

# Newfoundland Aquaculture Industry Association



**FOR IMMEDIATE RELEASE**

## **Newfoundland's Norlantic Processors First to Achieve BAP Processing Plant Certification for Cultivated Mussels**

**St. John's NL:** The Newfoundland farmed mussel industry has achieved yet another significant milestone in demonstrating sustainable and responsible farming practices. During 2013, the industry was the first ever to achieve the Canadian Organic Aquaculture Standard designation for its processing and farm operations. This week, Norlantic Processors' fresh mussel processing facility in Pleasantview, Newfoundland, became the first mussel plant in the world to be certified to the Best Aquaculture Practices (BAP) processing standard.

Terry Mills, President of Norlantic Processors, stated "Achieving mussel BAP for our plant, further demonstrates our continued commitment to producing the best mussels in the world." He added, "the technical support of our industry association, the Newfoundland Aquaculture Industry Association (NAIA), and the provincial government, in achieving the BAP standard is greatly appreciated."

Miranda Pryor, Executive Director of the NAIA is pleased that the mussel industry in Newfoundland and Labrador continues to demonstrate that it is an important and committed supplier of farmed fresh mussels to the North American market. She noted "Our mussel farmers and processors are global leaders in sustainable farming. Adding the GFSI (Global Food Safety Initiative) compliant BAP mussel plant standard to the arsenal of third party certification tools, is a testament to this high degree of commitment to demonstrating responsible farming and processing practices."

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## 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.ca](http://www.bluemussels.ca)

### *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>