

Product Health and Nutrition Policy

As a global leader in seafood production, we recognize the immense responsibility and the unique opportunity we have to contribute to a healthier world. Salmon is Mowi's core product, and our business centers around the sale and distribution of salmon worldwide. Salmon is widely recognized* as a superfood, teeming with essential nutrients that promote overall health and well-being.

By 2030, our vision is to have salmon — a beacon of nutrition and sustainable aquaculture — accessible in every major region of the world.

We aim to bridge the nutritional gap, fostering a healthier, interconnected global community, and driving forward the UN's Sustainable Development Goals. In line with our vision, Mowi wholeheartedly commits to advancing the United Nations' Sustainable Development Goals, championing a future where sustainability and prosperity go hand in hand.

In making this commitment, we pledge to regularly engage with the global community to share our progress, learn from others, and collaboratively drive the change we wish to see in the world.

Our Commitment:

SUSTAINABLE PRODUCTION:

To increase our investment in sustainable aquaculture practices, ensuring that our seafood meets the highest environmental and ethical standards, resulting in nutritious products for consumers worldwide

AFFORDABILITY INITIATIVES:

To continue our pricing and distribution strategies and initiatives that make our nutritious seafood products more accessible and affordable to a broader range of consumers.

STRATEGIC PARTNERSHIPS:

To continue partnering with retailers and customers across a diverse range of channels to ensure the wide accessibility of salmon and seafood products. By leveraging these relationships, we aim to break barriers and make nutritious salmon and seafood a staple for communities globally.

COMMUNITY COLLABORATION:

To engage with local communities (schools, elderly, hospitals, sport clubs etc.), governments, NGOs, and other stakeholders in establishing partnerships that pave the way for increased accessibility to nutritious foods, esp. for vulnerable groups**.

TRANSPARENCY & REPORTING:

To regularly report on our progress, challenges, and learnings in our journey towards a more accessible nutritious food landscape.

CONTINUOUS INNOVATION:

To invest in research and innovation that will lead to the development of products and solutions that cater to the diverse nutritional needs of global consumers.

NUTRITIONAL VALUES

To produce healthy and nutritious products with our salmon as an excellent source of high-quality protein, vitamins and minerals (including potassium, selenium and vitamin B12) and a source of long-chain Omega-3 fatty acids EPA and DHA which supports heart, brain and eye health. The nutritional profile of our salmon is available in Mowi's Annual Report (Product section), [Nutritional facts Mowi Salmon Website](#)***

PRODUCT NUTRITION LABELLING

To label all our prepacked products according to the regulations applicable in the different markets.

TRACEABILITY

Mowi has traceability on all our products. We can track and trace affected Mowi products if an adverse incident occurs, and we regularly test our traceability programs in each plant. See more about our food safety policy at mowi.com.

Governance:

Managing Directors and the Group Management team have the responsibility for implementing this policy, and the best practices related to this policy.

Mowi's global Technical Food Safety & Quality Team are responsible for developing best practices and updating this policy.

March 2026

*Sources:

[FAO - State of World Fisheries and Aquaculture](#)

[FDA - Eating Fish: What Pregnant Women and Parents Should Know](#)

[EFSA - Scientific Opinion on health benefits of seafood \(fish and shellfish\) consumption](#)

[Harvard T.H. Chan School of Public Health - Fish: Friend or Foe?](#)

Weichselbaum E et al. Nutr Bull 2013; 38(2):128-177. Schwellenbach LJ et al. Innes J.K and Calder P.C Int. J. Mol. Sci. 2020;21, 1362.

U.S. Food and Drug Administration. Summary of qualified health claims subject to enforcement discretion. 2014. Available at: <https://regulatorydoctor.us/wp-content/uploads/2014/09/Summary-of-Qualified-Health-Claims-Subject-to-Enforcement-Discretion.pdf>. Last accessed January 2020.

Hibbeln JR et al. Prostaglandins Leukot Essent Fatty Acids 2019;151:14-36.

Puscieddu M.M et al. International Journal of Neuropsychopharmacology 2016; 19(12): 1-23. Akbar U et al. JCR: Journal of Clinical Rheumatology 2017 23;(6): 330-339

** In 2025, 93 events were arranged by Mowi to reach out to schools, elderly, hospitals, and other charity supports with our healthy products.

*** The majority of Mowi's product volume sold is fresh and bulk products. Less than 10 % of volume sold contains added salt (smoked/marinated products). In 2025, in total 9 salt reduction initiatives were launched: 2 in the smoked salmon category, 6 in coated/breaded products and one in the sushi category. The salt reduction levels from these new initiatives are from 10-70% reduction.