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## **FOR IMMEDIATE RELEASE**

### **SunOpta Signs Canadian Exclusive to Distribute Blue Horizon Organic**

#### ***Sustainable Seafood Emergence Compels Demand for Blue Horizon Branded Products***

APTOS, Calif. – December 13, 2007-- Blue Horizon Organic has signed an exclusive Canadian distribution deal with SunOpta, whose business segments focus on healthy products that promote environmental responsibility and the health and well-being of its communities. The deal put Blue Horizon branded clean-farmed shrimp meals and appetizers on freezer shelves across Canada's natural and specialty supermarkets this fall.

"We're excited to have Blue Horizon sign exclusively with SunOpta to bring convenient, sustainable seafood to natural and specialty retailers across Canada," said Steve Easterbrook, President of SunOpta Canadian Distribution. "The quality and standards to which Blue Horizon subscribes bring retailers a new level of pristine, delicious, and socially responsible products."

Blue Horizon, in just its third year of operation, is landing in retail freezers from coast to coast in rapid succession. Among its top sellers in the United States are Blue Horizon's four varieties of branded Shrimp Skillet meals which include Naturland-certified clean-farmed grown shrimp. These stovetop-prepared meals for two are ready to eat in less than 10 minutes. Varieties include **Shrimp & Penne Alfredo**, **Shrimp & Penne Alla Vodka** in a rich organic tomato sauce, **Shrimp & Scampi Rotini** and **Shrimp & Pesto Farfalle**.

The Blue Horizon brand will eventually include the breaded shrimp appetizers including **Crunchy Organic Garlic Shrimp with Herbs and Spices**, **Crispy Japanese-style Organic Panko Shrimp**, **Lightly Coated Organic Popcorn Shrimp** and **Crunchy Tempura-battered Organic Shrimp**. A line of individually quick frozen shrimp and other products are also offered by Blue Horizon.

"Our clean-farmed raised shrimp is intended to be the healthiest, safest choice in seafood, one that consumers increasingly seek out at supermarkets," Blue Horizon Chief Operations Officer Jaap Langenberg said. "We're delighted to be a part of SunOpta's socially and earth conscious portfolio of food products."

Blue Horizon Co-founders John Battendieri and Tim Redmond are best known for building numerous natural and organic food brands since the 1970s, such as Santa Cruz Organics and Eden Foods, originator of Edensoy Soymilk.

Blue Horizon Organic Seafood Company works under the premise that every consumer has the right to clean, safe, responsibly sourced seafood. The company only partners with sustainable seafood farms and fisheries which strictly comply with conservation policies and help provide a model that includes using no growth hormones, antibiotics, or artificial colorings. Strict controls on organic aquaculture and fishing wild stocks support a new model that factors in water quality, less density of populations, no use of antibiotics, and organic feed whenever possible.

Blue Horizon was founded in 2005 to build a branded, consumer-driven seafood business to supply sustainable, wild-caught and organic seafood products to North America, while simultaneously helping protect the health and supply of aquatic ecosystems. Learn more at [www.bluehorizonseafood.com](http://www.bluehorizonseafood.com).

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