

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?

We are 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 - this is vital for healthy muscle growth and egg production.

Wild Atlantic salmon consume astaxanthin when they eat things like krill and smaller fish. It is this diet that naturally changes the colour of the flesh.

Our salmon are fed a diet that replicates what salmon eat in the wild that includes astaxanthin.

Astaxanthin is a healthy antioxidant that you can buy yourselves at your local health food shop or pharmacy.

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](#)