



Bluehouse Salmon®

Media Press Kit

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Overview

With the conception to lead the salmon farming industry towards a more sustainable future, Atlantic Sapphire was founded in 2010 by Norwegian salmon entrepreneurs Johan Andreassen and Bjorn-Vegard Lovik in the remote town of Hvide Sande, Denmark.

Immersed in the industry at an early age, cousins Andreassen and Lovik knew there was the potential to not only improve traditional fish farming methods, but to also innovate with sustainable practices.

Ten years in the making, the company now operates globally and has revolutionized fish farming with its groundbreaking technology and aquaculture.

History

Exposed to salmon farming early on and hailing from a long legacy of salmon farmers, the cousins, with a vast working knowledge at their disposal, had the foresight to improve traditional practices.

As such, the duo initially established Villa Organic, the first Norwegian organic salmon farming company, as a natural way of fighting sea lice in net-pen salmon farming. The concept? The use of cleanerfish – a fish known to remove and feed on naturally occurring imperfections – by incorporating the species harmoniously as an alternative to the use of pesticides frequently found in net-pen farming.

Although considered a leading sustainable salmon farming company in Norway, the founders dreamed of an even better solution. They took key learnings from Villa Organic and teamed up with Danish recirculation aquaculture expert, Thue Holm to create a commercial pilot of a Bluehouse™ in Denmark – a concept that would operate much like a greenhouse, only for fish, and would eliminate the need to use net pens in remote areas. The Bluehouse™ in Hvide Sande, Denmark has been operating since 2011 and has sustainably produced more than 25 generations of Atlantic salmon to date.

While impressive, the founders came to the realization that no matter how sustainable their methods were, salmon farmers still have to fly fish across the globe in non-sustainable packaging while emitting a massive carbon footprint in order to deliver to target end markets, such as the United States. In an effort to further reduce environmental impact, the search for the location to build the first U.S. based Bluehouse™ ensued.



The Bluehouse™

With 80 percent of the seafood in the United States imported, the founders worked to seek the perfect site for the second Bluehouse™ in the continental U.S. After an extensive search that included 14 states, the team soon learned the ideal location existed in Miami, Fla. for many reasons, with South Florida's unique geographical allure being a distinct differentiator. Access to the Floridian Aquifer — an ancient artesian aquifer that naturally purifies water through limestone rock — would specifically yield a new level of purity to the product, as the water sourced has never been exposed to man-made contamination, like microplastics.

However, those were not the only reasons for choosing Miami. Located on the previous site of a tomato farm, the company partners with nearby Florida farmers who can benefit from the up-cycled fish waste; 99 percent of Atlantic Sapphire's water is recycled. Waste generated is not only used as fertilizer, but also created into renewable energy in the form of biogas.

Additionally, with Miami being the main U.S. hub in salmon trade, the company found the location had both the necessary infrastructure, as well as access to a local and international workforce. While seeking green practices at every possible step, Florida's unique bolder zone also served as large driver for location. Having the ability to discharge non-toxic, treated wastewater deep into Florida's boulder zone ensures Atlantic Sapphire has zero effect on the coastal areas.



The Bluehouse™ (cont.)



With a successful pilot run in Denmark and the ideal geographical U.S. location secured, Atlantic Sapphire worked to build an innovative Bluehouse™ in Miami, Fla. The first of its kind, the revolutionary bio-secure Bluehouse™ serves as the equivalent of a greenhouse, where fish are given ideal conditions to thrive with a 95 percent water-to-fish-ratio and a simulated environment allowing the salmon to swim against strong currents as they would in the wild. Ten years in the making, cutting edge technology and aquaculture now yield a product that not only helps alleviate the pressure on wild fisheries and ocean ecosystems, but also eliminates environmental concerns associated with conventional salmon farming.

The company's two brands, Sapphire Salmon® in Denmark, and Bluehouse Salmon® in the U.S. are delivered fresh to consumers at rapid speeds by truck, resulting in a fraction of the carbon footprint associated with traditional farmed fish.

Our products are not only good for the environment, but also good for the consumer.

BLUEHOUSE SALMON IS:

- 1.** Delicious and heart-healthy
- 2.** Rich in Omega-3s, proteins and essential vitamins
- 3.** Free of antibiotics and hormones
- 4.** Locally raised in the USA
- 5.** Swims in waters free of microplastics



Placing aquaculture at the forefront, Atlantic Sapphire's products (Bluehouse Salmon® and Sapphire Salmon®) are not only good for the environment, but also good for the consumer. A trifecta of perfect conditions – the perfect current, temperature and salinity – provide for the health and wellbeing at each stage of salmon growth. Happy, stress-free fish mean quality customers can taste, and the unmatched, controlled environment yields an exquisite, premium product, all while reducing the pressure on wild fish populations. Bluehouse Salmon® and Sapphire Salmon® grow strong and healthy in a humane way; the end product is delicious and heart-healthy, rich in Omega-3s, proteins and essential vitamins, as well as free of antibiotics and hormones.



Our Mission

For the health of the people and the planet, Atlantic Sapphire ensures that Bluehouse Salmon® and Sapphire Salmon® arrives to consumers' kitchen table or restaurant plate with the highest quality and the lowest environmental impact. With 90 percent of wild fisheries unable to sustain current demand, pioneering salmon farming locally transforms protein production globally, as well as bridges the gap between increased demand and limited supply.

Eye on Growth

While operations continue in Denmark, the pilot Bluehouse™ will proceed to produce an estimated 2,500 tons of Sapphire Salmon® annually, with distribution throughout Europe. The Miami Bluehouse™ celebrated its first U.S. harvest in fall of 2020 with initial distribution at select retailers. Atlantic Sapphire is poised for exponential growth with nationwide distribution as of November 2020. At current, the U.S. facility projects harvests of approximately 10,000 tons of Bluehouse Salmon® in 2021. With an eye on continued growth, Atlantic Sapphire has successfully secured key U.S. water permits to produce up to 90,000 tons onsite in Miami and has plans to increase capacity to targeted harvest volumes of 220,000 tons by 2031.

**For more information or
to find a retailer, visit
www.AtlanticSapphire.com**

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COMPANY WEBSITE

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PRODUCT WEBSITE

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