

# **Newfoundland Mussel Producers the First and Only to Receive Organic Aquaculture Certification in North America**

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Newfoundland mussel farmers and primary processing facilities have met the criteria and been certified against the Canadian Organic Aquaculture Standard.

Certified by Global Trust Certification / SAI Global, mussel producers and processors in Newfoundland and Labrador are the first to achieve this prestigious, and environmentally stringent certification. Primary processing facilities Norlantic Processors Ltd. in Pleasantview processing *Black Gold* mussels, Allen's Fisheries Ltd. in Benoit's Cove processing *Iceberg Select* mussels, and Ocean Fresh Mussel Growers Ltd. in Herring Neck processing *Big Blues* mussels were certified to the Canadian Organic Aquaculture Standard this week after an extensive audit process.

To achieve the organic designation producers and processors had to meet the rigid requirements of the standard, a process to be repeated annually through on-site inspections by an accredited, independent third party auditor. "We are committed to the highest quality standards in the aquaculture industry" said Juan Roberts, President of Badger Bay Mussel Farms Ltd. "Meeting this organic benchmark provides assurance to clients and consumers that Newfoundland Organic Mussels have been produced and processed in a sustainable, environmentally sound manner" said Roberts.

"The mussel farming sector in Newfoundland and Labrador has had a long history of farming practices and management attitudes which respect the environment," says Cyr Couturier, Executive Director of the Newfoundland Aquaculture Industry Association (NAIA). "The Canadian Organic Aquaculture Standard was seen as a natural fit for the Newfoundland mussel sector to objectively demonstrate that their farming methods maintain the productivity and biodiversity of the marine environment surrounding the mussel leases" said Couturier. "Our farming practices are the most environmentally sustainable amongst Canadian producers" he added, "and the certification around this premium product is a testament to this effect".

An increasing number of retailers and consumers are demanding third party certification of their suppliers. With widespread global recognition, the organic certification will support further market development initiatives of the Newfoundland mussel sector, both domestically and internationally. "The Canadian Organic Aquaculture Standard is a challenging standard to meet, and rightly so," Couturier said. "We're extremely proud of the effort put forth, and success realized, by industry to make this happen."

## **About the Newfoundland Mussel Industry**

Newfoundland production of cultured Blue Mussels reached approximately 4,400 metric tonnes in 2012. In Atlantic Canada, the region is widely recognized as having the greatest potential for expansion opportunities in terms of available lease space and the biophysical capacity to culture the species.

Producers who have achieved the organic aquaculture certification include:

Badger Bay Mussel Farms Ltd.  
B&B Farms Ltd.  
Black Gold Inc.  
Connaigre Fish Farms Inc.  
International Enterprises Ltd.  
LBA Enterprises Ltd.  
Notre Dame Bay Mussel Farms Ltd.  
Sunrise Fish Farms Inc.

### **About the Canadian Organic Aquaculture Standard**

The *Organic Aquaculture Standards* was published by the Canadian General Standards Board (CGSB) on May 10, 2012 following extensive public consultations by a technical committee comprised of industry members, consumer advocates, regulators and environmental organizations. The Canadian Food Inspection Agency (CFIA) requires that organic products be certified according to the Canada Organic Regime (COR).

Specifically, the standard prohibits the use of synthetic chemicals, pesticides and genetically modified organisms (GMOs). It describes principles that support healthy practices aimed at increasing the quality and durability of the environment through specific management and production methods. It also focuses on the humane treatment of animals.

### **For Further Information (French or English) Contact:**

Cyr Couturier  
Executive Director  
Newfoundland Aquaculture Industry Association (NAIA)  
709-691-9139  
[cyr@naia.ca](mailto:cyr@naia.ca)