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H&L Achieves Gold Sustainability Rating from Natural Grocers!

December 3rd, 2019: *Henry & Lisa's Natural Seafood* is very proud to announce that they have achieved a "Gold" rating from *Natural Grocers* for the high level of sustainability of their seafood products. 100% of Henry & Lisa's seafood products are certified sustainable either by the MSC (wild) or ASC (farmed). Henry & Lisa's canned and frozen seafood can be found in all of Natural Grocer's more than 150+ stores in 19 states.

Natural Grocers recently put together a ranking system for their fresh and frozen seafood selections that will help customers easily identify and find the quality standards they are looking for. Natural Grocers' new ranking system, which identifies meat and seafood products as bronze, silver and gold, is based on criteria that matter to consumers and improves transparency, which is often lacking in label claims. More information can be found at their website: <https://www.naturalgrocers.com/meat-seafood>

Natural Grocer's **Gold Seafood Standard** includes (farmed & wild): sustainably farmed, no antibiotics, hormones or growth promotants, no animal by-products, no cloned or genetically modified animals, non-GMO feed (farmed only), no synthetic colorants, 100% certified organic (farmed only), sustainably sourced wild and certified sustainable.

Henry and Lisa Lovejoy, founders of Henry & Lisa's Natural Seafood state "Natural Grocers is a leader in providing consumers with high quality sustainable food options, and we are truly honored to be awarded with their highest "Gold" standard, recognizing our hard work in trying to help assure a healthy future for our oceans and delicious options for our customers. We commend their leadership on this important issue."

"Our standards ensure that all of our meat is naturally and humanely raised and our seafood is sustainably sourced, which we believe is the best for our customers, the animals and our environment," said Heather Isely, Executive Vice President, Natural Grocers. "We also believe our customers appreciate that we make this incredible quality and variety affordable."

Years of complex information went into Natural Grocers' seafood standards and customers can clearly see how individual products are raised and produced. Customers can simply look at the "Our Standards" chart on the Seafood Department frozen doors to see what attributes a seafood product carries. The individual rankings give the customer a great deal of information in only a few seconds, allowing them to feel confident about what they are buying without having to obtain a PhD in USDA labeling.

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