



A GREENER WORLD

Our Food. Our Farms. Our Future. Let's Choose!

FOR IMMEDIATE RELEASE

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INNOVATIVE AQUAPONICS COMPANY ACHIEVES A GREENER WORLD'S FIRST NON-GMO CERTIFICATION FOR SALMON



--Amidst the introduction of genetically modified salmon to the U.S. market, Superior Fresh is the first to validate salmon production as Certified Non-GMO by A Greener World--

HIXTON, WI (NOVEMBER 21, 2019)--Superior Fresh, an industry-leading aquaponics facility specializing in organic leafy greens and Atlantic salmon, is the first company to offer salmon Certified Non-GMO by A Greener World. The company's flagship facility is the largest of its kind, practicing ecologically sound water conservation and native prairie restoration in a closed-loop, zero-discharge system.

Developed at the request of farmers and consumers seeking a meaningful non-GMO label, Certified Non-GMO by AGW guarantees food is produced without the use of genetically modified feed, supplements or ingredients, and comes from animals raised according to higher

animal welfare standards using sustainable agriculture methods. On salmon, the Certified Non-GMO by AGW label includes A Greener World's [Salmon Welfare Certified](#) standards, incorporating the UK RSPCA's respected higher welfare salmon standards. Certified Non-GMO by AGW has meaningful prohibitions on GMO contamination (see comparison chart [here](#) for more details), and ensures that at no point in the growing, processing or manufacturing of the product will GMOs enter the system.

Superior Fresh's announcement follows FDA's recent controversial approval of genetically modified salmon for human consumption--despite significant opposition from consumer advocates, fishing groups, public health officials and native communities. As public concern for the labeling of GMOs (genetically modified organisms, also known as GE, or genetically engineered) continues to grow, the market for non-GMO products is surging 17% annually and expected to reach 1.1 billion USD by 2023, according to industry analyst, Technavio. Consumers seek out non-GMO products for a variety of reasons, including environmental sustainability, health, corporate consolidation and transparency. A lack of clear labeling around GMOs means that consumers must actively seek out Certified Non-GMO products to avoid them.

Superior Fresh President Brandon Gottsacker says,

"The fish production systems at Superior Fresh are designed and managed using technology that maintains clean water, giving our salmon the opportunity to live in a stress-free environment. It is our duty to make sure our fish have great welfare, leading to the best quality fish for the consumer. In the absence of a USDA Organic standard for seafood, we chose to obtain the AGW certifications for Salmon Welfare and GMO-Free to assure our customers that we meet their standards."

AGW Executive Director Andrew Gunther says,

"We work with some of the most forward-thinking food producers on the planet, and the team at Superior Fresh is no exception. Wild fisheries are under significant threat--through habitat destruction, industrially abusive production practices, and now genetically modified salmon. Stewardship-based approaches like that of Superior Fresh are essential solutions if we are to meet our current needs without impacting wild ecosystems while we work to rebuild them. This has been an inspiring project and we are thrilled to support the work of independent, sustainable aquaculturists in this sphere."

ABOUT A GREENER WORLD

A Greener World (AGW) identifies, audits, certifies and promotes practical, sustainable farming systems by supporting farmers and ranchers and informing consumers. AGW's growing family of trusted certifications includes [Certified Animal Welfare Approved by AGW](#), [Certified Grassfed by AGW](#) and [Certified Non-GMO by AGW](#). Each program is designed to have positive and measurable impacts on the environment, society and animals, and to encourage truly sustainable farming practices. AGW's standards and procedures are robust and transparent and achievable.

A nonprofit funded by public donations and [membership](#), A Greener World offers a range of resources to help people make informed food choices, including an [Online Directory](#) of certified farms and products and [Food Labels Exposed](#)--a definitive guide to food label claims (available in print and online). For more information visit agreenerworld.org.

ABOUT SUPERIOR FRESH

Superior Fresh brings together a one-of-a kind sustainable ecosystem that combines the world's most advanced aquaculture and hydroponic growing techniques. By using the cleanest water and mimicking the natural environment, we provide an ideal and safe growing environment for our fish. Our Atlantic salmon receive only the best care and animal husbandry--they never receive any hormones or antibiotics, and they're fed a sustainable, organic diet. We're delivering an unparalleled eating experience with the most premium fish. For more information and availability visit superiorfresh.com.

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