

## Blue Goose Organic Ruby Red Trout Canada

In 1984 Mike Meeker began raising rainbow trout in cages off the coast of Manitoulin Island, in Lake Huron. Today Mike's trout farm is part of Blue Goose Pure Foods, whose mission is making high quality, clean food accessible to everyone. ”

### Meet Mike Meeker

Mike Meeker is the Canadian representative to World Wildlife Fund (WWF) for freshwater aquaculture standards, the Ontario representative for the creation of Canadian Organic Aquaculture Standards, and former President of the Ontario Aquaculture Association. His trout farm was the first project supported by LAMBAC, a community-based nonprofit created to support small and medium sized businesses and community economic development while respecting the environmental, historical, social and cultural features of the La Cloche-Manitoulin region.



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“an ingenious  
way to aid tiny,  
eco-minded  
fisheries.”

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### Providing well made food. Enabling well lived lives.

Blue Goose Organic Ruby Red Trout moves beyond divisions of farmed versus wild. Peer reviewed studies by the Freshwater Institute show that the Blue Goose Lake Wolsey site is one of the most vibrant marine environments on Manitoulin Island. Since commencing operations, perch populations have increased significantly with an associated increase in predatory fish that feed on perch.

To alleviate waste, the farm produces a home-grown compost from fish offal, “Meeker’s Magic Mix,” sold across Canada. Blue Goose is also involved in an ongoing bio-gas project that involves capturing the methane generated by the compost process and turning it into renewable energy that can be used to power the fish farm.



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## Sustainability

Blue Goose is the only certified organic rainbow trout farm in North America. The farm is certified to Canadian Organic Aquaculture standards by Ocean Trust Ireland. They raise certified organic, Ruby Red Trout.

## THE FACTS:

Latin Name	<i>Oncorhynchus mykiss</i>
Origin	Manitoulin Island, Canada
Form & Size	Blue Goose Organic Ruby Red Trout are available in two forms: <ul style="list-style-type: none"><li>• head-on, dressed 3-5 lb. fish; pack: 1/30 lb.</li><li>• 8-10 oz, 10 oz up, individual fillet; pack: 1/10 lb.</li></ul>
Availability	Year round
Taste Profile	True full-flavored halibut taste
Sustainability	Certified organic by Ocean Trust, Ireland
Feed	Blue Goose Organic Ruby Red Trout are fed a proprietary organic feed, certified free of GMOs with no land animal or avian byproducts, and no added pigment.
Practices	Blue Goose Organic Ruby Red Trout are raised without hormones, antibiotics, or parasiticides. No copper-based antifoulants are used on the nets or moorings. Stocking densities never exceed 15kg per cubic meter.
Innovations and Awards	Mike Meeker designed a submersible cage system to minimize damage to the cages and loss of fish due to ice floes. He has received two premier aquaculture innovation awards in recognition of his efforts: LAMBAC entrepreneur of the year 2012 and Federal Economic Development Agency - Silver Anniversary Entrepreneur 1986-2011.

## Meet CleanFish

CleanFish is a company, an aspiration and a movement to promote seafood that's the best of the season, better every season. We bring together artisan producers — both fishermen and farmers — and champion them in the marketplace under traceable, transparent brands. Our network of artisans are stewards of their fisheries, and we are stewards of their stories as we connect producers to chefs and consumers in a celebration of fish you can trust with a difference you can taste.

## Keep In Touch

For a complete list of CleanFish products and videos, please visit: [www.cleanfish.com](http://www.cleanfish.com)

Want to talk fish and sourcing with a fellow chef? [chefs@cleanfish.com](mailto:chefs@cleanfish.com)

Want waitstaff talking points, to partner on an event, or get help spreading the word on the deliciously responsible choices you're making? [marketing@cleanfish.com](mailto:marketing@cleanfish.com)

