



HIDDEN**FJORD**

RAISED IN THE WILD

Reducing the environmental impact of salmon production



OWNERS AND MANAGEMENT



HIDDENFJORD

WORLD IN THE MOUNTAINS



HIDDENFJORD

RAISED IN THE WILD

- Family company from 1929
- Roots back to 1887
- Started salmon farming in 1982
- 220 employees



HIDDENFJORD
RAISED IN THE WILD

OUR PHILOSOPHY

VALUES

- Sustainability
- Openness and honesty
- Innovation
- Financial prudence



Reducing the environmental impact of salmon production

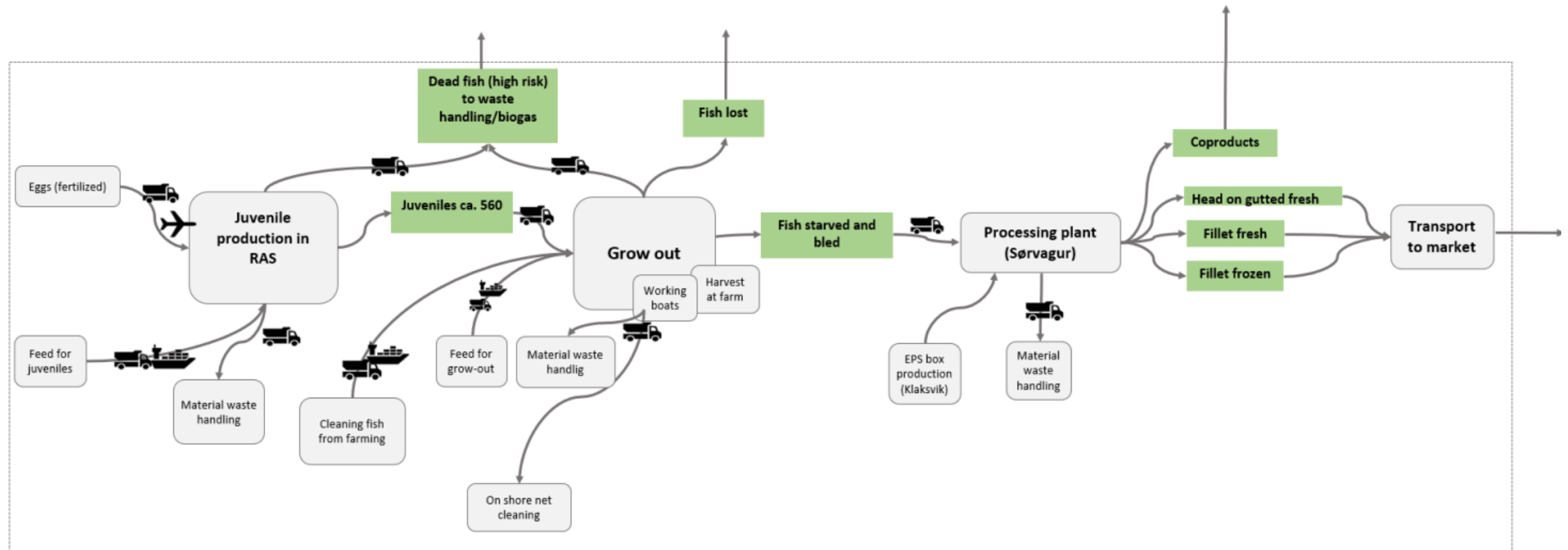
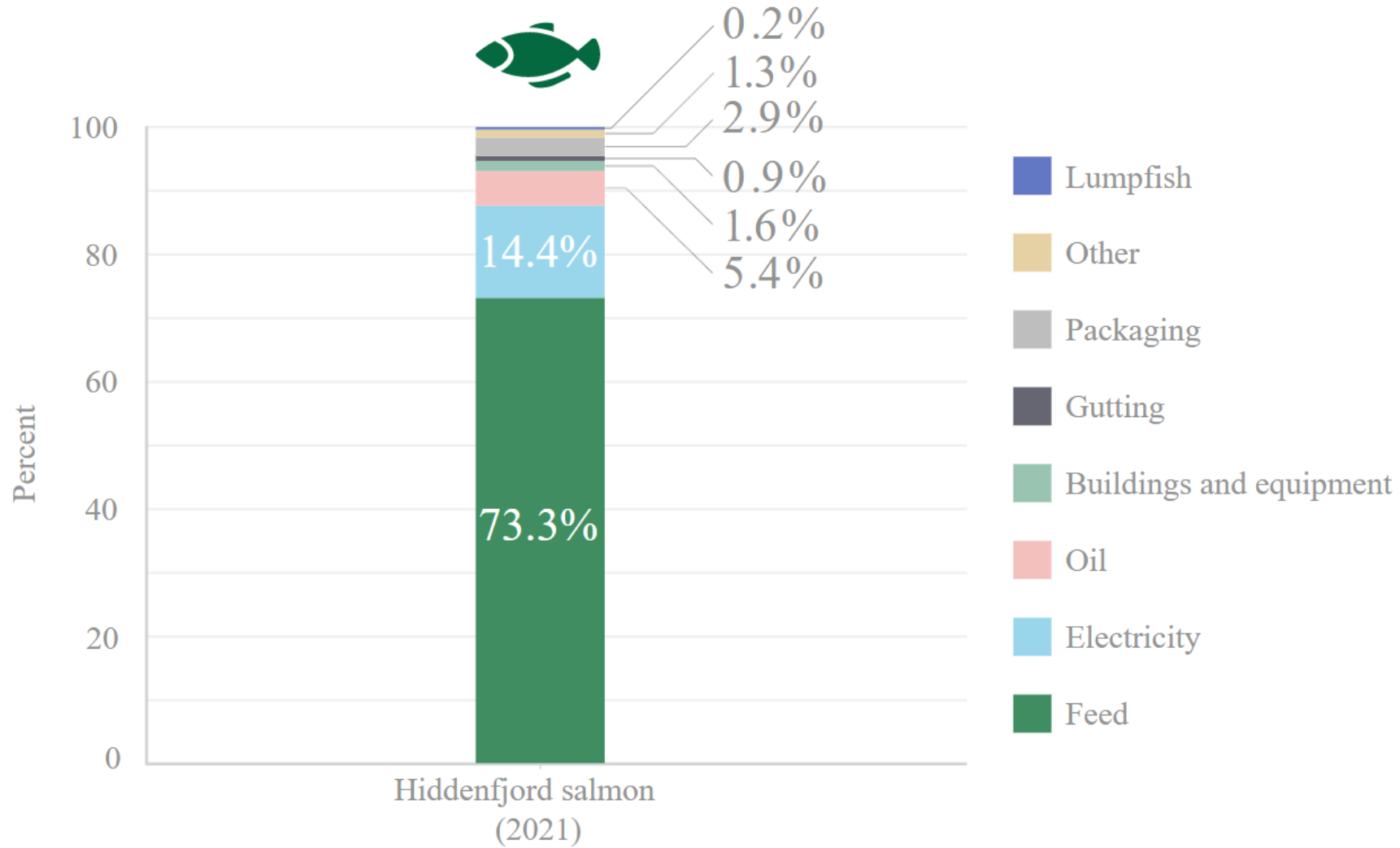


Figure 3-1 Overview of Hiddenfjord's production and foreground system

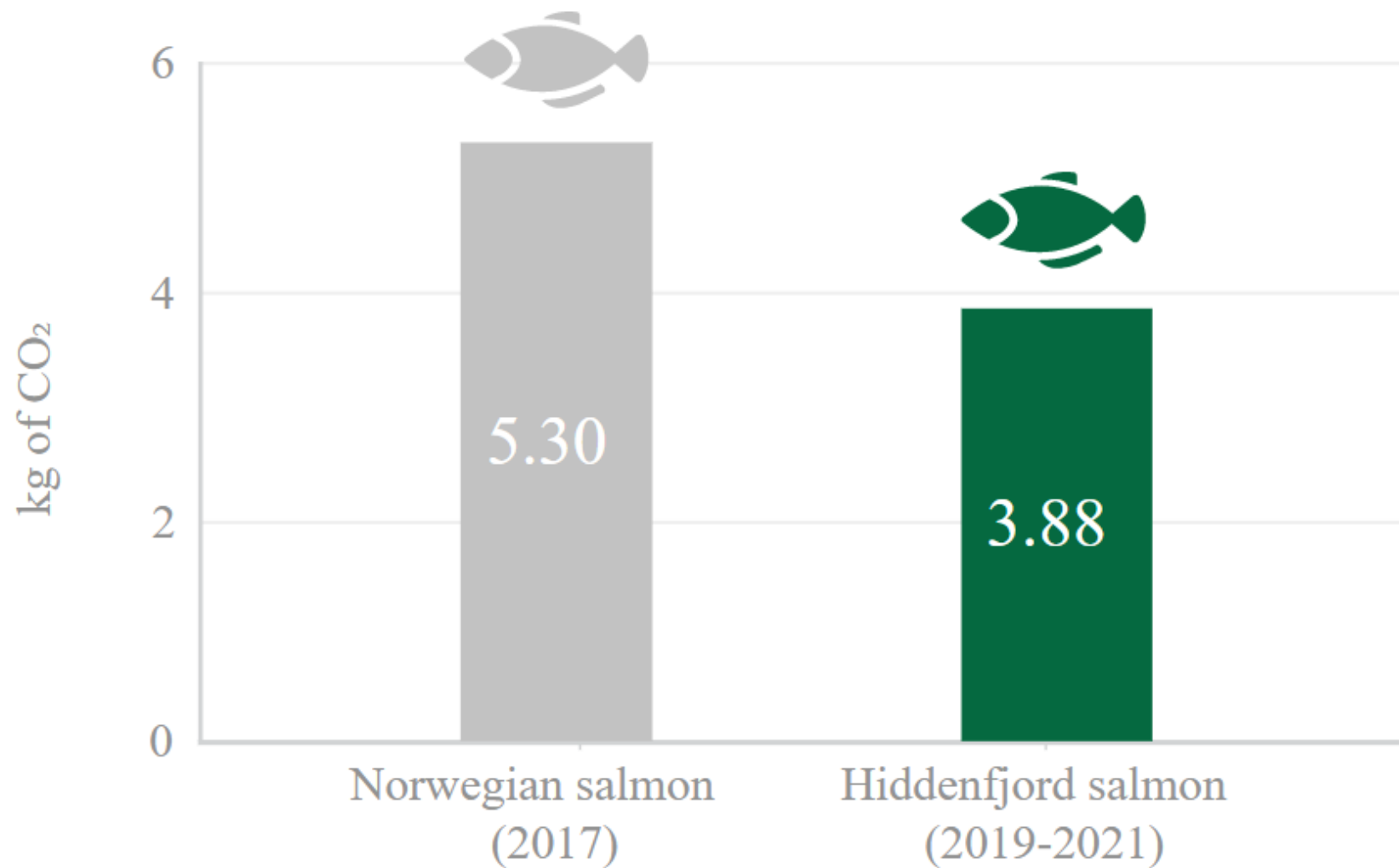
1 kg of gutted and packaged salmon



CO₂ emissions split by source for 1 kg of packaged and gutted salmon



CO₂ emissions per kg of salmon (live weight)



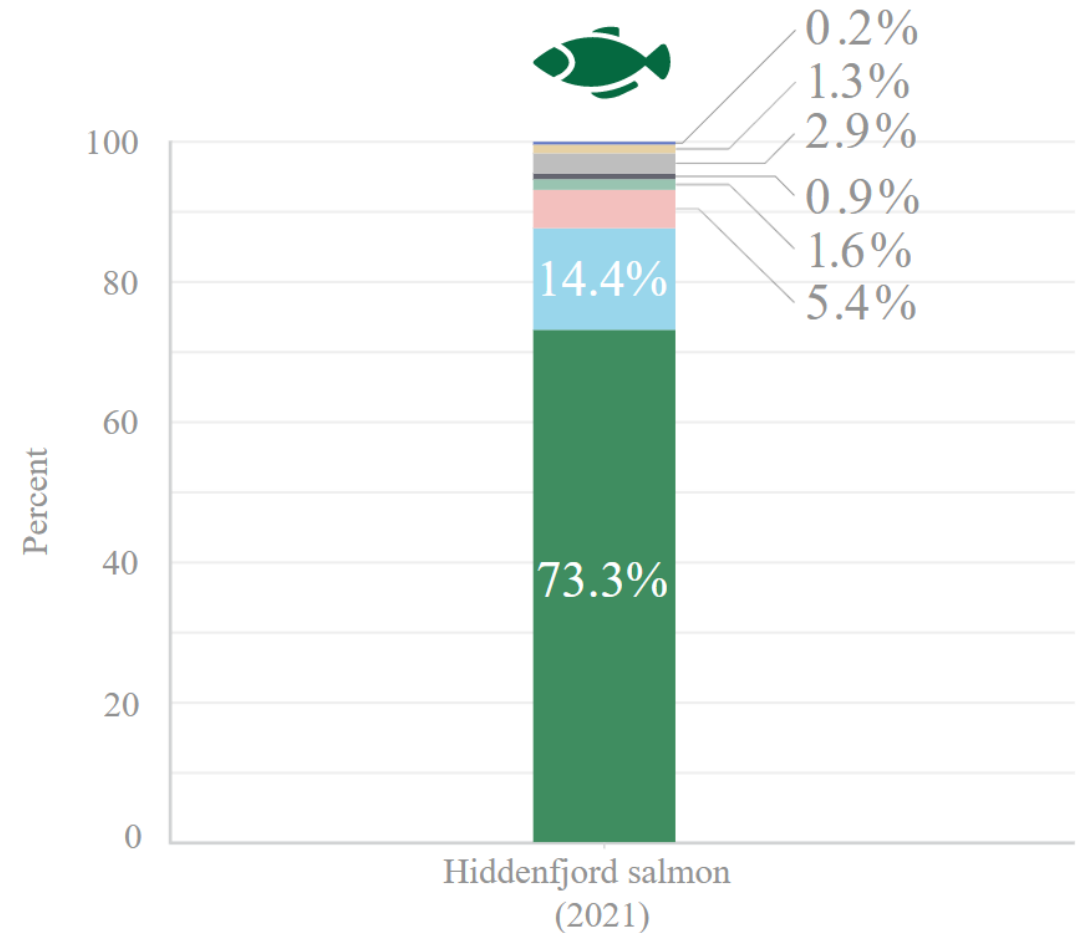
REASON FOR RELATIVELY LOW CO2 EMISSIONS

- Low mortality: approx. 5 % vs. 15-20 %
 - We have worked on reducing the biological risk for the salmon in the sea-stage.
 - Production of big smolt on land
 - Exposed farming
 - Fast growth
 - Little handling of the fish
- Efficient feeding



Areas for improvement

- Choose feed with lower CO2-emissions (January 2022)
- Produce energy from renewable sources: Wind, solar, etc.
- Electrify our activities: Barges, buildings, cars (and maybe boats in the future)
- Electrical busses for employees
- Change packaging from EPS to cardboard boxes



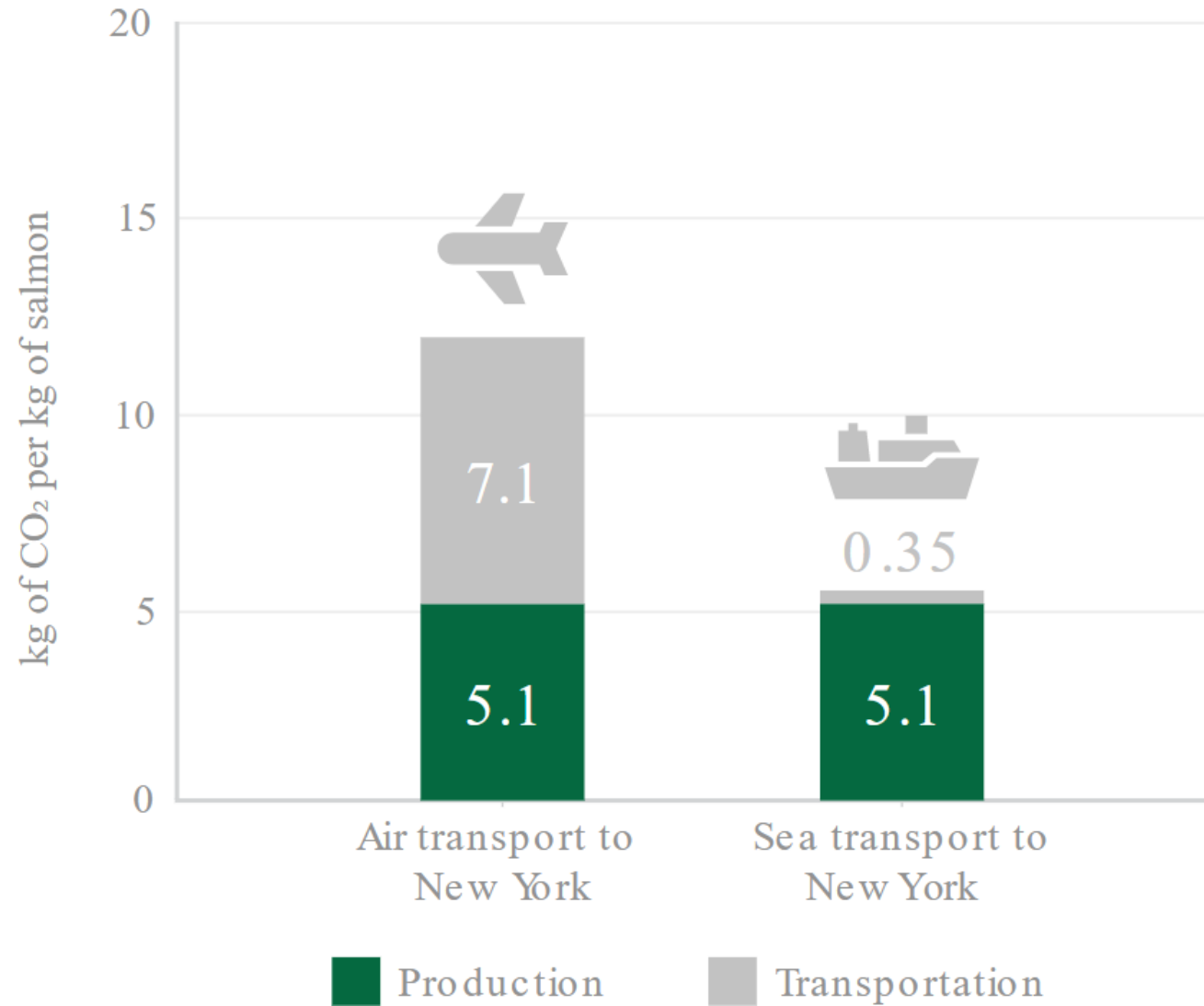
Emissions from transportation to the market

“Salmon is a good food choice regarding carbon emissions until you put it onto an airplane”

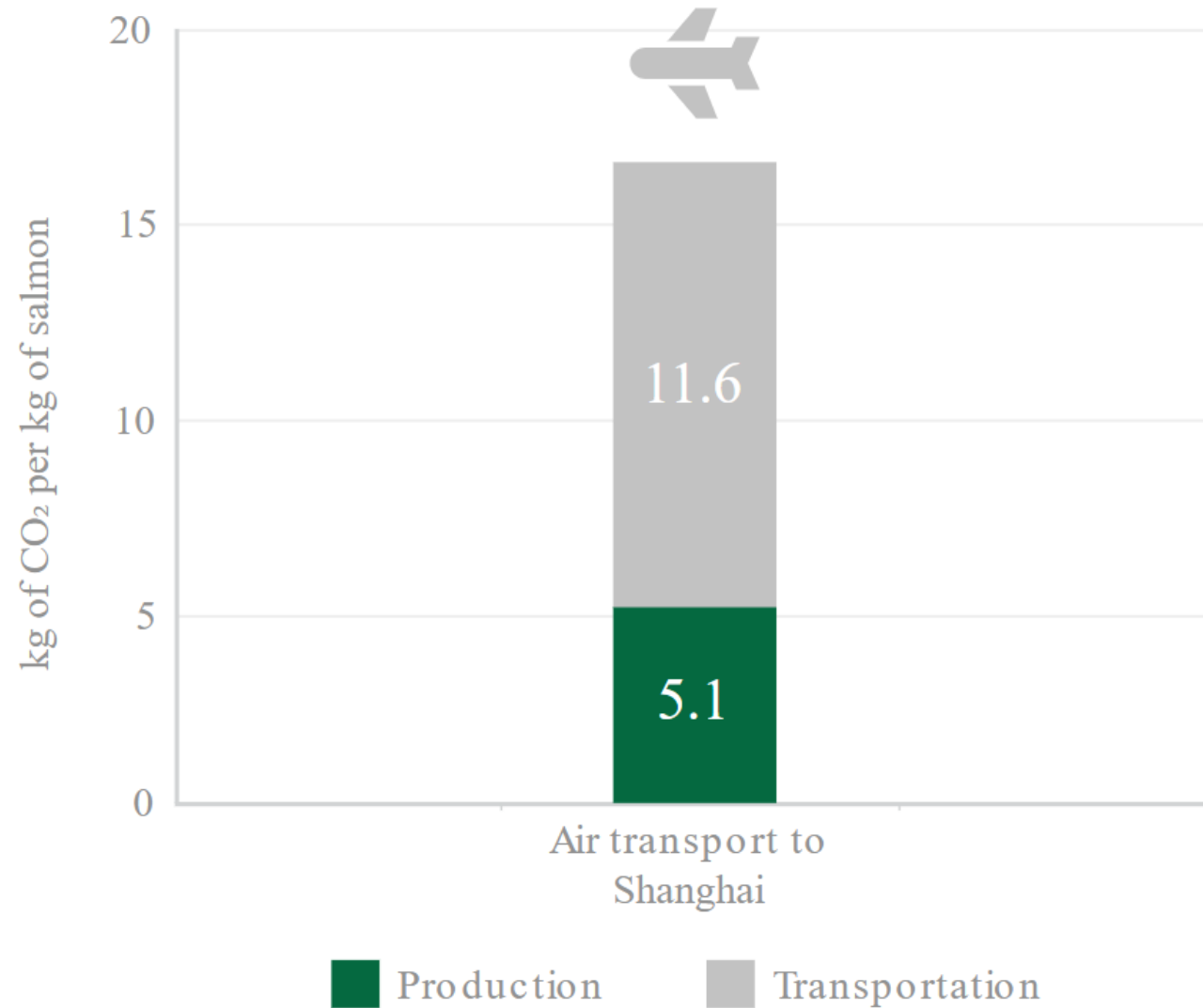
- On the date 10.10.2020 we quit using air-freight to transport our products



CO₂ emissions from production and transport



CO₂ emissions from production and transport



OVERSEAS TRANSPORTATION CO₂ EMISSIONS



-94%



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



Our main reason for quitting air-freight

- Climate change is a fact
- Our activities are at the expenses of our fellow citizens and our decendants
- Our main value is environmental sustainability
 - We have to act accordingly



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NOT AN EASY DECISION

Consequences

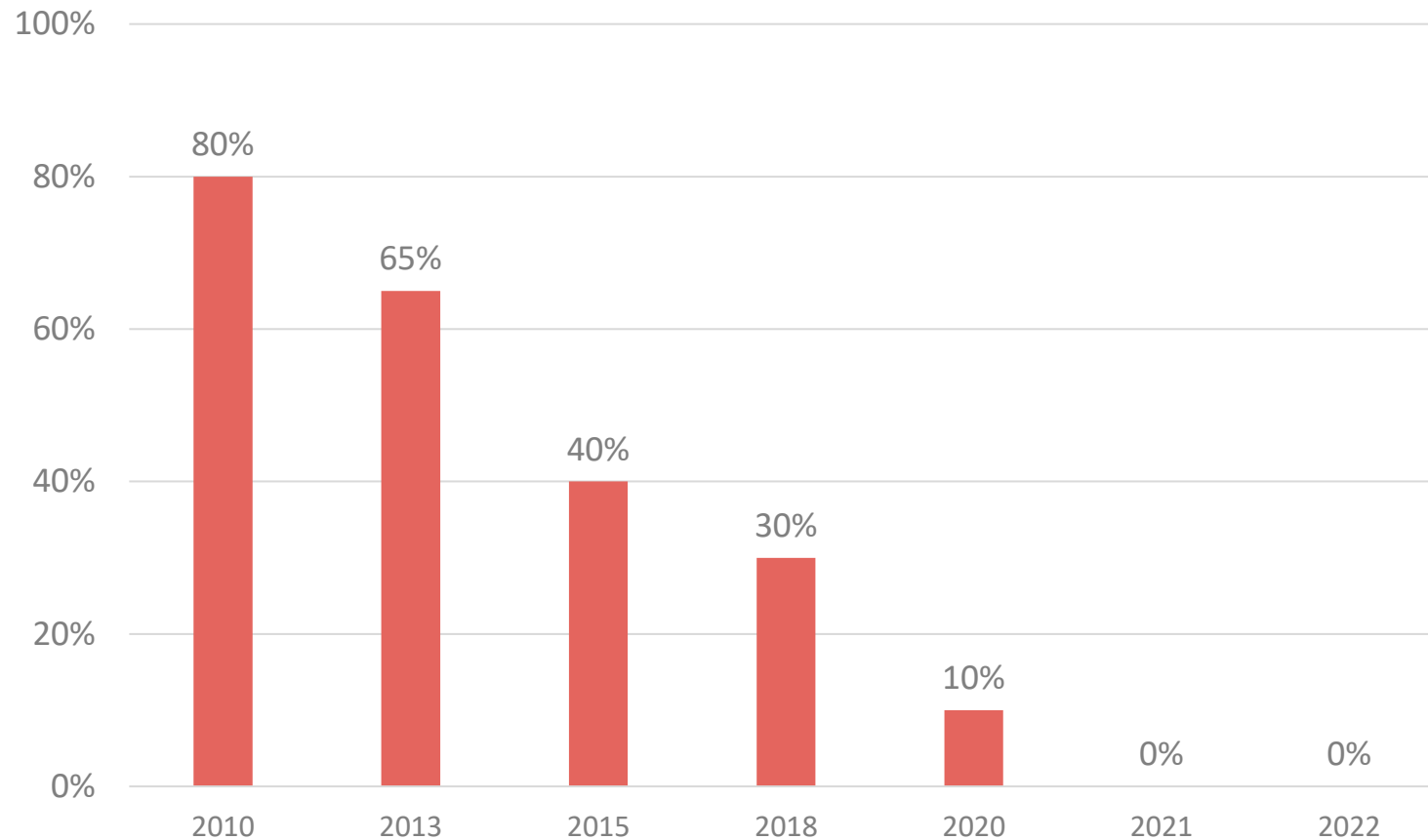
- Reduced flexibility
 - Loss of high-paying markets
- Very high financial risk

After the decision was made

- We started looking for solutions



HIDDENFJORD SALMON BY AIR



EFFECTS ON OUR CUSTOMERS

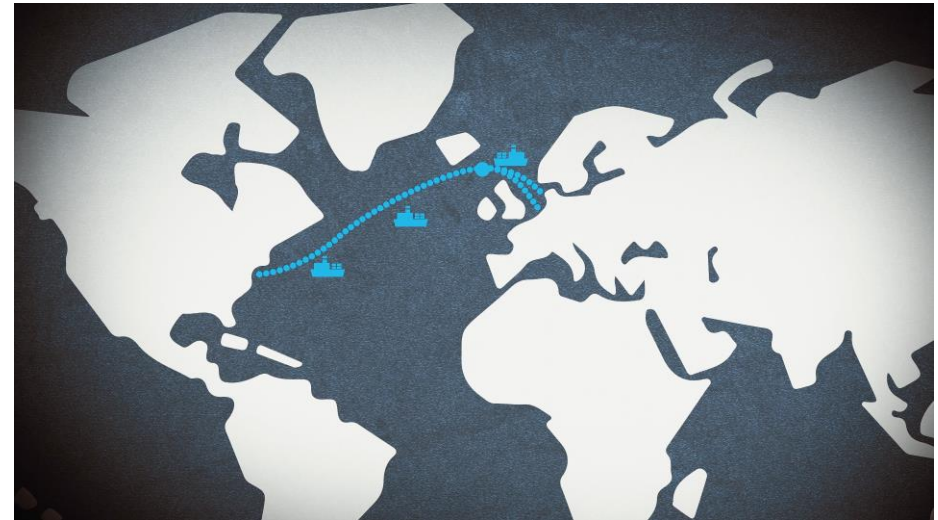
Previously:

- Air-freight to US and Asia
- Boat and truck to Europe and Russia

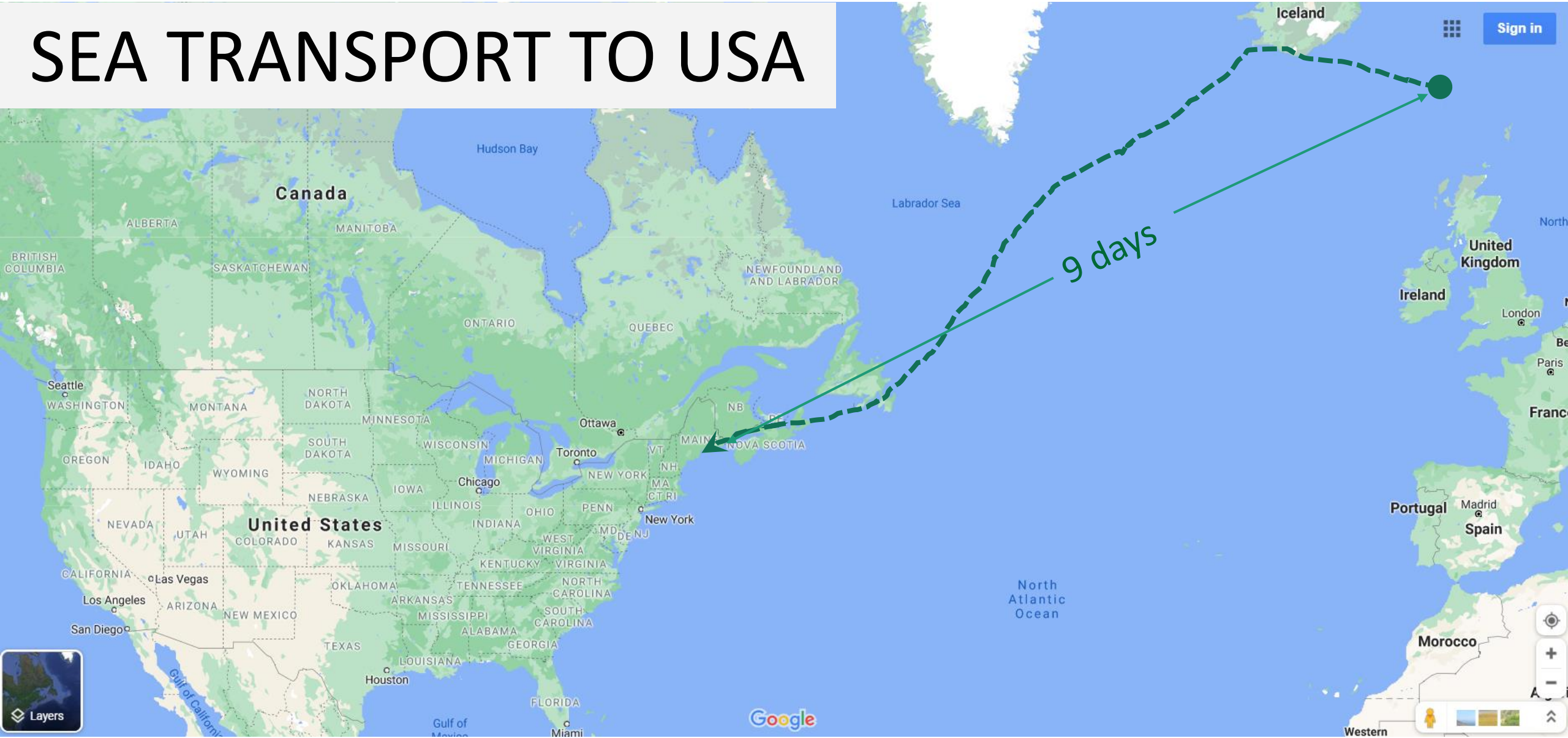


Today:

- Boat and truck to Europe and US
- No delivery of fresh salmon to Asia
- No delivery to Russia



SEA TRANSPORT TO USA



FEEDBACK FROM OUR CUSTOMERS IN US

In the beginning

- "You must be mad"
- "You are destroying your brand"
- "Please change your decision"

Today:

- "We are proud to sell your high-quality salmon"
- "You were right in this decision"

The market has embraced this option

The market was not ready



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STATUS today

- We have changed the general scepticism from customers:
 - Date vs. Quality
- Some other salmon farmers have started doing the same
- We only use a responsible way of transportation

- We are proud of our decision to quit air-freight and our success in developing a responsible way to transport our fresh product to the US market.



WHAT IS THE SECRET

Optimal farming conditions

- Stable sea-temperatures all year round (6-11 degrees)
- Exposed farming - Raised in the wild

A healthy fish

- No mechanical treatment
- Low mortality

Stress-free harvest

- No well-boat
- Packed within 3 hours after swimming in the North Atlantic ocean
- Pre-rigor fillet

Quality processing: We take our time cooling and cleaning the fish very well

100% temperature control in an unbroken cool-chain from factory to customer



WHAT'S NEXT?

- Frozen salmon fillet
 - Possible to reach all markets worldwide with responsible transportation
 - Will be more convenient for the customer
 - Will likely help the end-user reduce waste



Thank you



