



# Eco Certified Salmon

*Guaranteed fresh from the East Coast to your venue.*



Certified salmon from the East Coast for generations to come.





**True North  
now offers  
Seafood Trust  
Eco Certified  
salmon.**

**Now your customers can be confident that the True North Salmon they purchase is from a sustainable source.**

The Seafood Trust Eco Label identifies True North Salmon as being in conformance with strict international standards respecting quality, traceability and sustainable production methods.



**Global Trust Seafood Certification**

The Seafood Trust Eco Label was awarded to True North by Global Trust Certification, the world's foremost independent seafood certification body.



**Providing quality and environmental assurances for your customers is the responsible thing to do!**

- Carrying certified products responds to customer concerns about product origin, safety, freshness and nutritional qualities.
- Carrying certified products influences customer perception of your organization.

**Global Trust Standards and Best Practices**

Global Trust certified products are identified by the Seafood Trust Eco Label.

Seafood Trust certification meets the highest standards for quality certification and eco labeling programs (ISO 65) including the 2008 technical guidelines established by the UN Food and Agriculture Organization (FAO) for aquaculture certification. The Seafood Trust Certified Quality and Eco Standards for farmed salmon production ensure consistently high-quality seafood and environmental best practices.

***We're committed to environmental sustainability and conservation.***

**Salmon customers prefer Eco label seafood to conventional seafood.<sup>1</sup>**

**57% think that eco-labeled seafood is safer to eat**

**55% think it's healthier**

**67% think it's more considerate to animal welfare**



<sup>1</sup> IPSOS Reid – Consumer Research, New York, March 2009.

**For more information, visit [truenorthsalmon.com/sustainability](http://truenorthsalmon.com/sustainability)**

Global Trust Certification <http://www.gtcert.com/>  
Seafood Trust <http://www.seafoodtrust.com/aquaculture>  
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