

# CleanFish™ Presents Nova Scotia Arctic Charr

Highly sought after yet increasingly scarce in the wild, arctic charr is now available from an exceptional aquaculture operation. Owned and operated by members of the Millbrook First Nations community, a tribe indigenous to Eastern Canada, this sustainable farm produces an outstanding fish that CleanFish is proud to present.



## ABOUT CLEANFISH NOVA SCOTIA ARCTIC CHARR

CleanFish forged a relationship with the artisan producers of Nova Scotia Arctic Charr early in their development. In the past two years, we have consistently been impressed with their commitment to sustainable aquaculture, supporting their community and providing a quality product.

### Taste

- Moist in flesh and delicate in flavor, chefs describe arctic charr as a cross between trout and salmon
- All natural: no hormones or antibiotics

### Sustainability

- Rated “Best Choice” by the Monterey Bay Aquarium’s Seafood Watch Guide
- Indoor aquaculture operation minimizes land and water use
- Over 95% of water is filtered and re-circulated
- Onsite aquaponics facility uses fish effluent as fertilizer for traditional healing herbs that are featured at nearby cultural center.
- Wild arctic charr considered “threatened” by the UK Biodiversity Action Plan

### Community

For generations, fishing has been an intrinsic part of life in the Millbrook community and arctic charr a highly valued food source. Located on the reservation, the Nova Scotia Arctic Charr facility provides much-needed income and training to a community whose livelihoods were at risk due to overfishing. This modern approach to marine stewardship allows for the Millbrook community’s strong tradition of fishing to continue into future generations.



CleanFish

CleanFish is taking a new business approach to addressing the seafood crisis. By selectively sourcing and promoting artisan fisheries, both farmed and wild, CleanFish is building a sustainable seafood movement from within the marketplace. CleanFish Alliance producers provide us with distinctively better tasting seafood and important environmental leadership. By strengthening the connections between producers, chefs, and consumers, CleanFish is creating a movement and a market that empowers seafood lovers to “vote with their fork”. Each time you choose CleanFish, you can savor the fact that you are participating in the efforts of sustainable fisheries and enjoying *fish you can trust.*™



## Nova Scotia Arctic Charr Fact Sheet

<b>Common Name</b>	Arctic Charr, Alpine Charr, Omble Chevalier
<b>Latin Name</b>	<i>Salvelinus alpinus</i>
<b>Size</b>	Round fish, 2-4 pounds; Fillets, 10-14 ounces
<b>Region</b>	Nova Scotia, Canada
<b>Product Packing</b>	Shipped in Styrofoam boxes with gel ice packs; boxes are 50 pounds each
<b>Feed</b>	Feed formulated with grain and high percentage of sustainably sourced, high quality fishmeal
<b>Water</b>	Water has recirculation rate of greater than 95%. Water tested continuously, 24 hours a day.
<b>Source of Stock</b>	Only hatchery reared stock used; Eggs are purchased from a sustainable aquaculture operation in Canada's Yukon territory.
<b>Production Method</b>	Indoor, fully-contained, controlled environment tanks. Strict biosecurity system in place to ensure a consistent, high-quality fish.
<b>Additives/Contaminants</b>	No antibiotics, hormones, colorants or other additives used. Testing reveals no mercury, PCB's or other contaminants.
<b>Waste</b>	Waste converted to a non-toxic nitrate that is used as fertilizer for an on site aquaponic facility. The facility grows traditional healing herbs that are featured at nearby cultural center.
<b>Harvest Methods</b>	Fish are purged in fresh water for five days prior to harvest to ensure purity of flavor and firm texture. Nova Scotia Arctic Charr are stunned to minimize the fish's suffering and maximize freshness and shelf life.

### Contact CleanFish for more information:

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