

Sea Whistle Salmon Fillet

Shetland + Orkney Islands, Scotland

The first non-French food to earn the prestigious Label Rouge designation, Scottish Salmon has consistently been the favorite of top chefs around the globe. Its consistent texture, flesh and flavor make it the perfect ingredient. Now, CleanFish is providing this delicacy in a variety of fillets cuts from a group of farms off the Northeast coast of Scotland in the picturesque Shetland and Orkney Islands.

A Revered Fish Just Got Better

Scottish salmon is prized for its exceptional taste and quality, which is why CleanFish went looking for producers who were just as exceptional in terms of their environmental responsibility.

Sea Whistle salmon fillets come from sites that meet both Label Rouge and EU Organic standards. Fish are never treated with antibiotics or hormones while feed is free of land animal by-products, GMOs, and growth promoters. For colorants, the farms use all-natural Panaferd (pioneered by Loch Duart) and phaffia yeast.



The salmon are reared in excellent conditions in the clean, clear waters around the coast of Scotland, Shetland and Orkney Islands. With a strong tidal flow ensures the fish get plenty of healthy exercise and that the water in the pen is constantly replenished.

Keeping it in the Family

The operation runs a vertically integrated hatchery which allows full vision and control from egg to harvest. The fish are not genetically modified, are raised under best practices guidelines and undergo strict quality, sanitation and veterinary controls. Keeping the eggs and smolts healthy and safe is a top priority.

Responsibility at the Core

In addition to working with the local community to preserve cultural heritage and encourage job creation, donating to children-based charities, sponsoring sports teams, and lending time and donations for health research, the farms are currently engaged in waste reduction programs and energy efficiency exploration.

Farms use solar and wind generated power for their operations, recycle equipment, pallets, plastics, cages, and nets, and convert their trimmings into sausages.

- No slice, no anti-foulants
- No anti-biotics, no hormones, no GMOs
- No synthetic colorants (all-natural Panaferd and phaffia yeast)
- Hatchery follows RSPCA Freedom Food standards
- Label Rouge certified

**CleanFish is
“changing the
way the fishing
industry does
business.”**

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Certifications & Awards

Label Rouge and EU Organic certified, hatchery is RSPCA Freedom Foods certified. ISO 14001 accreditation and Global GAP compliant.

Meet CleanFish

CleanFish is a company, an aspiration and a movement to promote seafood that's the best of the season, better every season. We bring together artisan producers — both fishermen and farmers — and champion them in the marketplace under traceable, transparent brands. Our network of artisans are stewards of their fisheries, and we are stewards of their stories as we connect producers to chefs and consumers in a celebration of fish you can trust with a difference you can taste.

Keep In Touch

For a complete list of CleanFish products and videos, please visit: www.cleanfish.com

Want to talk fish and sourcing with a fellow chef? chefs@cleanfish.com

Want waitstaff talking points, to partner on an event, or get help spreading the word on the deliciously responsible choices you're making? marketing@cleanfish.com

THE FACTS:

Latin Name	<i>Salmo Salar</i>
Origin	Shetland + Orkney Islands, Scotland
Form & Size	Fillet — C, D, and E trim
Product Packing	18-20 kg box
Taste Profile	High fat content and bold flavor
Availability	Year round
Husbandry	The operation runs a vertically integrated hatchery, which allows the operation to have full vision and controls from egg to harvest.
Harvesting	In order to reduce stress, the Sea Whistle Scottish salmon is slightly sedated prior to transfers or slaughter. Humane methods of harvest are used — mainly live chilling, percussive stunning and gill cutting. The processing facility is within 2km of the farm site.
Health	Feed is free of antibiotics, hormones, GMOs and land animal by-products. Farms use all-natural panaferd and phaffia yeast No synthetic colorants.

Sea Whistle™

The European Collection

Sea Whistle, *Ascophyllum nodosum*, is a kelp found throughout the northeastern Atlantic. From under the waves, along the rocky coast and the sandy beaches, its strands flow through the region.