

# ŌRA KING SALMON ŌRA KING™

*Euclid* **FISH** *Company*



Located in New Zealand, Ōra King Salmon's selective breeding program combines 20 years of husbandry practices and seven generations of king salmon. Over time, this has produced more than 90 distinct king salmon families. Only those fish with the most appealing taste, texture, and color are carried forward into subsequent generations.

Ōra King Salmon is dedicated to sustainability and to seafood traceability. Their king salmon has been designated as a Seafood Watch "Best Choice" making it the first and only ocean-farmed salmon product to receive such rating. In addition to their work with Seafood Watch, Ōra King Salmon has also achieved a Best Aquaculture Practices (BAP) certification from The Global Aquaculture Alliance. Before it leaves the farm, every fish receives an individually numbered Ōra King gill tag allowing authenticity of origin and traceability.



**Whole Ora King**  
A66410



**Salmon Fillet**  
B66405

**NUI Fillet**  
F66412