



# NORDIC NEWS

NORDIC  
NATURALS

The Industry Leader in Essential Fatty Acids for Optimum Health & Wellness

Vol. IV Environmental Issue

Making an Environmental Commitment for a Healthy Planet and Healthy People!

## The Fishing Frenzy

### Have we really hit rock bottom?

**F**ish is an important food in the diet. It is also an important supplement in today's world where too few people are consuming enough quality Omega-3 essential fatty acids (EFAs). Strong statements have been made about the preservation of our oceans. Is it possible, with the current predictions about international fish stocks, to use fish for our own personal nutritional needs while keeping the fish population sustainable?

Many marine ecologists say "yes" to that question but not without qualification: serious conservation changes in global fishing management need to be implemented while consumer consciousness needs to be raised.

Currently, fish oil for supplementation represents no more than 2 to 3% of the total global fishing industry—a very small percentage when compared to the food industry. However, it is important for all of us to get educated on the issue and join initiatives to protect our oceans.

#### Time to Take a Stand!

Sifting through all the material can be quite a challenge. For starters, check out these websites: Marine Fish Conservation Network ([www.conservefish.org](http://www.conservefish.org)), Greenpeace ([www.greenpeace.org](http://www.greenpeace.org)), and the Marine Stewardship Council ([www.msc.org](http://www.msc.org)). Besides voting for "green" politicians that are willing to look at these issues, we can vote each day for a cleaner, healthier, and safer planet by using the "power of our pocket books" to send clear messages of how we want our world to be for coming generations.

As purchasers of supplements, we must be proactive in our "due diligence" by asking the right questions long before the products are bagged and carried home.

Ask your store personnel these questions; then call companies and visit websites for the fish products you regularly use.

- Where are the raw materials sourced?
- How are they processed?
- Does the manufacturer guarantee sustainability and quality standards?

The chain of command can begin with us, the consumers, asking our product manufacturers about their commitment to the environment in order for us to cast a vote for the planet by purchasing responsible products from conscious companies.



Want to learn more about Nordic Naturals' environmental position? [www.nordicnaturals.com](http://www.nordicnaturals.com).

# Nordic Naturals' Environmental Profile

An Interview with Joar Opheim, CEO of Nordic Naturals



*Q: Being from Norway, you have a particular sensibility to the fishing industry, correct?*

A: Yes, fishing is the second largest industry in Norway, and is heavily regulated by the Norwegian government to ensure the fish species are in plentiful supply for generations to come. This also protects the economic livelihood of the people.

*Q: What measures have they taken to do this?*

A: The Norwegian government monitors the waters very closely to examine and estimate the health and volume of each fish species. Waters within 100 nautical miles from the mainland are considered the property of Norway. Fishing is continually monitored, and inspections are completed in open waters where fishing equipment and catch are audited. Fisherman can only bring to shore a certain weight limit, and violators are heavily fined. Foreign vessels caught fishing in the Norwegian waters are brought to shore and confiscated until a substantial fine has been paid. It's been that way for 30 years, and it is working.

*Q: It appears that commercial fishing is not only inefficient but irresponsible in its technique. Can you comment?*

A: The fishing industry is often extremely wasteful, even in well managed waters. We really need to look at how we are using the fish that we catch and what kind of quantity controls can be put in place for countries with no regulations. A perfect example involves factory fishing boats. They are only interested in the fillets due to space limitations. They throw out other portions of the fish, including the livers, which are a valuable resource.

*Q: Has Nordic Naturals found solutions when it comes to sourcing its fish and the environmental concerns that our world is facing?*


A: Nordic Naturals has set standards for our raw materials because we know how important these decisions are when it comes to our children and their children. We only use three fish species in our products: Arctic cod from Norway and anchovies and sardines from the Norwegian Sea and the South Pacific. None of these species are endangered, nor are these areas overfished. Plus, the sardines and anchovies are considered ideal fish for long-term sustainability because they have short

reproductive cycles. However, this is only one part of the issue. We have built direct relationships with our independent fishermen, and we own our manufacturing facility in Arctic Norway. This allows us to manage and maintain these quality standards and environmental controls. For example, Nordic Naturals has negotiated a special arrangement with the fishermen to obtain the oil-rich livers of the cod, prior to which were being tossed back into the water. We only work with fisherman who utilize 100% of the Arctic cod for human or animal consumption. I receive information on fish stock estimates in Norway and neighboring waters from the Norwegian journal "Fiskeribladet" every week. We are always looking for ways to ensure that we remain environmentally alert to the ever changing complexity of this situation.

*Q: Do your fishermen use nets? This is an important question for many people because of the potential for other species to be included in the catch.*

A: We utilize both fishing lines and nets in our fishing practices. However, our fisherman use a fishing style that only brings in cod while leaving all other sea creatures unharmed.

*Q: It sounds like you are passionate on this subject. Is there anything else you want to share?*

A: Corporate citizenship is an important part of our mission at Nordic Naturals. We not only want to supply the highest quality products, we also want to deliver ethical commercial practices and responsible action that improves and protects our world. 

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## Going Greener



Nordic Naturals is certified by the Monterey Bay Area Green Business Program. The company feels that this is one more way that it can show the world its commitment to a green and sustainable lifestyle while conducting business. The program sets parameters around conserving natural resources and minimizing pollution. For more information, see [www.montereybaygreenbusiness.org](http://www.montereybaygreenbusiness.org).

For research studies on Omega-3 fish oils, visit: [omega-research.com](http://omega-research.com) • 800.662.2544 • [nordicnaturals.com](http://nordicnaturals.com)