

NORWEGIAN SALMON FAQ



1. Is ocean-farmed Norwegian Salmon safe?

Absolutely! Ocean-farmed Norwegian Salmon is safe and is one of the best sources of omega-3 fatty acids available.

The heart-healthy benefits of enjoying Norwegian Salmon far outweigh any potential risks. Regular testing has shown time and again that dioxin, PCB and mercury levels in Norwegian Salmon are all far below European Union food-safety limits. In fact, your risk of cardiac death is 10 times more likely if you DON'T eat fish.¹

In addition, new disease-fighting techniques, preventative measures and educated animal husbandry have improved overall fish health and decreased antibiotics use by 97% since 1990. Today, the use of antibiotics in the Norwegian aquaculture industry is approaching ZERO.

2. Does ocean-farmed Norwegian Salmon have less omega-3 than wild fish?

Ocean-farmed Norwegian Salmon is extremely rich in omega-3 fatty acids. Every 100 g serving contains 1250–3600 mg EPA/DHA, or the equivalent of 5 days worth of EPA/DHA. This amount is very close to the level found in wild fish, and well above the internationally recommended amount of 0.5 grams per day.

3. Is ocean-farmed Norwegian Salmon regularly fed huge amounts of antibiotics?

No. Salmon is one of the healthiest animals in Norway, and the use of antibiotics is approaching zero. New disease-fighting techniques, preventative measures and educated animal husbandry have improved overall fish health and decreased antibiotics use by 97% since 1990.

If disease occurs and treatment is necessary for the health of the salmon, all medicines are administered under a veterinarian's care and is well documented to ensure traceability. Those fish are then separated from all other Norwegian Salmon until the Norwegian Food Safety Authority clears them for market.

4. Does ocean-farmed Norwegian Salmon contain large amounts of PCBs and dioxins?

No. Dioxin and dioxin-like PCBs levels found in ocean-farmed Norwegian Salmon fillets are as low as approximately one-eighth of the legal limit set by the European Union and Norway.

Overall, fish and shellfish make up only 9% of the average American's PCB intake—much less than the levels found in beef, chicken, pork, dairy products and vegetables.²

5. Does ocean-farmed Norwegian Salmon have high mercury levels?

No. Norway's National Institute of Nutrition and Seafood Research has been regularly testing ocean-farmed Norwegian Salmon since 1989. In that time, no test has returned above normal mercury levels. In fact, the tests show mercury and other dioxin levels to be far below European Union safety limits.

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6. Are ocean-farmed Norwegian Salmon pens too crowded for the salmon to swim around?

Not at all. The fishes' comfort and care is the first priority for Norwegian Salmon farmers.

While salmon are herd animals—preferring to travel in packs—Norwegian law requires that salmon account for less than 2.5% of an aquaculture facility's volume. This prevents overcrowding and ensures each spacious facility is made up of 97.5% water to allow for maximum comfort.

7. Is ocean-farmed Norwegian Salmon dyed pink?

The pink color of Norwegian Salmon comes from a natural oxycarotenoid called astaxanthin. In nature, salmon receive astaxanthin by eating crustaceans. Norwegian Salmon receive these same beneficial nutrients as supplements in their feed—the same way we take vitamins.

Astaxanthin also helps salmon meet their need for Vitamin A. Studies have shown that it acts as an antioxidant and can actually boost human immune response.³

8. Is ocean-farmed Norwegian Salmon sustainable?

The fish farming industry in Norway takes sustainability very seriously. The Norwegian Aquaculture Act of 2005 ensures that only environmentally responsible fisheries receive licenses to operate farms. It also sets up guidelines for environmental inspections, monitoring and cleanup, as well as restoration and recapture rules in case of salmon escapes.

Escapes and salmon lice are Norway's two main challenges to sustainability. The Norwegian aquaculture industry is continually working to prevent lice through the development of vaccines, rinsing and breeding lice-resistant salmon. In addition, the number of escapes was dramatically reduced in 2012, as the industry works to realize its vision of a future with zero escapes.

9. What do ocean-farmed Norwegian Salmon eat?

Like wild fish, ocean-farmed salmon's diet is made with ingredients found naturally in the ocean. Norwegian Salmon feed pellets contain about 50% marine raw materials—such as fish oil and fishmeal from sustainable fish stocks and fish not suitable for human consumption—and 50% vegetable material, such as vegetable oil.

The specially formulated pellets are rich in nutrients, including:

- Proteins from fishmeal, fish oil and plant proteins and oils
- Carbohydrates from both marine and vegetable sources
- Unsaturated fatty acids
- Vitamins
- Minerals
- Antioxidants

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10. Is ocean-farmed Norwegian Salmon genetically modified?

No. The Norwegian aquaculture industry vehemently opposes genetically modifying salmon. Simply put: They refuse to do it. Norwegian Salmon is ocean-farmed by craftsmen with traditions passed down through the generations. The salmon are closely monitored from hatching through maturity.

11. Is the Norwegian Salmon farming industry regulated?

It's extremely regulated. The Norwegian Seafood industry has developed a cooperative, multilayered system dedicated to ensuring the premium quality and exceptional safety of Norwegian Seafood.

As the country's second-largest export, following oil, the continued success of the seafood industry, as well as Norway's economy, depends on exceeding international food safety standards. To do so, Norway created a meticulous surveillance system that follows the food chain from salmon feed ingredients to the consumer's table, ensuing quality control every step of the way.

Learn more about ocean-farmed Norwegian Salmon and the organizations that guarantee safety and quality, [here](#).

1. Foran et al, *J Nutr* 2005

2. Mozaffarian, D, et al. "Fish Intake, Contaminants, and Human Health." *JAMA*. 296 (2006); 1885-1899.

3. Park, JS et al. "Astaxanthin decreased oxidative stress and inflammation and enhanced immune response in humans," *Nutr & Metab* 2010, 7:18

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