

# THE FACTS

Responsibly farmed salmon is a healthy future. Healthy for you and healthy for the planet. For us, this comes with a commitment to transparency and an openness to ensure that you get the facts.

## WHY IS SALMON PINK?

Tassal is committed to growing healthy and nutritious salmon sustainably. The feed we use for our stock is specially formulated by nutritionists to provide enough energy for our salmon to thrive whilst also supplying all the essential nutrients for healthy growth.

We know there are questions about farmed salmon and if it has been dyed. This is where our commitment to transparency can help bust myths and opinions about Tasmanian farmed salmon.



**Our salmon are  
not dyed**



**Astaxanthin is an essential nutrient for  
salmon health and wellbeing**

All salmon, whether they are wild or farmed, get their signature flesh colour from their diet, from the presence of an antioxidant called astaxanthin. Astaxanthin is an essential nutrient for the health and wellbeing of salmon, and vital for healthy muscle growth and egg production. Just like we need Omega-3 in our diets, salmon needs astaxanthin.

Wild Atlantic salmon consume astaxanthin from eating krill and smaller fish and this diet naturally changes the colour of the flesh - similar to how flamingos are pink.

Farmed salmon get their astaxanthin as part of a nutritionally balanced diet which is safe for both salmon and humans. You can even buy it from your local pharmacy or healthy food store!

For us, transparency also involves publicly disclosing what's in our feed, so check out:

- [Tassal's annual Sustainability Report](#)
- [Tassal's Sustainability Dashboard](#)
- [The Tasmanian Government's Salmon Portal](#)
- [The Global Salmon Initiative \(GSI\) annual Sustainability Report](#)