GREEN BAY, WISCONSIN – (July 9, 2018) – Festival Foods is the first retailer in the nation to carry commercially grown Atlantic salmon raised on U.S. soil. The fish are produced in Wisconsin by Superior Fresh, an industry-leading aquaponics facility.

Atlantic salmon from Superior Fresh is quickly gaining a reputation as a great-tasting fish, but the positives don’t end there. Superior Fresh never uses antibiotics or pesticides, and the fish contain zero contaminants or pollutants. In addition, the fish are fed an organic diet.

Facts like these helped earn Superior Fresh the Highest Sustainability Ranking of “Best Choice” by the Monterey Bay Aquarium Seafood Watch.

Fish are not the first Superior Fresh product carried by Festival Foods. Shortly after the new aquaponics facility opened in 2017, Festival Foods began selling a new type of leafy green grown there. The process of raising fish took longer than growing greens, but Festival Foods knew the wait would be well worth it. The salmon is now available at all 31 Festival Foods throughout Wisconsin.

Superior Fresh’s aquaponics facility is on a 720-acre native restoration property in the Coulee Region of Wisconsin. All fish at Superior Fresh are raised indoors in a recirculating aquaculture system, a method of aquaculture that is the best for the environment and gives growers complete control to create the perfect growing conditions. In addition, all Superior Fresh production water is irrigated and does not get discharged to surface waters of the state.

“Partnering with Superior Fresh is a win for Festival Foods and for our guests,” said Mark Skogen, Festival Foods’ president and CEO. “We are committed to supporting local growers and food producers, and this company is among the best, especially regarding their commitment to quality.”

Superior Fresh and Festival Foods partner with Morey’s Seafood International to hand-filet and process each fish.

For more information, visit festfoods.com/blog or superiorfresh.com.

ABOUT FESTIVAL FOODS
Founded in 1946 as Skogen’s IGA, Festival Foods is a Wisconsin family- and employee-owned grocer that is committed to giving back to the communities it serves and to providing guests with exceptional service and value. The company began operating as Festival Foods in 1990 and today employs more than 7,500 full- and part-time associates. The company currently operates 31 full-service supermarkets across the state of Wisconsin.