



Customer Advice

12 January 2004

Tassal Salmon, a safe and healthy option

Food Safety

Tassal's twin ISO 9002 and HACCP accreditation reinforces its commitment to quality, hygiene and food safety from growing and processing the fish, right the way through to ultimate delivery of our product to our customers and their end customers. Tassal salmon is a food safe product.

HACCP is an internationally recognized system for safe food processing which focuses on preventing food safety hazards and places greater responsibility on operations to ensure food safety. HACCP provides Tassal with a system for managing food safety through the production and processing chain and reinforces Tassal's commitment to the delivery of safe food to its customers.

The health benefits of Tassal Atlantic Salmon

International and domestic markets are becoming increasingly discerning in relation to the quality and safety of the seafood they purchase. Consumers are demanding that seafood be free from chemical contaminants (including heavy metals, antibiotics and Dioxins) and genetic modification.

Tassal Salmon is protein low in saturated fats with high levels of Omega-3. Tasmanian Atlantic Salmon is second only to swordfish in its percentage concentration of Omega-3 relative to weight. Omega-3s have a wide range of potential health benefits in relation to

coronary heart disease, high blood pressure, arrhythmia, rheumatoid arthritis and many other diseases.

Independent confirmation of the health aspects of oily fish such as salmon can be found on web-sites such as the American Heart Association and the Australian publication "What's so healthy about seafood" available from the FRDC web-site.

Science journal

Tasmanian, and more particularly, Tassal Atlantic Salmon was not tested or analysed in research published in the journal Science. However, independent tests have been carried out, with the National Residue Survey carried out by the Australian Department of Agriculture Forestry and Fisheries being recently completed.

The facts from the analysis conducted in the journal Science are: -

1. The levels of contaminants discovered in the farmed salmon are below the set levels developed and accepted by the World Health Organisation, the US Food and Drug Administration, the Canadian Food Inspection Agency and the European Union. Both the EU and WHO has a set limit for dioxins in salmon of 4 picograms/gram (pg/g WHO-TEQ) fresh weight.
2. The research in the journal does not bring to light any new information. It confirms what has been known for many years. The contaminants referred to are legacy contaminants, resulting from previous industrial activities. These contaminants are found throughout the environment (albeit at lower levels in Tasmania given its geographic demographics and diversity, i.e. "clean, green image") and are present in virtually all living creatures, at very low levels.

Testing under the National Residue Program has shown that Tasmanian Atlantic Salmon has a dioxin content averaging less than 0.4 pg/g, or less than one tenth of the acceptable limit (National Residue Survey) and the lowest of any of the farmed Atlantic Salmon countries. Most compelling about our salmon is the fact that the results of the analysis conducted effectively mirrors the levels of dioxins associated with wild caught salmon, the recommended substitute for farmed salmon in the US.

The Regulatory Agencies

The responses from the regulatory agencies to the article have been as follows: -

1. The USA's Food and Drug Administration responded promptly by stating "The levels of pollutants found in salmon are too low for serious concern." The Agency urged Americans not to let the report frighten them into a diet change.
2. The UK's Food Standards Agency stressed that the proven benefits of oily fish far outweighed the theoretical risks.

Overall

Based on the analyses performed, our view is that Tassal farmed Atlantic Salmon is one of the safest salmon in the world, comparable in food safety to the best of wild caught salmon.

Our commitment to health, safety and the environment has not and will not waiver. We continue to demand a premium price for our product because we provide a premium product.

From our point of view, the research conducted proved what we have anecdotally suspected for some time, that Tassal Atlantic Salmon is considered a 'clean' product relative to a similar product from the Northern Hemisphere. The "clean, green image" has a tangible benefit and reflects the market's view of our product.

Should you have any questions please contact me direct on (03) 6264 7000.

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Tassal Group Limited