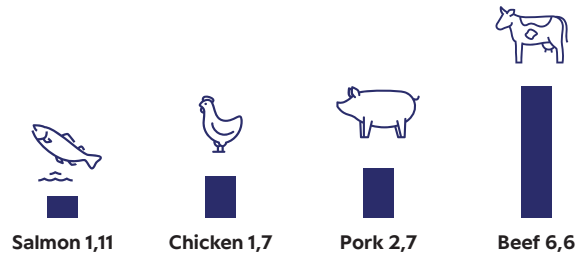


7. Norwegian salmon is feed efficient

Since salmon is cold blooded, energy is not required to keep warm. The activity of swimming also requires far less energy than walking, allowing salmon to outperform most land-farmed protein options in terms of energy use. This allows for more efficient use of feed, which is positive from a resource and climate perspective. Whereas around one kilograms of feed is needed to raise one kilogram of salmon, it takes 3 kg of feed to produce 1 kg of pork and as much as 8 kg of feed to produce 1 kg of beef.

Kilos of feed required to raise 1 kg of various fish & animals



8. Norwegian salmon is the most popular fish in the world

It's only just over 50 years since we saw the first salmon farm in Norway. Since then, salmon, or in fact Norwegian salmon, has become the world's most popular fish and is being sold to over 100 countries. Every day, 22 million meals with Norwegian salmon are served worldwide.

Facts about NORWEGIAN SALMON

Norwegian salmon grows slowly in the cold, clear waters in the Norwegian fjords and oceans which gives it a taste and quality that make it perfect in any dish.

For thousands of years Norwegians have lived in harmony with the forces of nature. It has taught us how to innovate and preserve, to nurture and harvest. In this cold climate and crystal clear waters, the Norwegian salmon grows slowly and develops a perfect taste and texture.

The most committed, professional and experienced people, who have the highest respect for our natural resources and the future of our planet, secures the quality of the product available to you.

For more information and recipes see www.fromnorway.com

Origin matters




Origin matters

1. Norwegian salmon is part of a healthy diet

Salmon is rich in important omega-3 fatty acids which are beneficial for brain and hearth health. One normal dinner portion of salmon covers a person's weekly recommended intake of omega-3 fatty acids (EFSA recommendation). Salmon is also a great source for vitamin D, vitamin B12, vitamin A, selenium, iodine and antioxidants.

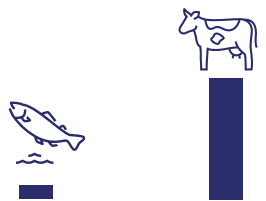
Nutrients in Norwegian salmon:

- Omega 3
- Vitamin D, B12, A
- Selenium, Iodine & antioxidants



2. Norwegian salmon has a low carbon footprint

Compared to other proteins such as pork and beef, Norwegian salmon has a low carbon footprint. In fact, salmon farming's CO2 footprint is around ten times lower than beef production. The relatively low carbon footprint is due to the low energy needs of salmon, which means it requires less feed than other farmed animals (production of animal feed is a significant source of CO₂ emission). The CO₂ emissions from the farming process of salmon are also relatively low. The edible yield of salmon (edible meat of total animal weight) is also higher than many of other protein options.



Carbon footprint

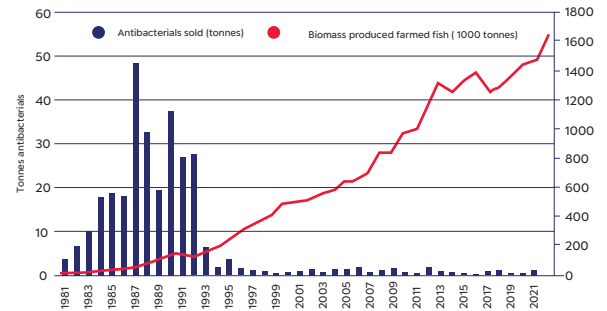
Salmon 0.6

Beef 5,9

Total greenhouse gas emissions caused directly and indirectly by the production of a product. Carbon footprint is measured in kilograms of carbon dioxide equivalent (kgCO₂eq) per typical serving (40 g protein) of edible protein of the product. Source: The Ecological Society of America: The environmental cost of sourcing animal source foods.

3. Norwegian salmon is free from antibiotics

Thanks to effective fish vaccines, use of antibiotics has almost been eradicated in Norwegian salmon farming. Less than 1% of all Norwegian salmon are treated with antibiotics in its life course. Treated fish are subject to a strict quarantine period to make sure no antibiotic residuals end up in consumer products. A great win for fish health and the world issue of antibiotic resistance.



Sales, in tonnes of active substance, of antibacterial veterinary medicinal products for therapeutic use in farmed fish (including cleaner fish) in Norway in 1981-2021 versus tonnes produced (slaughtered) farmed fish. For these years 1981-2021 the data represent sales data provided by Norwegian Institute of Public Health; for 2013-2021 data represent prescription data obtained from the Veterinary Prescription Register. Data on slaughtered biomass farmed fish were obtained from the Norwegian Directorate of Fisheries (<https://www.fiskeridir.no/Akvakultur/Tall-og-analyse/Akvakulturstatistikk-tidsserier>). Source: NORM/NORM-VET 2021. Usage of Antimicrobial Agents and Occurrence of Antimicrobial Resistance in Norway.

4. Salmon feed

Norwegian salmon feed is made from a mix of marine and vegetable ingredients. The marine raw material derives from fish and fish trimmings from well-regulated fisheries. The vegetable ingredients are derived from plants like soy, sunflowers, rapeseed, corn, beans and wheat. All soy used in Norwegian salmon feed is deforestation free. The feed also contains important vitamins, minerals and antioxidants.

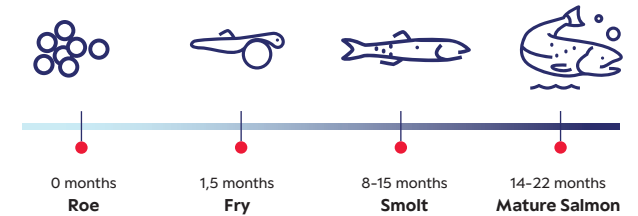
The feed contains:

- Marine ingredients from well managed fisheries
- Vegetable ingredients
- Deforestation free soy



5. It takes around two to three years for salmon to be fully grown

Norwegian salmon grows slowly in the cold fjords of Norway. It takes two to three years for the Norwegian salmon to reach a body weight of 4-5 kg, which is the most common size for Norwegian salmon.



6. 97,5 percent water – 2,5 percent fish

Regulations make sure that salmon pens don't get overcrowded. Regulations require that the salmon only fill 2.5% of the total fish pen. Fresh flowing water constitutes the remaining 97.5%, allowing sufficient space for the salmon to move around.

