

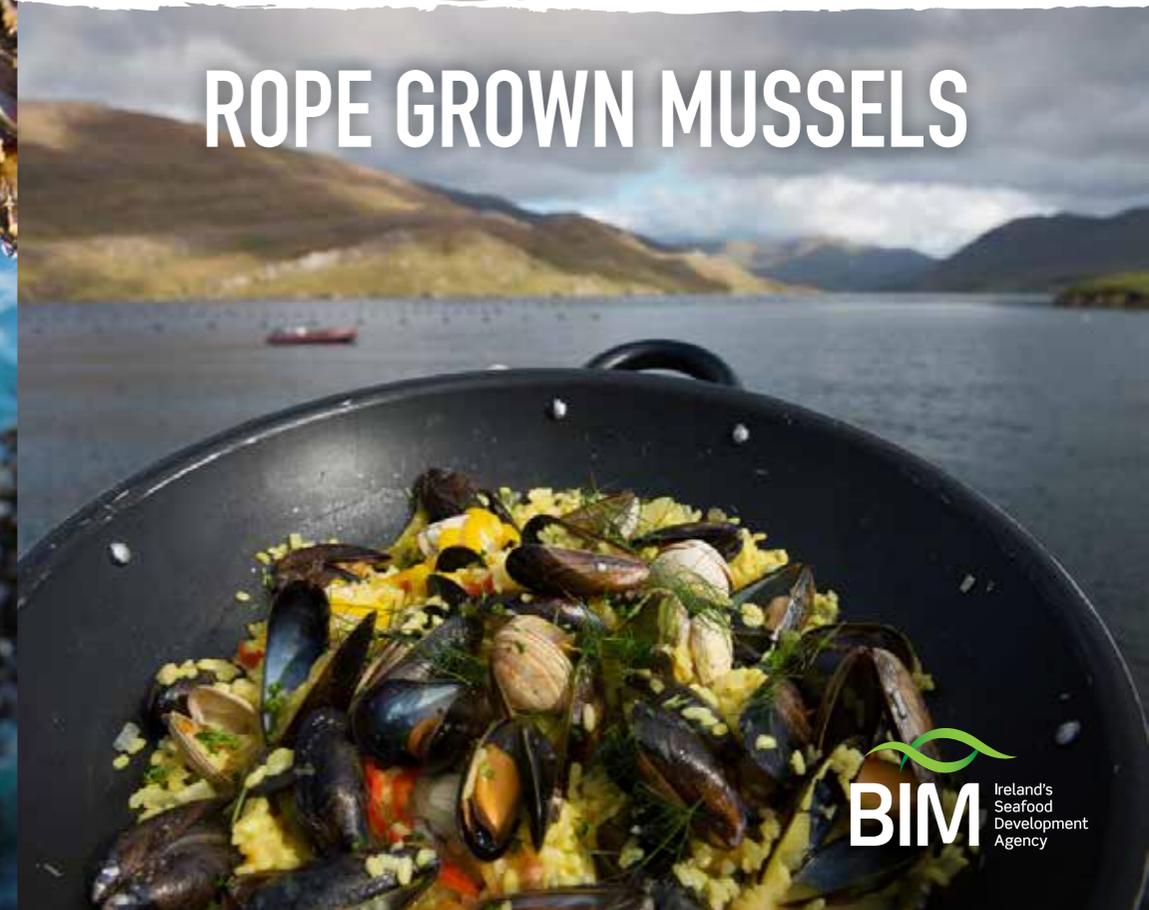
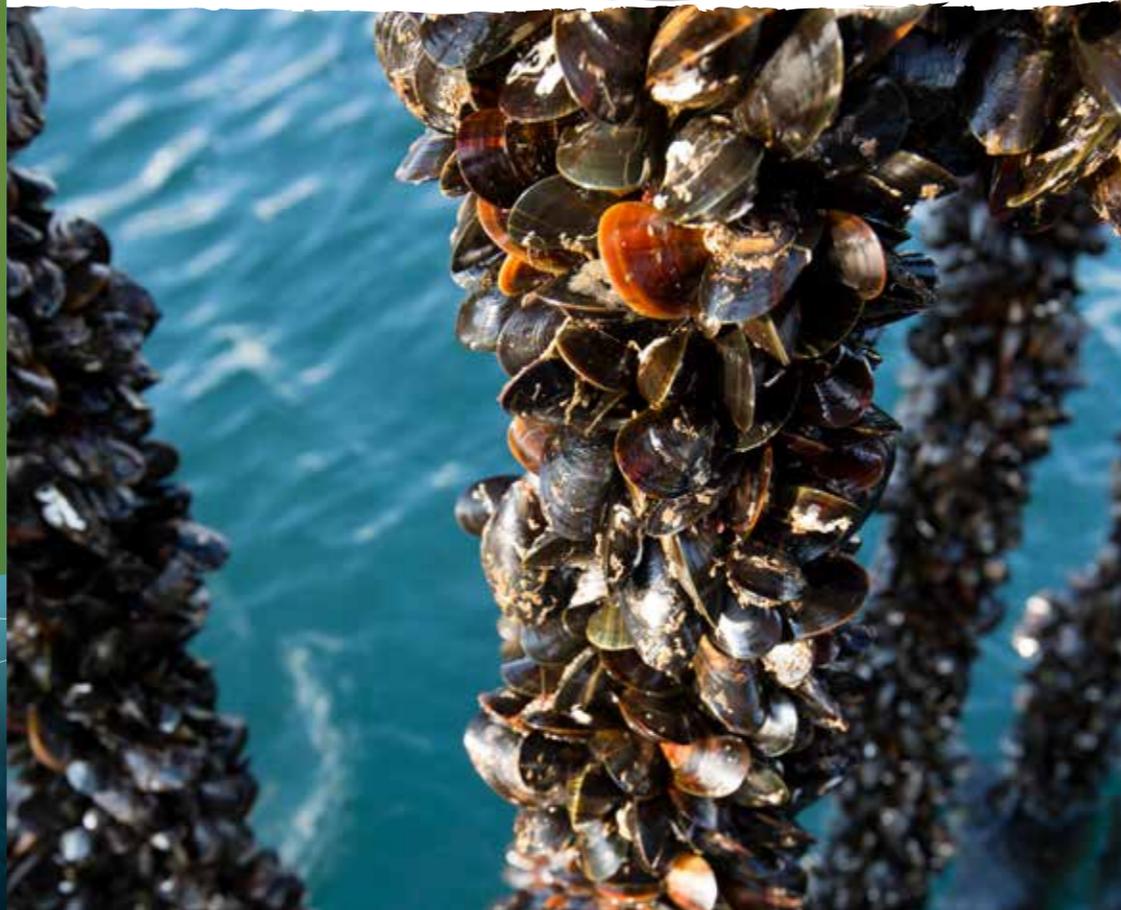
TASTE THE ATLANTIC

A SEAFOOD JOURNEY

'Taste the Atlantic – a Seafood Journey' is a dedicated seafood trail on the Wild Atlantic Way brought to you by Bord Iascaigh Mhara (BIM) in partnership with Fáilte Ireland. Stretching the length of the Wild Atlantic Way, the trail passes some of Ireland's most breath taking seascapes and landmarks. It's a whole new way to experience the Wild Atlantic Way and to learn more about how Irish seafood is caught and farmed. Dotted among the natural wonders are renowned seafood producers and fishermen.

Restaurants on the trail source their seafood from the producers above so you can truly experience freshly caught and farmed quality Irish seafood from tide to table...

www.wildatlanticway.com



ROPE GROWN MUSSELS





ROPE GROWN MUSSELS

Irish mussels are common all along the 'Taste the Atlantic – A Seafood Journey' route and the producers are experts in growing these nutritious and delicious shellfish. Although mussels occur naturally, the mussel farmer provides the ideal environment for them to grow, suspended on special ropes in the water column. This ensures they have excellent meat content and are also free of grit.

IRISH MUSSEL FARMING

The modern Irish mussel industry started in the early 1970's. Different farming techniques are used to improve the quality of the product, increase production and facilitate the harvest of the crop. The main production techniques used are 'Long lines'. Mussels from the wild attach naturally onto specially designed ropes that are suspended in the water column from buoys on the surface. They provide the perfect habitat for these naturally occurring juvenile mussels to grow. In general, the mussels take about two years to reach market size but this can vary in different bays. Mussels can be eaten all year round but the meat content will vary at different times of the year. The flavour will also be different depending on the season.

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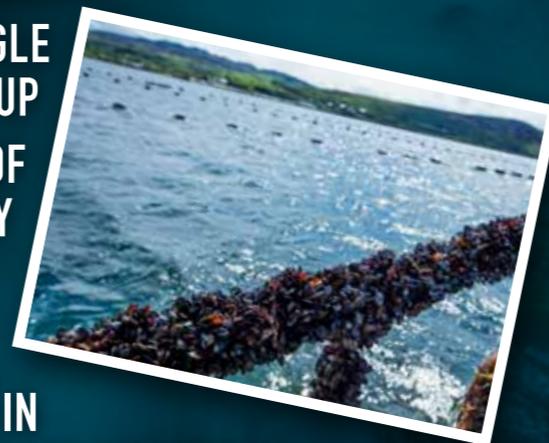
A SEAFOOD JOURNEY

MUSSELS CAN TAKE UP TO **2 YEARS** TO REACH MARKET SIZE



MUSSELS, GRAM FOR GRAM, CONTAIN **MORE IRON** THAN BEEF

A SINGLE MUSSEL CAN FILTER UP TO **65 LITRES** OF WATER A DAY



THE MUSSEL SPECIES GROWN IN IRELAND IS **THE BLUE MUSSEL**



HEALTHY CHOICE

Mussels are rich in proteins with a low calorie count. They are therefore, an essential part of a healthy diet. As an excellent source of iron mussels are beneficial for growth and immunity. In fact, mussels contain gram for gram, more iron than beef. Mussels are an important source of other minerals such as zinc, iodine and selenium which help guarantee good health.

Mussels are also a rich source of vitamins such as B1, B2, B12 and vitamin E. They help maintain energy, repair damaged cells and have good anti-oxidation properties.

SUSTAINABLE

As well as being nutritious and healthy, mussels are also a sustainable choice due to the low impact of mussel production on the environment. Mussels are a sedentary animal and simply feed by filtering plankton directly from the Atlantic Ocean. Each mussel can filter up to 65 litres of water per day. Their impact on the environment is minimal and mussel production generates an extremely low carbon footprint. The Atlantic Ocean is naturally rich in plankton and gives mussels grown along the 'Taste the Atlantic – A Seafood Journey' route a totally unique flavour.