

NEWFOUNDLAND AQUACULTURE INDUSTRY ASSOCIATION



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FOR IMMEDIATE RELEASE

Newfoundland's Green Seafoods Ltd. Achieves BAP Processing Plant Certification and Canadian Organic Certification for Cultivated Mussels

St. John's, NL: The Newfoundland farmed mussel industry has again realized a significant development in terms of demonstrating sustainable, responsible and safe processing practices through the achievement of another major milestone. In 2013, the Newfoundland mussel industry was the first ever to achieve the Canadian Organic Aquaculture Standard designation for its processing and farm operations. This week, the primary and secondary mussel processing facility owned and operated by Green Seafoods Ltd. in Winterton, Newfoundland, has been certified to both the Best Aquaculture Practices (BAP) processing standard and to the Canadian Organic Aquaculture Standard. In fact, Green Seafoods Ltd. became the first secondary mussel processing facility in the world to be certified to the BAP processing standard.

"We are proud to have our company's commitment to processing quality seafood recognized by receiving these BAP and Organic certifications. We understand we are the 1st globally to receive the BAP certification for our secondary processing mussel plant. When producing retail, ready to eat secondary products customers need to see your ongoing commitment to food safety and environmental responsibility which these certifications provide" said Jennifer Green-Sheppard, VP Marketing of Green Seafoods Ltd. She added, "The support of NAIA and the provincial government was greatly appreciated in achieving certification".

Miranda Pryor, Executive Director of the Newfoundland Aquaculture Industry Association (NAIA) is pleased to see the continued level of commitment demonstrated by the mussel industry in Newfoundland and Labrador to providing safe, quality farmed mussels to the North American market. She noted "Our mussel farmers and processors are global leaders in sustainable farming and processing practices. Meeting the Canadian Organic Aquaculture Standard as well as the BAP plant standard, which is recognized by the GFSI (Global Food Safety Initiative), attests to the high degree of commitment our processors have to food safety and responsible processing practices."

For Details Contact:

Miranda Pryor, Executive Director, NAIA – Phone: +1-709-754-2854 (Ext. 2), Email: miranda@naia.ca

Jennifer Green-Sheppard, President, Green Seafoods Ltd. – Phone: +1-709-583-2670, Email: jsheppard@greenseafoods.com
www.greenseafoods.com

Background:

Mussel Farming

Newfoundland farmed mussel producers are approaching 6,000 tonnes in annual output, valued at nearly \$20 million in production value in 2013. Mussels are farmed primarily in the deep, cool, iceberg-bathed waters of the North East coast using green, reusable farming technology. Mussels from these waters are rich in omega-3s, vitamins and minerals and have a superb “ocean fresh” flavor.

For more information, visit: www.bluemussels.com

Best Aquaculture Practices

BAP is a suit of responsible farming and processing standards covering a range of food safety, chain of custody, environmentally and socially responsible benchmarks, based on state-of-the-art science.

For more information, visit: <http://www.gaalliance.org/bap/standards.php>