

Since our humble beginnings, our salmon farmers have an unmatched record of innovation and a commitment to sustainable production, honest ingredients, and wholesome fish. By supporting our ethical farming practices, you support healthy ecosystems, healthy communities, and healthy humanity with a time horizon of eternity.



About your fish.

We believe that “you are what you eat” equally applies to fish. Our Norwegian salmon is 100% antibiotic-free, with no mammal, avian, or GMO feed content. Unlike many other farms, we never use salmon by-products, ethoxyquin, chitin inhibitors, or palm oil. And we never use growth hormones or anti-inflammatories.

Our pioneering feed innovations have replaced traditional inputs of fishmeal and fish oil. We harnessed the power of microalgae and added oils from the sustainable camelina plant, both of which are rich in Omega-3. We added insect flour as a sustainable alternative to fishmeal, and are now experimenting with fourth-generation ingredients like bristle worms and plant biomass protein. Every single feed ingredient has strict requirements for sustainability, by-product utilization, and waste reduction, with full certification and disclosure.

About our farms.

Our farmers take extreme steps to conserve the environment. All facilities have third-party verification of low benthic impact levels, low density farming with strict limits, and blockchain integration. Together Leroy and WWF developed today’s Aquaculture Stewardship standards and achieved the world’s first ASC salmon farm. Today all our farms are certified ASC or GlobalGAP.

Almost all our locations run on renewable non-carbon energy sources, and our hydroelectric-powered RAS hatcheries achieve 98% water recapture. We have the leading position in polyculture cleaner fish to promote holistic cleansing.

In 2020, we launched our 50/50-5 initiative to reduce plastic use by 50% and to reduce food waste by 50% - all within five years.

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?

Through our polyculture operations, Leroy is the largest producer of carbon-absorbing kelp in Norway. Just another example of our commitment to sustainability.

Leroy maintains the following certifications:



Defined by sustainability. Driven by innovation. Proudly transparent.

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