



WHAT JAIL ISLAND SALMON IS ALL ABOUT

1. **Fresh Fish** – Our operations are designed to deliver the freshest salmon because fresh, wholesome fish is what consumers value most¹.
2. **Genuine Atlantics** – We raise only the local strain of Atlantic salmon in their natural environment, the North Atlantic Ocean. They are the real, native fish that have been swimming in Atlantic waters off the coast of United States and Canada for hundreds of thousands of years.
3. **We live where we work** – in northern coastal communities like New Brunswick's Bay of Fundy. We work hard to ensure that we use the best farming practices possible to raise healthy, happy salmon without compromising the local environment or the ability of future generations to meet their own needs.

We've made concrete, sustainable practices part of our business and that is why we are known in the industry as a leader in environmentally responsible aquaculture and environmental stewardship. We have invested in leading edge equipment and innovative management techniques, for example:

We follow a unique, 3-bay management system of crop rotation and fallowing on our ocean farms. This is a more costly way of farming the seas but allows the Atlantic marine environment to be maintained in its natural, pristine condition.

Our ocean sites are carefully located where deep, cold Atlantic waters and good tidal movement ensures that fish thrive and enhance sustainability.

To promote a balanced ocean environment, we are pioneering the use of a practise called integrated multi-trophic aquaculture (IMTA), where complementary species are cultivated in the same marine ecosystem.

Low average stocking densities of 2-3% allow our fish to stay healthy and give them the freedom to swim free from hunger and discomfort in their natural environment.

We have invested in sophisticated water recycling and filtering systems at our freshwater hatcheries. These recirculation facilities use one tenth of the water that conventional flow through operations use.

We minimize the environmental impact of our farms by using cameras and underwater monitoring systems to control feeding. These systems ensure that fish are well fed while at the same time minimizing waste.

¹ Ipsos Reid, Fresh Salmon Market Study. 2007.

COOKE AQUACULTURE IS GOING FURTHER: INTRODUCING SEAFOOD TRUST

To assure our customers of the highest quality of our Atlantic salmon products, Cooke Aquaculture has achieved accredited certification by the IFQC of its Freshwater Division for the Seafood Trust – Certified Quality Salmon - Eco-Label (www.seafoodtrust.com) and is actively pursuing full certification for its farming and processing operations.

WHAT IS IFQC?

IFQC (*International Food Quality Certification*) is an independent and accredited food certification body specializing in the seafood sector. IFQC certifies Quality Standards, Traceability Standards, and Eco-label Standards. IFQC's certification programs conform to EN45011/ISO65. Because ISO 65 is the international standard for bodies offering product certification, it is the instrument for trust in the IFQC certification programs.

IFQC's accredited certificates are recognized in over forty countries. For example IFQC is accredited, recognized and approved by the Marine Stewardship Council (MSC). The IFQC, unlike some other certifiers, is not owned or influenced by industry, markets, government or non governmental organizations. IFQC accreditation is based on standards that have been developed and are being implemented through a governance structure that meets internationally agreed and accepted requirements.²



ECO LABELING OF COOKE AQUACULTURE SALMON PRODUCTS (to be awarded by IFQC)

Cooke Aquaculture is in the process of being accredited to the world's first Aquaculture Eco-label to be accredited to EN45011/ISO65³

This eco-label will help demonstrate Cooke Aquaculture's strong, open and measurable commitment to environmental performance, impact reduction, stewardship and resource conservation.

The Eco-standards are built upon an international standard for product quality which in itself demonstrates a very high compliance to farm husbandry, fish welfare, product quality, food safety, responsible production and traceability.

² The IFQC accreditation is to the International Standard for Product Certification Programs, the level required by the supply chain, markets, NGO's such as FAO and environmental NGO's. Most reference documents such as FAO Code of Practice for Responsible Fisheries and Aquaculture, Guidelines on Eco-labeling from FAO and EU Commission now reference certification to accredited EN45011/ISO 65 standards. The accreditation is governed by the International Accreditation Forum through over 40 National and Regional Standards bodies. ISO also respect the same rules internationally and hence they have transposed EN45011 into ISO 65 Standard- they are one and the same.

³ Eco-label Certification is awarded by the IFQC, an internationally trusted seafood specialist certification body. IFQC's Aquaculture Eco-label certification program is accredited to EN45011/ISO65. ISO 65 is the international standard for bodies offering product certification and is a world standard for trust in certification



THE OUTCOME: QUALITY AND ENVIRONMENTAL STEWARDSHIP

Overall, the Eco-label and Certified Quality Standards will allow Cooke Aquaculture to demonstrate adherence and commitment to quality and safety standards, to best husbandry practices and will also provide recognized, clear, documentation that demonstrates a high level of continued environmental performance.

WHAT DOES THIS MEAN TO YOU, OUR CUSTOMER?

PEACE OF MIND. The investment in certification is essentially about delivering the best product and service levels to you, our customer.

Every aspect of our operation will be affected. Here's how it will impact you.

1. *THE UTMOST QUALITY*

- Healthier fish
- Fish husbandry practices that raise natural, stress free salmon
- Improved physical attributes and taste qualities (representative of the true 'Atlantic' species raised in their natural habitat). Excellent translucent red-to-orange color that turns soft pink when cooked. Firm fillets that deliver the soft delicate taste and moist tender flaking of true 'Atlantics'
- Unequaled nutritional contribution of salmon to consumer health
- Unparalleled freshness (already a True North hallmark)
- Higher packaging standards based on innovation to reduce waste while providing better freshness longer

2. *ASSURANCES YOU NEED*

- Full traceability of the fish and all supply chain components
- Augmented food safety system (HACCP) enhanced by a world class certified third-party program that is guided by comprehensive quality and environmental standards
- Superior 'swimming' inventory management
- Accurate order, delivery and documentation of the highest quality salmon that is delivered to order every time, year round
- Better trained and more knowledgeable service

3. *YOUR CONSUMER'S TRUST*

- Meaningful (certifiable, visible) response to consumer demand for environmentally sustainable seafood products
- Allows consumers to make informed decisions about what they are buying
- Builds consumer trust in your organization and the products you serve
- Ultimately provides consumers with confidence about our salmon's freshness and nutritional qualities.



YOU HAVE OUR COMMITMENT

We are currently addressing immediate goals to:

- Reduce energy usage and energy-related carbon dioxide emissions
- Reduce waste and water use
- Reduce packaging waste
- Reduce noise impact at marine sites
- Maintain bio-diversity of the marine eco-system

Please discuss this with your True North Salmon representative and feel free to contact us for further details about our environmental commitment.

Jean Lamontagne
Vice President of Marketing
jean.lamontagne@truenorthsalmon.com

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