

THE FACTS ABOUT BLACK PEARL/NATURAL CHOICE FARM RAISED SALMON:

- Raised upon certified organic feed as recognized by the U.K. Soil Association.



This feed is based upon sustainable fish meal sources composed of process line trimmings from herring, mackerel, shrimp and crustacean (scampi) plants processing fish for human consumption. The fish meal sources are recycled and provide the salmon with an all-natural diet that is as close to the wild as possible while being certified GMO, animal protein and sea mammal protein-free. The pigmentation in the fish is obtained through these natural sources, which do not contain any synthetically derived pigmentation compounds. The origin of the fish meal base for this feed is monitored and audited by the U.K. Soil Association for documented traceability.

- No chemicals, antibiotics, pesticides, anti-foulants or therapeutic agents are used or introduced at any point in the production of Black Pearl/Natural Choice salmon.
- No industrial whole fish can be used in the feed production, only by-product trimmings of 100% muscle tissue and shell carapace.
- All Black Pearl/Natural Choice products are raised using environmentally conservative single-year class crop rotation procedures.
- All Black Pearl/Natural Choice products are raised in stocking densities less than 20 kg/m³ and in areas free from industrial development and residential communities supported by regular water sampling/testing.
- The certified organic feed has a maximum fish oil ceiling of 26% while shrimp/scampi/prawns trimmings/shells constitute 15-20% of the marine meals in the feed.
- All Black Pearl/Natural Choice products meet the "Five Freedoms" required for "ideal husbandry status":
 - 1 Freedom from malnutrition
 - 2 Freedom from injury and disease
 - 3 Freedom from fear and distress
 - 4 Freedom from unnecessary restriction of behavior
 - 5 Freedom from thermal and physical discomfort
- Recent test results conducted by an independent laboratory for PCB/Dioxin levels revealed levels well below EPA and FDA recommended limits. Laboratory results are available upon written request.

A complete list of feed ingredients as well as a "Code of Practice" for Black Pearl/Natural Choice is available upon request.



Martin International Corporation Boston, MA 02210 USA Phone: 617-330-1202 Fax: 617-330-1291 E-mail: dickmartin@blackpearlseafood.com