100% Traceable
from sea to capsule
Our 100% controlled value chain ensures the traceability of our krill oil

Market research has shown that traceability of ingredients and products is becoming increasingly important to consumers. We are therefore very proud of our fully transparent fishing operation, which allows us to ensure 100% traceability of our products.

Superba™ is the first krill ingredient certified by MSC as being 100% traceable from sea to capsule. MSC's traceability certification provides assurance to commercial buyers and consumers that MSC-certified products can be traced through the supply chain back to their origin.

By controlling the entire supply chain, from harvesting krill up to production we are able to guarantee the highest level of quality for our brand Superba™ Krill. Part of that guarantee is our ability to trace all end-products back to the exact location of harvest through our sophisticated GPS system onboard our vessels.

Where is krill harvested?

Krill are found in all oceans of the world and in abundance in the Southern Ocean in Antarctica. They are a key species in the Antarctic ecosystem that feed directly on the phytoplankton (algae), which is a source of omega-3 oil and protein. Because of the very low levels of contaminants in the Antarctic Ocean, krill are virtually free of heavy metals and mercury, unlike other marine sources of omega-3s. Moreover, it is a renewable, abundant and sustainable source, which makes it one of the largest biomass on earth.

Commercial krill harvesting in the Antarctica takes mainly place in area 48 and is strictly regulated by the Commission for the Conservation of Antarctic Marine Living Resources (CCAMLR).

Only 0.3% of the krill biomass in area 48 is harvested annually

Being the first MSC certified krill oil brand in the market, sustainable practice is at the core of our business.
A powerful traceability tool that lets your consumers trace their krill

We share our harvesting position, share the same with your customers

Did you know that on every Certificate of Analysis (CoA) that we provide with your order, you are able to find the exact harvesting position of your Superba™ Krill oil batch? Print this information on your package and let your consumers trace their krill omega-3s back to the location where they came from.

On the CoA you can find the harvesting position of your krill oil batch

Print the harvesting position on your product package and direct consumers to your website

Integrate the traceability tool on your website

We are excited to share our traceability tool with you, so you can let your consumer discover the journey of their krill back to its origin. We have compiled a webpage package for you, which will allow you to easily integrate the traceability tool on your website. And the best is that you can adjust the tool to your brand requirements without much effort.

Transparency will always bring more trust and build a closer relationship between brands and consumer. Make this powerful tool available to your consumers for free and let them know that your krill oil capsules come from one of the most traceable and transparent fisheries in the world.