

## **Northern Ontario Farm-Raised Rainbow Trout: A Smart Choice**



Northern Ontario Farm Raised Trout is a **local** product.

- Cage culture operations in Lake Huron produce over 9 million pounds of rainbow trout annually. The deep, cold, clean waters of Lake Huron provide the ideal environment for raising rainbow trout; the fish convert feed to protein efficiently and grow to market size quickly.
- Aquaculture and related activities contributes more than \$50 million dollars annually to the Ontario economy and supports over 200 jobs.

Northern Ontario Farm Raised Trout is **fresh**.

- The diet of farm-raised rainbow trout closely approximates the diet of wild salmonids to ensure that the outcome is a fillet with fresh, bright colour and excellent quality characteristics.
- To ensure maximum freshness, the fish are harvested to order and immediately chilled to the core. The fish are processed within hours and shipped out the same day.

Northern Ontario Farm Raised Trout is a **healthy food choice**.

- Farmed rainbow trout is naturally low in sodium and is an excellent source of complete protein and essential omega-3 fatty acids.
- A 3.5 oz (100g) serving supplies roughly 40 percent of daily protein requirements, while the high levels of omega-3 fatty acids may help to lower blood triglycerides and cholesterol levels, reduce the risk of coronary and cardiovascular disease, reduce blood pressure and relieve the pain of rheumatoid arthritis.
- Farmed rainbow trout is also an important source of iron and B vitamins.

Northern Ontario Farm Raised Trout is an **environmentally responsible** choice.

- NOAA and its members recognize that ongoing research and innovation is vital to maintaining a sustainable freshwater aquaculture industry in Ontario.
- The Association continues to support and participate in extensive research activity and all cage farm operators adhere to industry Best Management Practices.