Leading the blue revolution

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Blue revolution
The promise of fish farming
Leading The Blue Revolution
A GLANCE BACK
2005

• Lack of funding

• Anti-dumping

• Low political stability

• Cry for growth
New ISA outbreak confirmed in the Faroese Islands

According to the local newspaper Nordlysid, an outbreak of the infectious salmon anemia disease (ISA) has now been confirmed at the Faroe Salmon facility at Hvannasund in the Faroese Islands.
2015: A BIG STEP FORWARD

- Tremendous development
- Rio+20
- Consolidation
- More strict regulations
- Cost increase mainly driven by sea lice
- Part of the industry is again demanding growth in production
TOUGH CHOICES TO ENSURE FUTURE GROWTH
CONSOLIDATION

• Being the world’s largest producer of Atlantic salmon give us strengths:
  
  • Creates flexibility
  
  • Reduces risk
  
  • R&D
  
  • Ownership limitations must be aligned
ENSURE SUSTAINABLE GROWTH

• We must eliminate the sea lice challenge

• Reduce escapes

• Sustainable feed

• The Governments around the world should encourage ASC-certifications

• The sea lice level should regulate growth or reduction
FANTASTIC MARKET DEVELOPMENT

- Product innovation
- New channels
- New brands
- Salmon the main engine in seafood sales
RESPONSIBLE, RELIABLE AND TRANSPARENT

- Parts of our industry is still quite immature

- We all have to face our impact on environment and surroundings

- Our attitude on sea lice have to be indisputable
Environmental sustainability is the key to future employment and profit, demanding:

• Long term thinking

• Predictable regulatory framework

• Strict regulations

• Fair and frequent audits and controls

• A development driven by R&D
WHEN WE MEET AGAIN IN 2025

- 100% ASC

- Sea lice solved

- Fewer players

- Seafood vital for climate friendly food

- Your doctors standard question
WHEN WE MEET AGAIN IN 2025

• Climate changes has opened new areas?

• New species

• New technology

• Open pen production still rules!

• Strong brands established: