



Salmon from the Faroe Islands

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THE FAROE ISLANDS AQUACULTURE INDUSTRY

The Faroese aquaculture industry stands out as a boutique producer specializing in high quality Atlantic Salmon. The industry is committed to maintaining the highest levels of fish welfare; this is clearly reflected in the quality of salmon from the Faroe Islands.

The Faroese people have lived of the ocean for centuries and have a deep respect for the ocean and the environment. The aquaculture industry in the Faroe Islands is committed to sustainability and sound stewardship of the environment.

62° Latitude North	7° longitude West
In aquaculture since	1967
Population	48.561 people (2010)
Salmon Production (wfe)	41.357 tonnes (2010)
Language	Faroese
Currency	DKK

Perfect location for aquaculture!

PRISTINE WATERS

Remotely located, in pristine waters in the middle of the North Atlantic Ocean, the Faroese fjords and sounds are perfect for premium aquaculture production, as they provide exceptional biological conditions and excellent circulation of fresh pristine sea water.



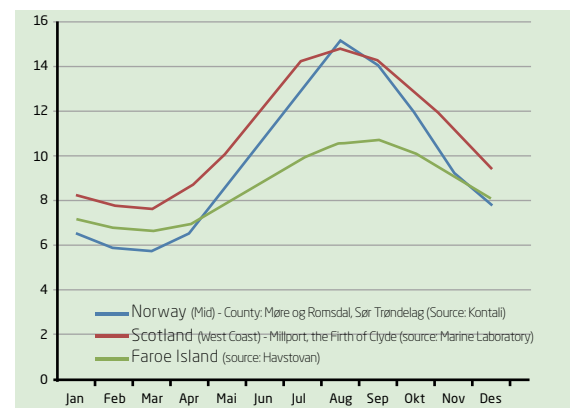
STRONG CURRENTS

The harsh North Atlantic Ocean surges around and through the remote archipelago of the Faroe Islands. These strong currents continuously renew the pristine sea water flowing through the pens and help ensure optimal conditions for the salmon. These currents also help protect the environment around the pens and in the fjords and sounds by effectively cleaning and rejuvenating the production sites.

COOL AND STEADY SEA TEMPERATURE

The North Atlantic drift surrounds the Faroe Islands and mingles with the cool Arctic currents cascading from the north. This unique current system, combined with the remote location of the Faroe Islands, maintains a cool and steady sea temperature around the islands. Research has shown that cool and steady sea temperatures are essential for the overall welfare and thereby also the quality of salmon.

Average monthly sea temperatures (2006 - 2009) for major salmon producing countries in the North Atlantic





Sustainability

SUSTAINABILITY HAS BECOME THE HALLMARK OF THE FAROESE AQUACULTURE INDUSTRY

In 2003, the Faroe Islands implemented one of the world's most stringent and comprehensive aquaculture veterinarian legislations. A total of 83 detailed paragraphs created one of the world's most sustainable and predictable aquaculture environments. The legislation ensures continuous fish welfare management and responsible care of the environment. This enabling legislation and the subsequent regulatory framework put into place have been so successful that salmon from the Faroe Islands are completely free of antibiotics.

THE INDUSTRY'S BEST BIOLOGICAL RESULTS

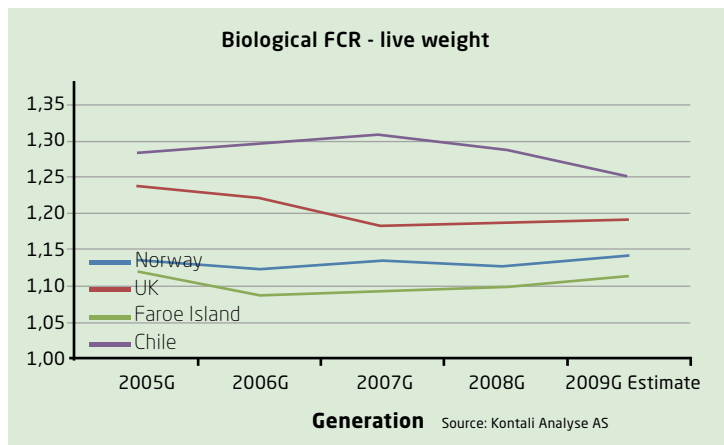
Thanks to ideal natural conditions, the Faroe Veterinarian Act on Aquaculture and a focus on fish welfare, the Faroese aquaculture industry has had the industry's best biological results in recent years.

Facts

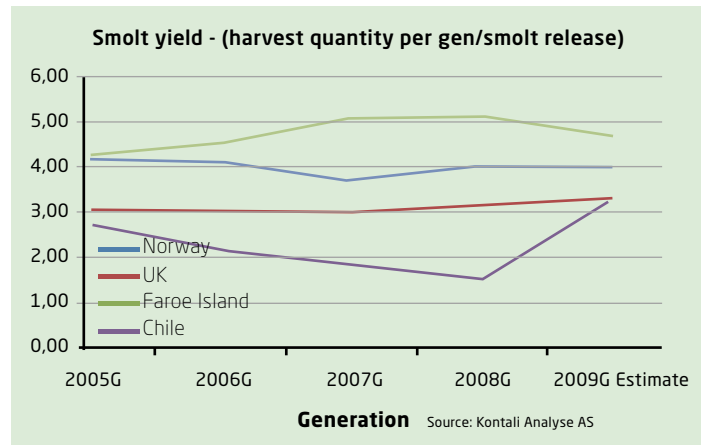
- No Antibiotics
- Industry's lowest Mortality Rate
- Industry's lowest Biological FCR
- Industry's highest Smolt Yield



The graph below demonstrates that salmon from the Faroe Islands have the lowest biological feed conversion ratio (BFCR) of all major salmon producing countries. The BFCR is a measurement of how many kilos of feed it takes to produce one kilo of salmon. The BFCR is, therefore, a good indicator of sustainability.



The graph below demonstrates "smolt yields" for all major salmon producing countries. It shows that in recent years the Faroe Islands obtains the most out of each generation of salmon, which both reflects excellent fish welfare and the exceptionally low mortality rate among salmon from the Faroe Islands.



RICH IN OMEGA 3

Salmon from the Faroe Islands is rich in the healthy Omega 3 fatty acids DHA and EPA. DHA and EPA have an array of health benefits. The human body can't manufacture DHA and EPA fatty acids and therefore they have to be consumed through diet.



HERITAGE DATING BACK TO 1967!

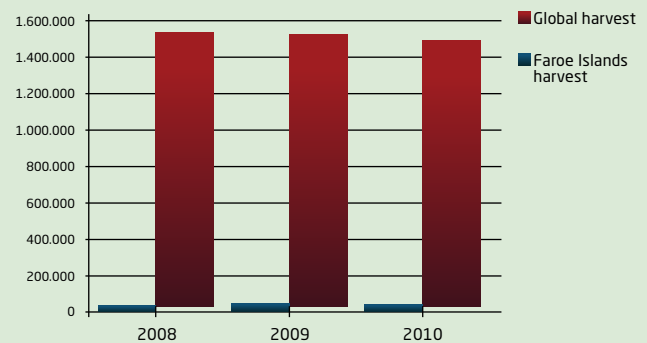
The Faroese aquaculture industry has roots dating all the way back to 1967. Through its heritage and the will to excel, the Faroe Islands have become a world leader in top quality aquaculture. Challenges have been met with innovation and reforms, which today have led to one of the most sustainable aquaculture industries in the world.

BOUTIQUE PRODUCTION:

The small size of the Faroese archipelago and the industry's commitment to long-term sustainability means that production volumes are limited. Instead of producing large volumes, the Faroese salmon producers take advantage of the exceptionally good natural conditions for salmon in the Faroe Islands and focus on only producing salmon of the highest quality. In 2010, the Faroe Islands was responsible for less than 3% of the combined production of salmon in the world, leaving the Faroe Islands a boutique producer of salmon with a clear focus on top quality salmon production.

The limited production capacity combined with the high global demand for salmon from the Faroe Islands means that demand is higher than supply.

Global harvest of Atlantic Salmon (tonnes, wfe)



NO USE OF ANTIBIOTICS AND INDUSTRY'S BEST BIOLOGICAL RESULTS:

Excellent natural conditions for salmon farming, one of the world's most stringent and comprehensive aquaculture veterinarian legislations and fjords which effectively separate farming areas - all protect salmon from the Faroe Islands from stress and

disease. As proof to the good conditions for salmon farming in the Faroe Islands, the Faroe Islands aquaculture industry has the best biological results and salmon from the Faroe Islands does not receive any antibiotics.

THE FAROE ISLANDS ARE LOCATED IN THE MIDDLE OF THE PRISTINE WATERS OF THE NORTH ATLANTIC OCEAN:

This means that fresh salmon from the Faroe Islands can be delivered to the US and any EU country within just 72 hours of harvesting - guaranteeing maximum freshness.



MAP OF FAROESE AQUACULTURE SITES:



The aquaculture industry in the Faroe Islands is well consolidated. Today, there are only four companies producing salmon from the Faroe Islands.

Vertical integration means that producers have full responsibility and control over their own sites and thereby also the quality of the salmon, from roe to export. This also allows for extremely effective traceability.



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