



Fact Sheet & FAQs Document

2022

About Petuna



Petuna is a privately-owned Tasmanian success story, established by Peter and Una Rockliff in 1949. Originally a fishing company, Petuna diversified into aquaculture in 1990.

When they first set up the business, Peter and Una shared the mutual vision that Tasmania could win worldwide recognition for the quality and environmental excellence of its seafood industry. Over the years, they have been central players in seeing that vision become reality.

In 2017, Peter and Una received the highest honour – the Industry Ambassador Award – at the Australian Seafood Industry Awards.

In 2020, Peter and Una sold their 50 per cent shareholding to their existing business partner, Sealord.

Sealord's New Zealand fishing interests and Maori heritage – with its focus on preserving the sea environment – made it a natural partner for Petuna, allowing the company to grow while staying true to its heritage and founding philosophy.



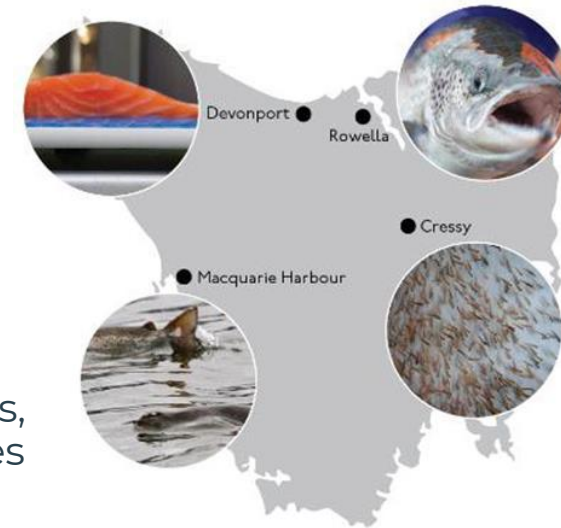
Petuna Salmon Is Safe And Sustainable

Tasmanian salmon is a global leader, independently accredited by organisations like the Aquaculture Stewardship Council, Best Aquaculture Practices, and the RSPCA.

Petuna upholds one of the world's strictest sustainability standards – BAP (Best Aquaculture Practice) 4-star certification. This exclusive accreditation demonstrates our commitment to best practice across our entire supply chain.

Petuna salmon is a safe, nutritious, healthy, and sustainable food because:

- The ingredients in our feed, like all stock feed in Australia, are rigorously controlled and audited.
- All feed ingredients are approved under the Australian Stockfeed and Petfood Regulations, governed by an independent authority (the Australian Pesticides and Veterinary Medicines Authority).
- Salmon has one of the lowest carbon footprints of all proteins, plus the lowest feed conversion ratios (FCRs).
- Tasmanian salmon does not contain fish growth hormones or growth promoters. In fact, in 2001 the Tasmanian Government banned the use of genetically modified organisms in any product within the state until 2029.
- The salmon industry is highly regulated. Petuna is required to submit regular environmental surveys to government and comply with stringent licence conditions.



What Does Petuna Feed Its Salmon?

Petuna salmon are fed on pelletised feed, produced in Tasmania from ingredients that include high quality rendered meals, which provide protein and carbohydrate, as well as multiple sources of oil, to deliver the right nutritional balance for a salmon's growth and health requirements.

Is Petuna salmon fed growth hormones or pumped full of antibiotics?

No. Petuna does not use hormones or antibiotics to promote growth in our salmon.

Like with humans or other animals, in order to ensure fish health, we will sometimes be required to use antibiotics to maintain fish welfare. These decisions are only made upon veterinary assessment and advice. Even then, we are strictly required to ensure our salmon are healthy and completely free from antibiotics before we can harvest them.

Petuna has treated a small population of fish only once in the past seven years.



Is It True That Salmon Feed Is Made Up Of Animal Waste Products?



A **small percentage of protein meals are sourced from wild fisheries**, but in order to reduce dependence on wild fish stocks, we also include **high quality rendered meal from recycled sources** such as trimmings from other fish species, poultry and other land animals as well as vegetable protein.

It is **important for sustainability that our fish feeds utilise by-products** from other primary industries where possible, to ensure feeding our salmon does not contribute to overfishing in Tasmania or anywhere else in the world, nor does it divert fish away from human consumption.

This substitution step is important in being able to achieve a Fish In Fish Out (FIFO) ratio below 1.0.

A ratio below 1.0 means that less than 1kg of wild catch fish is required to produce 1kg of salmon – Petuna currently is at a ratio of 0.75, making Petuna a net seafood producer – an important step forward for global sustainability in food production.

It is important to know that **all protein sources used in our salmon feeds are high quality and highly digestible**, regardless of whether they are sourced from fish, land animal, or vegetable.

Much like humans, when salmon consume protein, they digest it down into amino acids, which are the building blocks for muscle growth.

There is **no form of land animal or vegetable protein remaining in a salmon fillet** in the same way there is no salmon, chicken, beef or vegetable protein existing in human muscle based on the average human diet.

Does Petuna Dye Its Salmon Orange?

No. We do not dye or colour our salmon.

Salmon feed contains a carotenoid, or antioxidant, called astaxanthin. Astaxanthin is safe for both salmon and humans. In fact, you can buy it from the pharmacy or health food stores as a supplement.

Wild salmon get their astaxanthin from eating krill, while farmed salmon get their astaxanthin as part of their nutritionally balanced diet.

The primary purpose of astaxanthin is to protect fish health due to it being a powerful antioxidant. It is an important part of the diet in wild salmon, and it gives the salmon fillet its characteristic orange colour. The flesh is not dyed or artificially coloured during processing. The visual appearance is a result of high antioxidant levels.

Antioxidants are also very beneficial to human health and a quick search on the internet will highlight the benefits of astaxanthin.



Does Salmon Feed Contain Ethoxyquin And Is It Dangerous For Human Health?



Ethoxyquin (EQ) is a preservative used in food production globally and is found in some salmon feed to assist with fish meal storage and stability. Ethoxyquin is permitted for use under the Australia New Zealand Food Standards Code. It is GRAS (generally recognised as safe) and is used in other animal feeds.

- Petuna predominantly sources its feed from Tasmanian-based company Biomar.
- Biomar does not add ethoxyquin to its feed, however, they regularly test their finished goods to ensure the raw materials they source don't have trace levels of ethoxyquin.
- Biomar has not detected any ethoxyquin in its finished goods from 2020 to 2022.
- Petuna commissions regular independent testing of salmon fillets using the National Measurement Institute (sample method VL 472), to quantify any residue of ethoxyquin, Dimer and other trace chemicals.

Are Your Farms Damaging The Marine Environment?

Maintaining the integrity of the environments in which we operate and limiting our impact on their natural ecosystems is critical to Petuna. It is also in our best sustainability and commercial interest to do so.

We use responsibly sourced feed, and we apply global industry-best technology to prevent our salmon escaping into the wild and to minimise interactions with mammals and birdlife.

We have developed sophisticated environmental modelling and monitoring programs for our marine farming operations, which are used to report regularly to the Environment Protection Authority, as part of our stringent license regulations.



Would It Be Better To Move On Land?

Globally, full cycle salmon land-based farming is in its infancy and while the Tasmanian salmon industry continues to monitor its progress, we are focused on ensuring our marine farming remains contemporary and continues to innovate.

The energy inputs required for land-based salmon farming are immense at a time when there is considerable pressure on primary producers to reduce their contribution to climate change.

The earth is made up of 70 per cent water, which allows us to farm fish in their natural environment, using the existing energy from our oceans, further reducing our carbon footprint.

There are also implications for animal welfare in a closed loop land-based system which need to be given careful consideration. Consumer attitudes to fish grown intensively in an artificial environment have not been fully tested.

THANK YOU



Petuna