting
- Stock management
- Environmental protection
- Fair health and welfare
- Feed efficiency
- Food safety and quality
- Ethical animal care practices
- Science and research

**East Coast Atlantic Salmon naturally healthy, environmentally responsible**

**NORTH ATLANTIC AQUACULTURE COMPANY**  
[www.allaboutsalmmon.com](http://www.allaboutsalmmon.com)  
 1-800-368-6868

[www.allaboutsalmmon.com](http://www.allaboutsalmmon.com)



INTERNATIONAL **SALMON** FARMERS ASSOCIATION


Home  
 Who We Are  
 Our Vision  
 The Cycle of Salmon  
 Sites of Interest  
 Statistics  
 Photo Gallery

**Who We Are**

The members of the International salmon farming association, share a vision, purpose and manner of doing things.


We produce healthy food in an economically, socially and environmentally sustainable manner. We create work in remote areas of the world and we strive to be a forward looking industry learning through research and innovation. For more information about the individual members of ISFA simply click the links below.

- British Columbia Salmon Farmers Association
- Faroe Island Salmon Farmers
- Canadian Aquaculture Industry Alliance
- Irish Salmon Growers
- New Brunswick Salmon Growers Association
- Norwegian Salmon Growers Association
- NZ Salmon Farmers Association
- Salmon Chile | Chile Asociación de la Industria del Salmón
- Scottish Salmon Producers Organization
- Tasmanian Salmonid Growers
- The Icelandic Aquaculture Association
- USA / Maine Aquaculture Association



MONTEREY BAY AQUARIUM


**Seafood WATCH**



CHINOOK SALMON

West Coast Sustainable Seafood Guide  
 January 2010

**Salmon**



SEAFOOD	RATING	MARKET NAMES
Salmon	BEST CHOICE	Coho, Sockeye, King, Pink, Red, Sake
Salmon	BEST CHOICE	Coho, Silver Salmon
Salmon	GOOD ALTERNATIVE	Coho, Sockeye, King, Pink, Red, Sake
Salmon	AVOID	Farmed Salmon, Atlantic Salmon, Sake
Salmon Roe	BEST CHOICE	Ikura, Roe

