

ANOVA

Press Release

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FOR IMMEDIATE RELEASE

Pompano from Anova Food receives AquaGAP certification

Anova Food's ocean farm raised pompano has achieved certification under the Good Aquaculture Practices standard also known as AquaGAP.

Tampa, FL, January 24, 2011: Anova Food, LLC announced earlier today that the Institute for Marketecology (IMO) has inspected the farm, processing facilities and feed used in the production of their ocean farm raised pompano, and has certified the pompano to meet IMO and AquaGAP standards. IMO congratulated Anova Food on becoming the first company to achieve AquaGAP certification for Pompano. "This achievement recognizes Anova Food's commitment to good management practices and the high quality of their products. IMO is proud to work with companies such as Anova Food to ensure the sustainable production of aquaculture products" remarked Kim Bedford of IMO. AquaGAP certification on farm raised seafood aims to ensure consumer trust in quality, sustainably produced seafood products. Certification from AquaGAP assures:

- transparency of origin
- quality and food safety at each stage of production
- good aquaculture farming to maintain or improve the health of surrounding ecosystems
- principles of corporate social responsibility and commitment towards local communities
- animal welfare

Scott Purinton, VP of Sales for Anova stated, "Being awarded the AquaGAP certification for our pompano is a great milestone in our long term commitment to sustainability and environmentally sound aquaculture practices, in conjunction with our standards for high quality products." The pompano fillets Anova offers have complete traceability and are marked with a lot code which allows you to trace each fish, what it was fed through its entire life-cycle, and its feeding schedule. The pompano has been initially frozen at an ultra low temperature of approximately -98°F to preserve its natural color (rich, red blood line) and taste. "If seafood could be labeled as organic, this pompano would be the benchmark", adds Purinton.

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