

Mercola.com Adopts an Eco-Friendly Fishing Method for Krill

FOR IMMEDIATE RELEASE

CONTACT:

Mercola Marketing Department
Marketing@Mercola.com

Mercola.com Krill Oil is now certified sustainable by The Marine Stewardship Council

Hoffman Estates, IL (PRWEB) October 30, 2014 – An entirely new and environmentally friendly harvesting method is being employed for the krill used in Dr. Mercola's Premium Antarctic Krill Oil supplements.

Certification by the Marine Stewardship Council (MSC) means every component of the manufacturing process – from how the raw materials are harvested to how the product is manufactured – has been scrutinized by MSC and has been independently audited to ensure it is sustainable.

This “*Boat to plate*” patent-pending harvesting method prevents any by-catch such as dolphins, seals, and whales and uses a special mechanism to release unwanted by-catch unharmed, unlike traditional trawling methods.

Krill are also delivered to the boat alive through the use of a unique underwater hose system. Krill are delicate. If they are not processed immediately, they often begin to deteriorate. This method ultimately allows for a fresher, higher quality supplement.

Plus, consumers can even track where their krill oil came from in the Antarctic Ocean, since every batch of krill is carefully monitored from catch, to manufacturing, to store shelves. MSC's certification assures that Dr. Mercola's krill is harvested in a sustainable and environmentally responsible way.

Dr. Mercola's Antarctic Krill Oils contain the omega-3s, DHA and EPA, and have no fishy aftertaste, reflux or belching.

For more information, visit <https://products.mercolamarket.com/krilloil/krill-oil/>.

About Dr. Mercola and Mercola.com:

Dr. Joseph Mercola is a *New York Times* best-selling author and founder of Mercola.com. He was voted the 2009 Ultimate Wellness Game Changer by the *Huffington Post* and has been featured in the national media in such outlets including *Time* magazine and the *LA Times*, CNN, Fox News, ABC News, the Today Show, and CBS' Washington Unplugged. Mercola.com is currently the world's #1 natural health website.