



Prodemar King Sole & Turbot

PRODEMAR TURBOT (Psetta Maxima)

Highly regarded for the delicate flavour of its bright white flesh, turbot contains many important nutrients, including vitamin B, calcium, fluoride, magnesium, iodine and Omega-3 fatty acids.

Turbot availability: Turbot from 300g to 4kg is available every week year round. Turbot 4/5kg is more limited and cannot be guaranteed in advance. Please consult your sales rep for details. The turbot is farmed in Spain and Portugal year-round.

PRODEMAR SOLE (Solea Senegalensis)

The name sole is widely used for a variety of flatfish with a number of species that are referred to as sole. However, only species of the genus solea are considered to be "true sole."

Sole availability: Sole from 200g to 700g is available every week year round, although the largest sizes sell out quickly. The sole is farmed in Spain, France, and Iceland year-round.

People & Fish

Although not an endangered species, sole has suffered severe overfishing in some parts of the world. There are reports of falling fish stocks in European waters, with some fisheries on the verge of collapse. Through sustainable farming methods, the farm is committed to further developing its pioneering techniques to help relieve the pressure from the fisheries most at risk. In its facilities in Lira, Spain, there is a collaboration with local fishermen, and the Os Miñarzos Marine Reserve they have joined together to create, to rebuild wild fish populations, particularly sole and turbot. The farm will supply juvenile fish for restocking in the reserve, where they are closely monitored by researchers.

Prodemar has been endorsed by many for process and care for environment.

- Friend of the Sea: for sustainable process.
- Global Gap approved: food safety, workers' welfare, animal welfare; and environmental and ecological care.
- ISO 9001:2008, ISO 14001:2004 standards: which guarantee constant improvements (*eco-processes).
- HACCP: food and process safety.
- WHEELER SFD: Certified, our customers love it, consistency and quality!

SUPERIOR INGREDIENTS/PROCESS

Yielding Superior Results

The very highest quality and international recognition, these are the two reasons why Prodemar has been selected as the official supplier for the Bocuse d'or competition and the Trophée Passion of France's Academie Culinaire. They have also allowed the brand to become consolidated as an official sponsor of the Madrid Fusion event.

HARVEST METHOD

After purging for three days, the fish are humanely harvested in an ice slurry bypassing stress or trauma to the fish.

LAND BASED FARMING

Sole and Turbot are farmed in land-based tanks on the coast of the Galacian Sea using fresh ocean water pumped in at the source. After circulating, the sea water is returned cleaner than when it entered the farm.

VERTICALLY INTEGRATED

The farm controls the production from egg to harvest.

FEEDS

Free of GMOs and land animal protein. Feed primarily comprised (at least 70%) of fish meal and fish oil. Adapted for varying nutritional needs throughout fish lifespan. Conversion rates maintained at 0.9:1 and 1:1.

Wheeler Seafood is the exclusive agent.

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