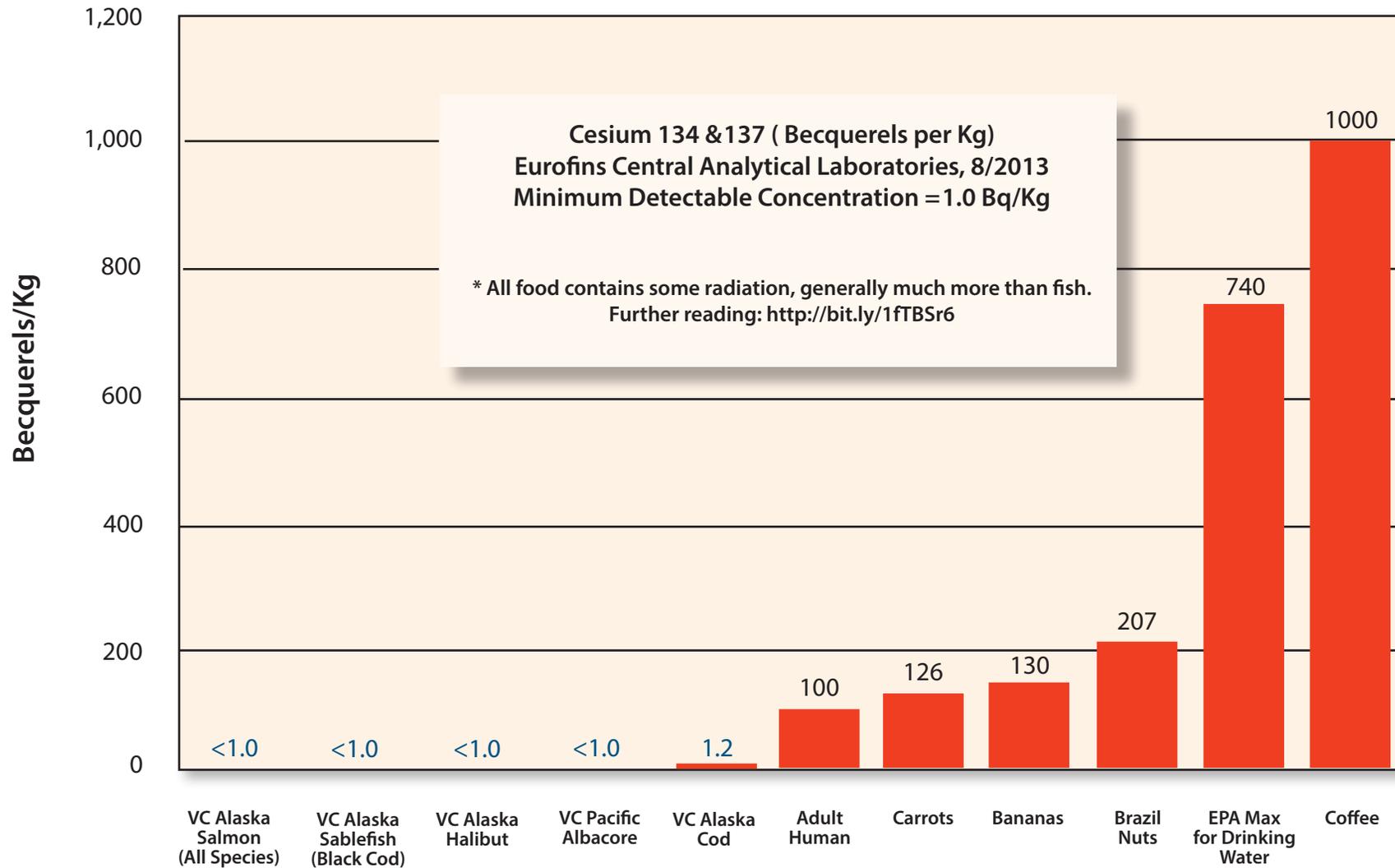


## Seafood Radiation Testing Results and Comparison\*



## The Vital Choice Radiation Safety Program

*At Vital Choice, we take special care to ensure the quality, safety, and purity of our foods.*

Understandably, people wonder whether radiation from Japan's stricken nuclear plants affects Pacific fish and shellfish from Vital Choice.

This fact sheet describes the steps we've taken to meet our ironclad commitment to customer safety.

First and foremost, we were the first U.S. retailer to conduct radiation tests on its seafood, held that status for more than two years following the 2011 nuclear plant disaster in Japan.

No matter how the situation evolves over time, we will take every step necessary to ensure that all Vital Choice seafood meets our high standards of safety. After all, Vital Choice families are among the largest consumers of our own fish.

### What is the concern about radiation from Japan?

In March 2011, a massive earthquake-induced tsunami wave struck Japan's Fukushima nuclear plant, an event that caused radioactive water to spill into the ocean. This incident raised concerns about radiation levels in Pacific seafood.

Water that spilled from the plant in the weeks after the event – which continues to leak in far smaller amounts – contains radioactive compounds, called "radionuclides". Fortunately, these radionuclides are diluted to vanishingly low trace levels in trillions of cubic feet of ocean.

Some fish species caught in the mid-Pacific or Pacific Northwest migrate westward, and may pass through currents that flow eastward from Japan. However, none of our westward-migrating species – sockeye salmon, king salmon, and albacore tuna – normally reach closer than one to two thousand miles east of the Fukushima nuclear plant.

Even though experts agree that radionuclides from Japan pose virtually no risk to consumers of Pacific seafood – including migratory salmon and tuna – we decided to commission expert lab tests to ensure the safety of our seafood.

### What did the tests on Vital Choice seafood show?

Our seafood has been lab-tested four times since March 2011, and detected only the normal, harmless trace levels of radionuclides normally found in wild fish and shellfish:

- January, 2014: SGS Laboratories tested the westward-migrating species we sell (sockeye salmon, king salmon, albacore tuna) for a scarce but concerning radionuclide called strontium-90, and detected none.
- September, 2013: Eurofins Laboratories tested our salmon (pink, king, sockeye, and silver), tuna, cod, halibut, and sablefish for cesium-134, cesium-137, and iodine-131, and found none.
- September, 2012: Eurofins Laboratories tested our Pacific albacore and our Alaskan halibut, sockeye salmon, and cod. They found no cesium-134 or iodine 131, and only a barely detectable, clearly safe level of Cesium 137 in a sample of cod.
- March, 2012: Eurofins Laboratories tested 15 species of fish and shellfish for cesium-134, cesium-137, and iodine-131. Of the tested products, 14 had no detectable traces of those three radionuclides, while two (halibut and albacore tuna) contained normal, very safe trace levels of Cesium-134, cesium-137, and iodine-131.

### How does Vital Choice seafood compare to common, everyday foods?

All foods contain low levels of radionuclides, which occur naturally in soil and water.

The chart on the back of this sheet shows the radiation levels of common foods, and a side-by-side comparison to Vital Choice seafood products.

You'll find that our seafood ranks as very safe, compared with everyday food items.

### Want more information?

Please feel free to reach out to us regarding your questions or concerns. You will find an overview of the situation, regular updates, and links to our radiation test results at the following web address: <http://bit.ly/MuAW1L>

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