

There are many other points of difference between conventional and organic salmon. The full production standards that our fish conform to can be found at:

Freedom Foods:

www.rspca.org.uk

Organic Food Federation Aquaculture Standards:

www.orgfoodfed.com

Naturland Aquaculture Standards:

www.naturland.de

Freshness guaranteed

The freshness of our fish is assured with the processing plant being able to primary process and produce fillets in different trims in less than one hour. This means that fresh salmon products will be despatched the same day an order is taken, arriving in store within only three days of harvest – assuring absolute freshness, optimum quality and extending shelf life for today's discerning customer.

Customer satisfaction

We take full responsibility for our product, remaining completely accountable to our customers. The company complies with strict quality control and safety standards, offering complete traceability from egg to plate.

WildWaters

If you have enjoyed our fresh salmon - why not try our cured and marinated WildWaters range? Our salmon enters the WildWaters portfolio within 24 hours of being harvested. Available as whole sides, loins and sliced packs in a variety of flavours including traditional, shandana, pastrami, caipirinha, orange pepper, gravdax and limoncello, we have created a culinary delicacy with an extraordinary quality, appearance, aroma and flavour.

 WildWaters

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 Naturland  GLOBALG.A.P.



Organic salmon from Shetland



HJALTLAND

DESIGNED AND PRODUCED BY SHAW MARKETING AND DESIGN, LERWICK AND EDINBURGH. PRINTED ON RECYCLED MATERIAL.



HJALTLAND

We are taking quality to the next level at Grieg Seafood Hjalmland UK Ltd.

Here's what makes our salmon special:

Location

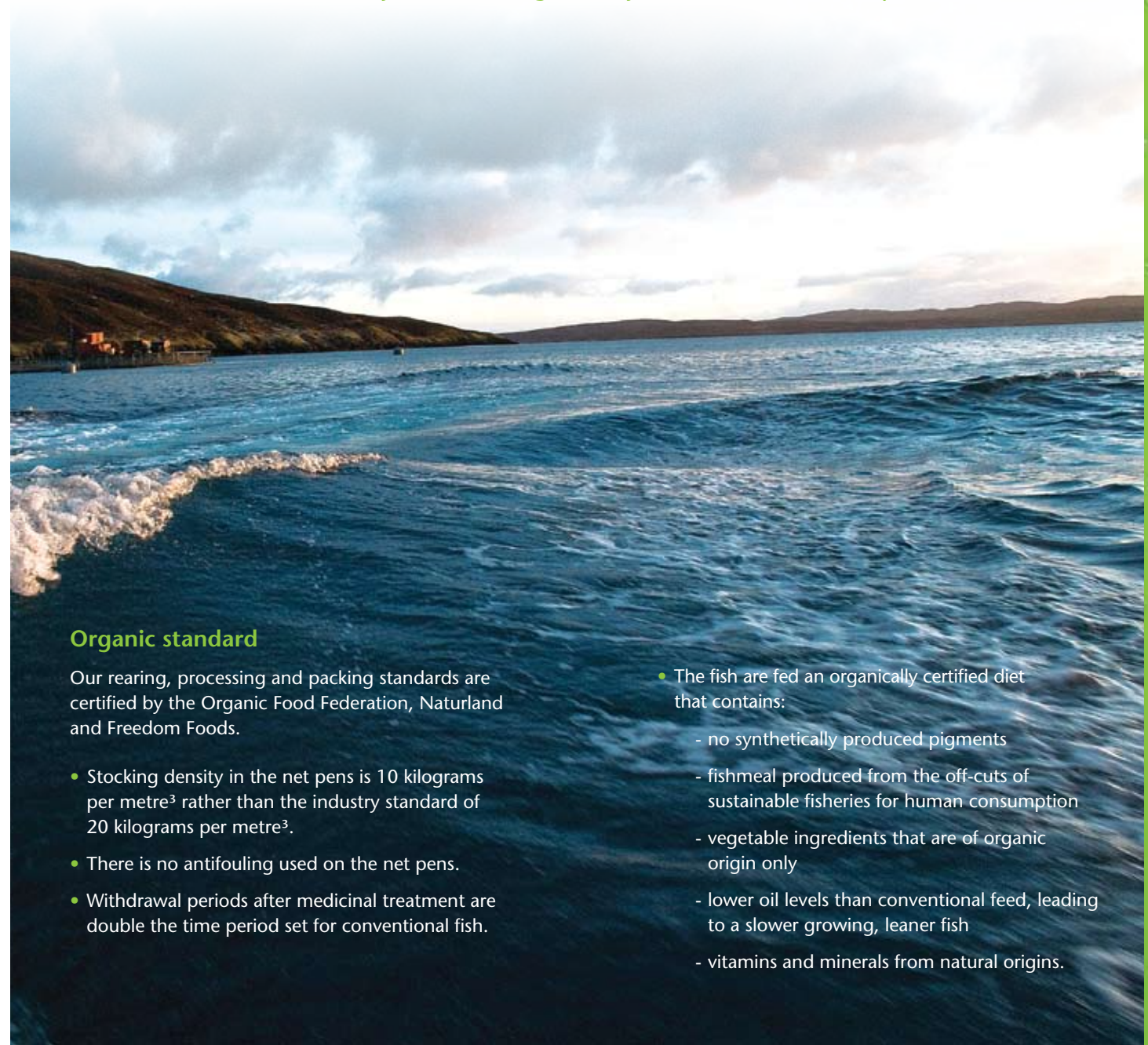
All our salmon are grown in the wide open sea around Shetland – surging, clear, fresh and clean – as close to raw nature as you will get.

Here, the fast-flowing clear water not only maintains a clean seabed, but also allows a natural habitat for salmon to swim against the tide, developing the strongest and healthiest of fish.

Sustainability

The sustainable and responsible production of supreme quality salmon is at the core of our business. We pay particular attention to the environment surrounding our sea sites and adhere to strict quality control procedures that are designed to protect both the product and the environment. Consequently, we have adopted stringent fish welfare regimes and the most rigorous environmental control schemes.

Fish Fact: Salmon is naturally rich in Omega 3 fatty acids – essential for optimum health.



Organic standard

Our rearing, processing and packing standards are certified by the Organic Food Federation, Naturland and Freedom Foods.

- Stocking density in the net pens is 10 kilograms per metre³ rather than the industry standard of 20 kilograms per metre³.
- There is no antifouling used on the net pens.
- Withdrawal periods after medicinal treatment are double the time period set for conventional fish.
- The fish are fed an organically certified diet that contains:
 - no synthetically produced pigments
 - fishmeal produced from the off-cuts of sustainable fisheries for human consumption
 - vegetable ingredients that are of organic origin only
 - lower oil levels than conventional feed, leading to a slower growing, leaner fish
 - vitamins and minerals from natural origins.