



First 'green rated' Norwegian salmon hits US retail shelves

Fortune Fish in Minneapolis and its Coastal Seafoods stores in the Twin Cities will be selling the product.

by IntraFish Media
March 18th, 2019 17:20 GMT Updated March 18th, 2019 17:22 GMT

Nordic Blu Salmon, raised by Salten Aqua in Norway and the first ever marine net pen farmed Atlantic salmon rated "green" by the Monterey Bay Aquarium Seafood Watch program, is now available at retailers in the United States.

Nordic Blu Salmon will be brought to North America exclusively by seafood supplier CleanFish.


Fortune Fish in Minneapolis and its Coastal Seafoods stores in the Twin Cities will be selling the product.

"This is a huge deal," said Keane Amdahl, marketing director for Fortune Fish & Gourmet Minnesota.

"And not only for the Twin Cities or the Midwest. The fact that this fish is now available in the United States helps to set a new standard that could have a huge impact on the health of our oceans."

With a score of 7.17 from Seafood Watch, Nordic Blu is the highest rated farmed Atlantic salmon in the world. In addition, all sites and farms are Aquaculture Stewardship Council (ASC) and Global G.A.P. certified.

"We're proud to be the chosen partner of Salten Aqua Group in bringing this remarkable salmon and the Nordic Blu brand to North America," said Mike Moniz, managing director of CleanFish.

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