

## ORGANIC SALMON Salmo salar | NORWAY

# Sustainable farming in Norway goes back to the 13th

**century** when English monks taught fjord farmers to raise apples. Today this tradition thrives in idyllic villages along the Hardanger Fjord where organic farming and cider production are abundant. Here we established our organic salmon farming principles which continue to this day.



### About your fish.

We believe that "you are what you eat" equally applies to our organic fish. All our organic salmon is fed under strict Debio EU Organic standards, which includes requirements such as non-synthetic color ingredients, Certified Organic raw materials, and expeller-pressed oils. Our Certified Organic feed recipe includes only trimmings and by-products from the processing of fish for human consumption. Every single feed ingredient has strict requirements for sustainability, by-product utilization, and waste reduction, with full certification and disclosure.

We always engage in sustainable practices, with third party authorities auditing and confirming the entire journey. The resulting fish is like no other: a rich and wholesome fish packed with high levels of EPA/DHA. All facilities have third-party verification of low benthic impact levels, low density farming with strict limits, and blockchain integration.

### About our farms.

Below the orchards, in waters over one thousand feet deep, we grow our salmon to organic standards while incorporating new practices in sustainability, such as microalgae feed, complementary polyculture, carbon footprint reduction, and plastics elimination.

Our organic farms lie at about the same latitude as Siberia. The Hardanger region is home to a portion of our farms, and as demand for responsibly grown foods has flourished, we have expanded our organic methods to new farms located amongst rocky islands and remote outcroppings in the North Sea.

Regardless of location, at the heart of Leroy organic, our farming families share a passion for growing nature's best salmon and supporting healthy ecosystems, healthy communities, and healthy people. These environmental stewards put profound effort into keeping traditions alive and guiding their communities towards a better future.

#### THE PRODUCTS

Fresh of Fresh Frozen Whole • Fillets • Portions Smoked and Value-added Year-round availability

#### WHY WE LOVE THIS FISH

Super easy to cook. Packed with taste, nutrition, and sustainability. DID YOU KNOW?

Individual states may develop their own organic seafood programs with USDA approval.

Lerøy maintains the following certifications:











Defined by sustainability. Driven by innovation. Proudly transparent. Contact us at 1.919.967.1895 | leroyseafood.no | leroyusasales@leroy.no