

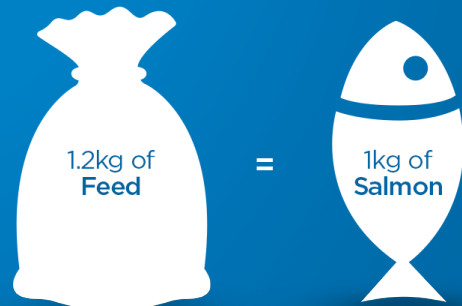
SALMON ACADEMY **SUSTAINABILITY**



FOOD FOR THE FUTURE



Here in Norway, we've always relied on our ability to harvest the sea.



As the world's population grows, our ocean-farmed salmon could be a reliable source of protein for everyone.

Over the past 30 years, we have taken an innovative approach to aquaculture. Now, the volume of feed needed to farm 1kg of salmon in Norway has dropped by 15-20%.

FOOD FOR THE FUTURE



To lessen our impact on fish stocks, we've ensured that the marine ingredients used in our salmon feed come from regulated sources, and from fish that humans don't need to eat.



SALMON

2.5kg



CHICKEN

2.5kg



PORK

5.9kg



BEEF

30kg

Our ocean-farmed salmon also has a lower carbon footprint than both pork and beef – so eating it could even help to reduce climate change. Low carbon, low waste and low impact – salmon from Norway is a sustainable food for the future.

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