FARMED SALMON COMPARISON CHART

TRADEX

	ATLANTIC SAPHIRE	LEROY	NEW ZEALAND KING SALMON	AQUABOUNTY
PRODUCT	Bluehouse Atlantic Salmon	Norwegian Atlantic Salmon	Ōra King Salmon	AquAdvantage Atlantic Salmon
BEST FEATURES	All Natural, Sustainably Raised Salmon	Produced with a higher level of omega 3 than branch average. Zero antibiotic use Contains lower levels of toxins than fatty wild fish, (including wild salmon).	Rare Unique Breed with a 20+ year specific breeding program selecting only the best culinary traits. High Oil Content, Striking Marbled Fat Lines, Bright Orange Flesh, Sweet and Umami Flavours, Buttery Texture	Nutritious, affordable Atlantic Salmon raised in a safe, secure and sustainable way that is free of antibiotics, microplastics and contaminants. Ability to provide fresh salmon to nearby markets using a proven system of carefully monitored, land-based fish-farms.
ORIGINS	Land-based broodstock in Iceland & Norway.	Own broodstock, cultivated over decades from original wild Salmon.	20+ year breeding program created 8 generations of King Salmon resulting in over 100 distinct King salmon families.	Wild salmon stocks that once inhabited the tributaries of Canada's famed Bay of Fundy. Integrated Chinook Salmon growth hormone gene into genome of an Atlantic Salmon
INLAND OR OPEN PEN	Inland (Bluehouse)	Open Pens	Open Pens	Inland
WATER/FISH RATIO	95% Water/5% Fish	95% Water/5% Fish	98% Water / 2% Fish	Range: 35 kg/cubic meter to 70 kg/cubic meter
GEOGRAPHICAL	Denmark & Miami Florida	Lerøy Sjøtroll (West Norway) Lerøy Midt (Middle Norway) Lerøy Aurora (North Norway)	Marlborough Sounds of New Zealand Seafood Watch,	Albany, Indiana PEI, Canada
SUSTAINABILITY	Seafood Watch, Ocean Wise	ASC, MSC, Global G.A.P.	Ocean Wise	TBA
FEED	Vegetable, Fish meal, Fish oil	Fish Oil, Vegetable Protein & Carbohydrate, Vegetable Oil, Fishmeal, Fish Protein Concentrate	Fish Oil, Vegetable/Poultry Oil, Fish Protein, Cereal/Grain, Vegetable Protein, Land-animal Protein, Vitamins & Minerals No GMO Ingredients	Feed comes from licensed and regulated producers, which use fish protein along with other sustainable ingredient sources to reduce the pressure on marine supplies. Over the years, feed producers have reduced the percentage of fishmeal and fish oil and substituted other proteins from plant sources, such as soybeans, wheat and corn. New ingredients being trialed include canola oil, algae oil and insect meal.