



FRESH WATERS, FRESH QUALITY

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Polar Quality AS

Founded in 2003

Owned by 7 local salmon producers

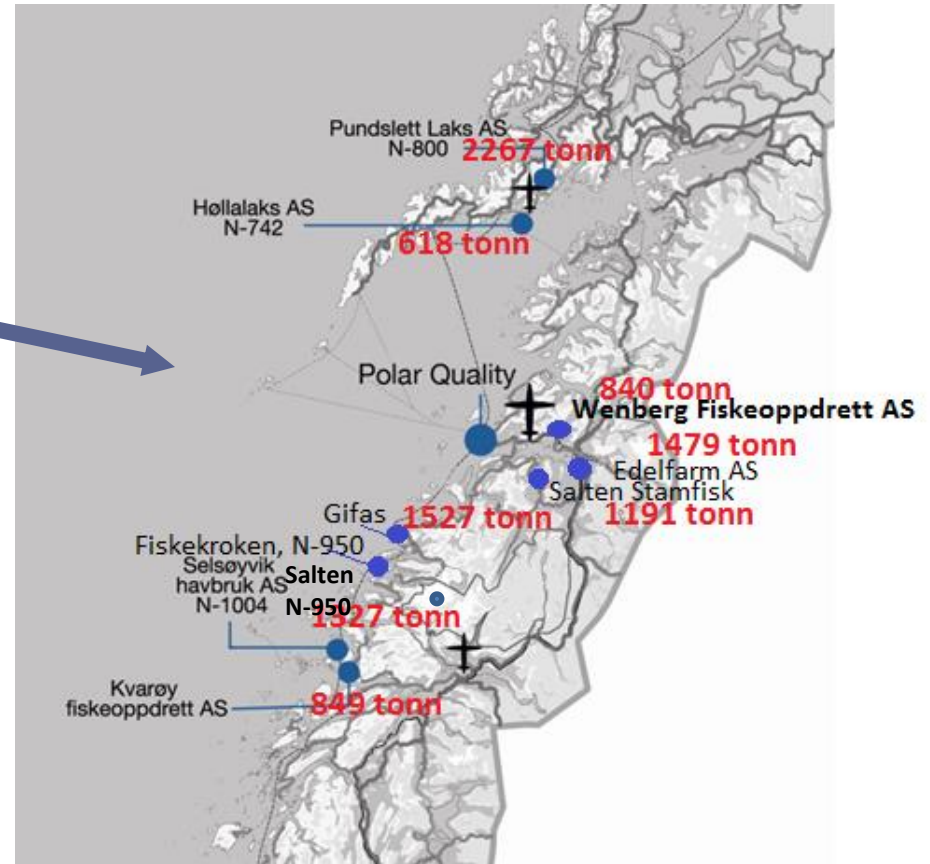
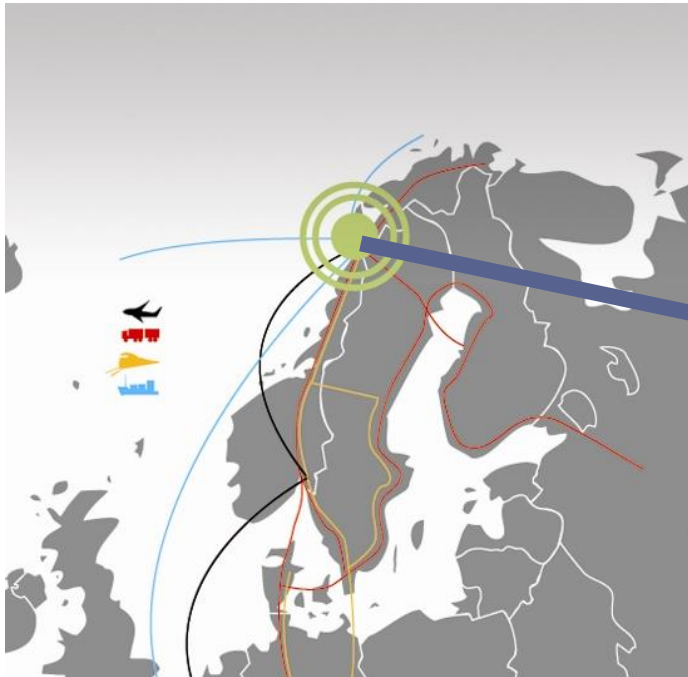
Located in Bodø in Arctic Norway

8 employees

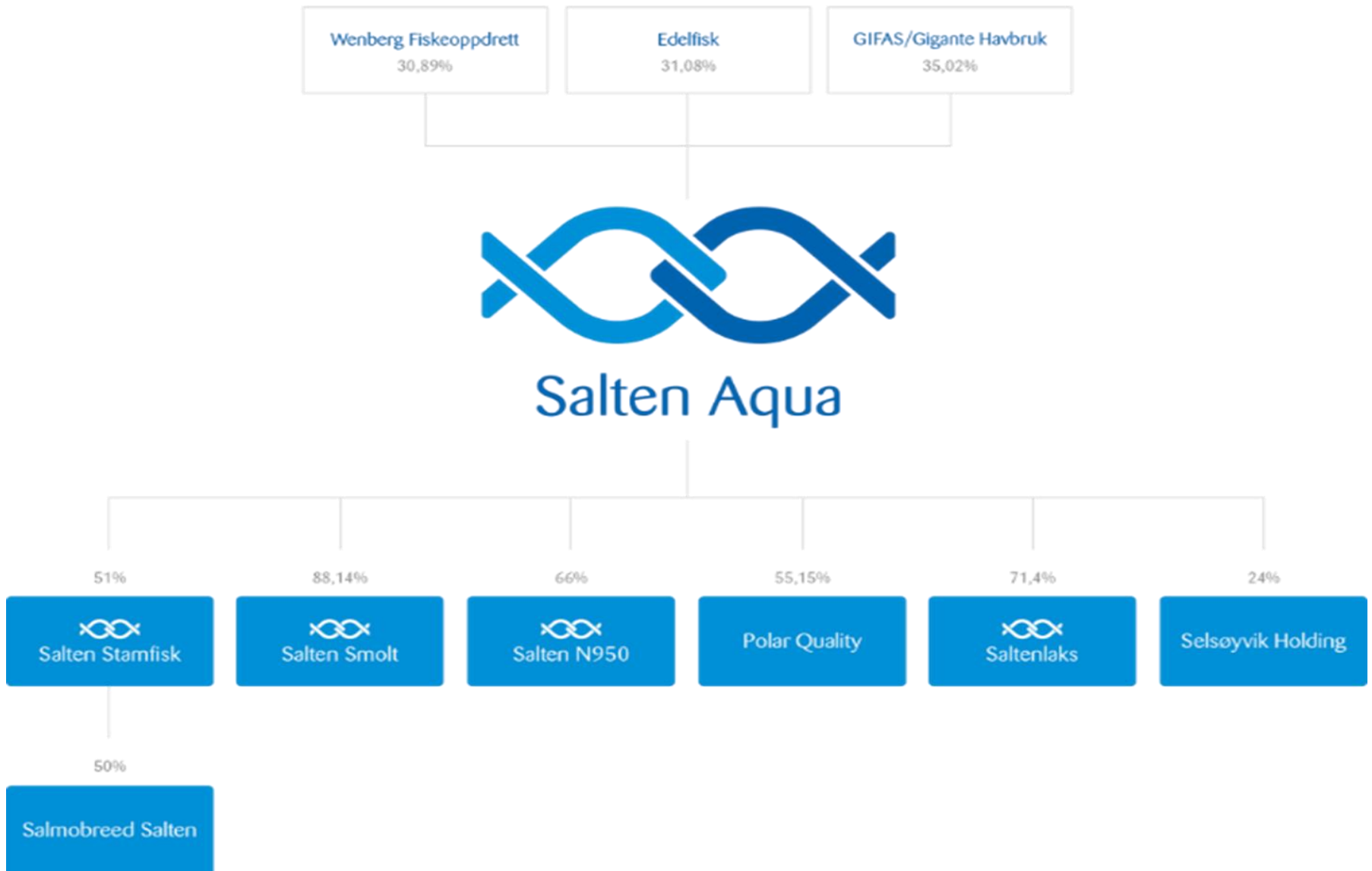
The only independent salmon exporter in Northern Norway



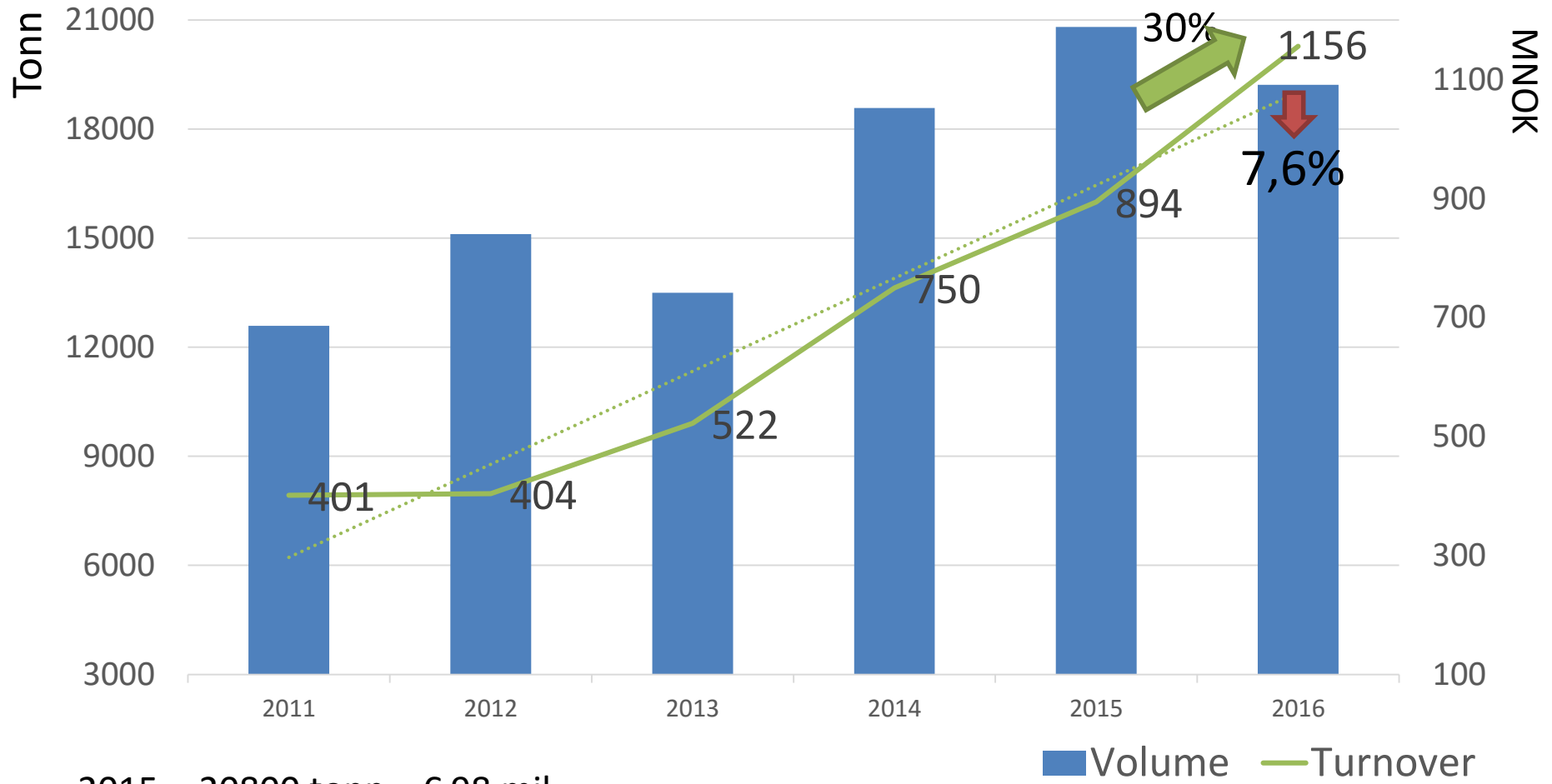
Farmed salmon from the North



Organizational chart



Turnover and sales volumes 2012-2015



2015 20800 tonn € 98 mil.

2016 19220 tonn €126 mil.

Key advantages (1)

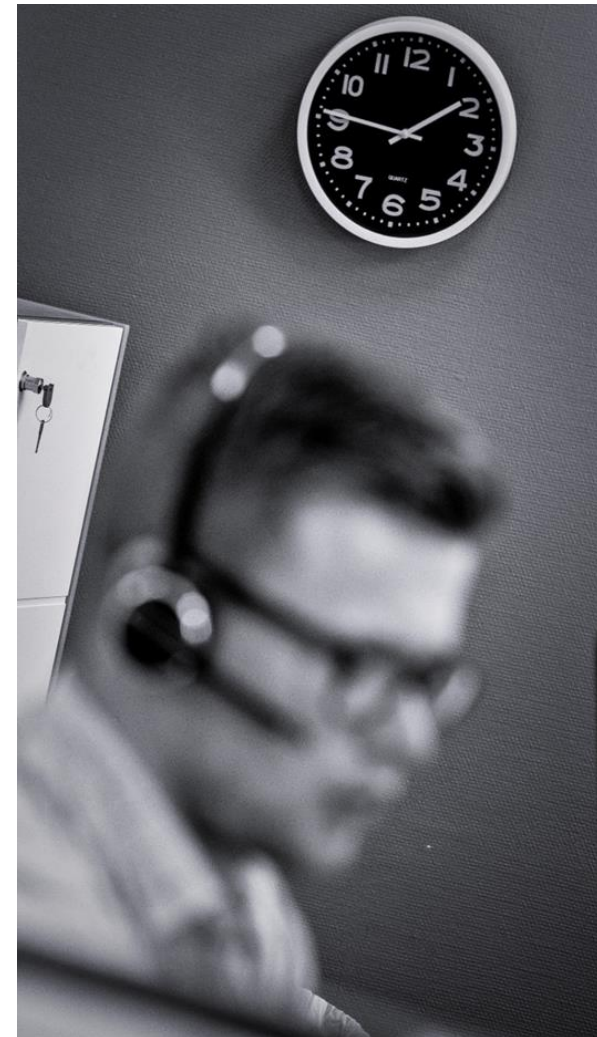


- Fresh gutted salmon, packed with ice, transported at 0-2 degrees Celsius
- Frozen gutted salmon, packed in cartons at -19 degrees Celsius
- Characteristics:
 - Firm flesh-> easy to prepare
 - Appealing appearance
 - Healthy product: high in omega-3 fatty acids -> decreases risk of cardiovascular diseases
 - Continuous supply all year



Key advantages (2)

- Supplied by a range of salmon producers to meet various market demands
- All employees are highly educated and have several years of relevant working experience from the fish farming industry
- 61 % of the salmon we sell is harvested at the packing station Salten N950 (120 tons/day)
- Long-term contracts.



International Activities



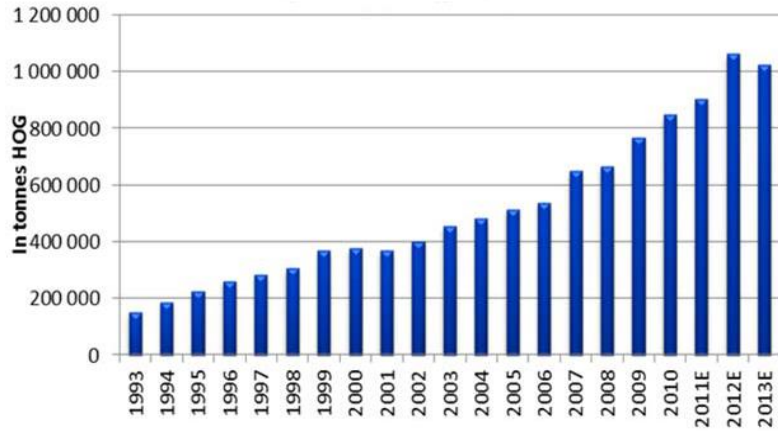
- Day-to-day communication with customers and target markets all over the world.
- Dealer between producers and the market
- Representation on global exhibitions (ESE, Anuga, EXPO)
- International projects (India, Tyrkia, Iran)



Our sales markets 2016

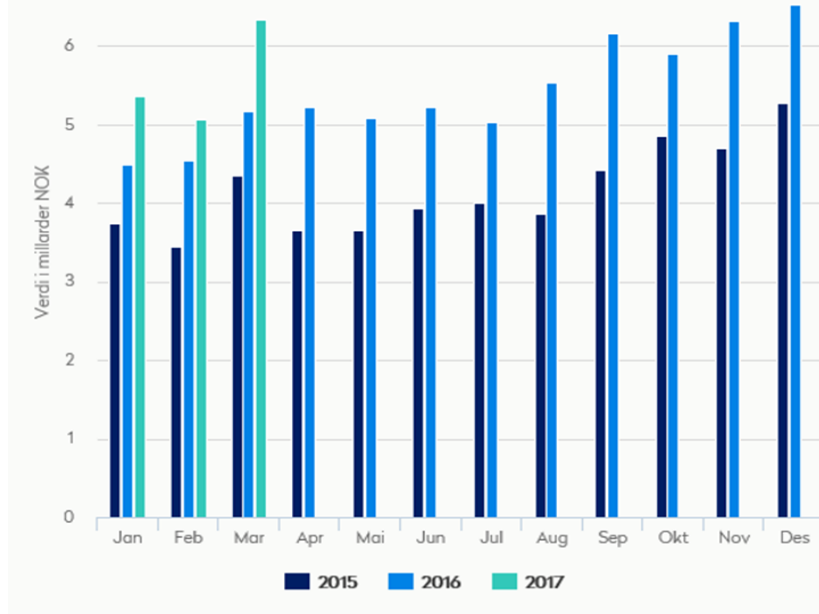


Norwegian salmon production



Total production: 2014 - 1 290 000 tones
 2015 – 1 390 906 tones (+8%)
 2016 – 1 173 000 tones (-16%)

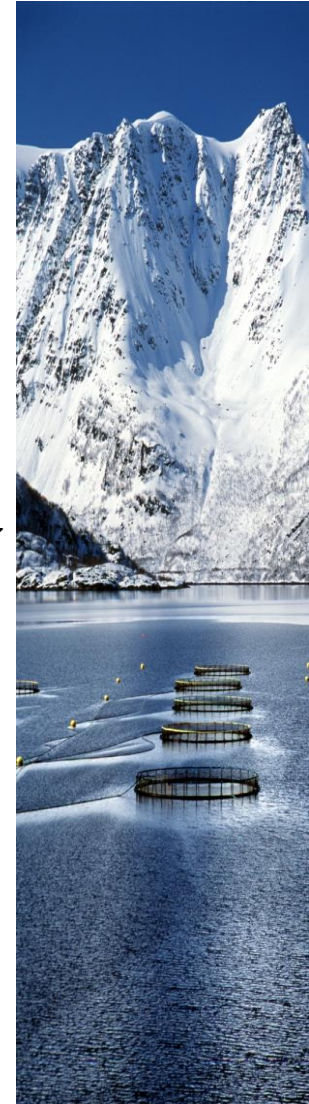
Export value pr mth trout&salmon, billion NOK



✓ **Second major export market in Norway**

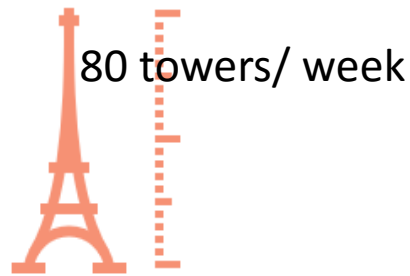
Oil and gas – 350 bil. NOK
 Seafood – 90 bil.NOK

✓ **5 times bigger than Norwegian agriculture.**



Norway – biggest salmon exporter

- Exports to 160 countries in the world
- Poland, Denmark, US, France are the main markets in 2017
- gives approx. 25 million meals a day.

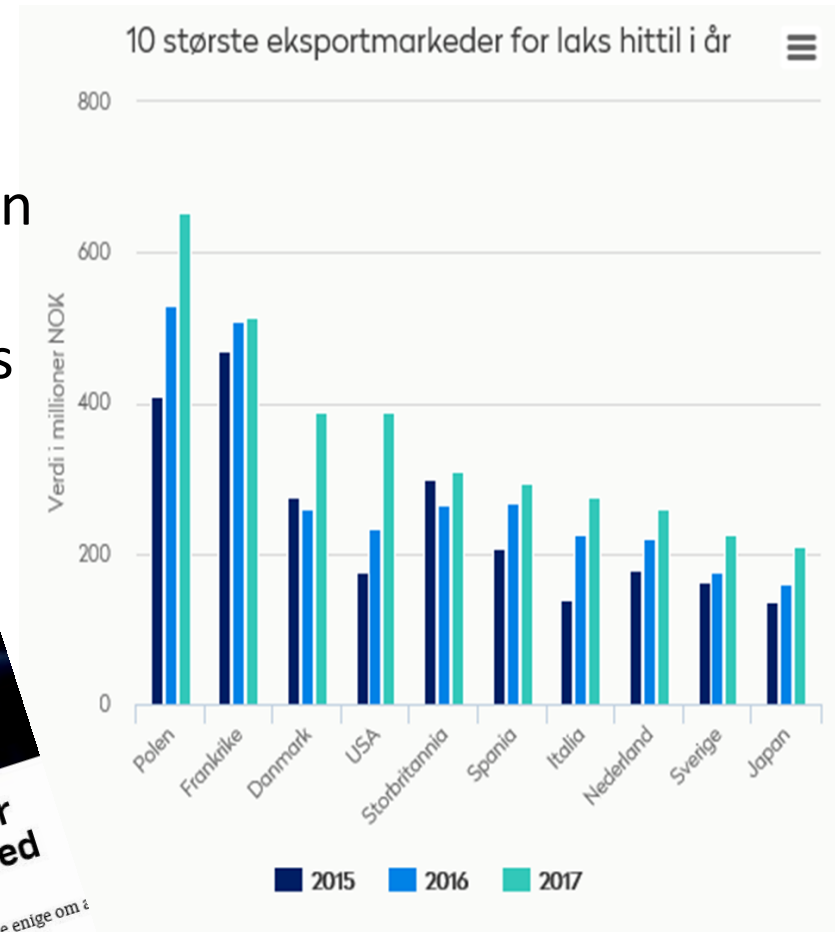


Sushi trend in France

Markets opportunities



- Salmon flexibility – it finds new ways/new markets
- Strong preferences to Norwegian Salmon
- Political/ legislative challenges Chine/Russia
- Tax barriers – USA, India



Sustainable management

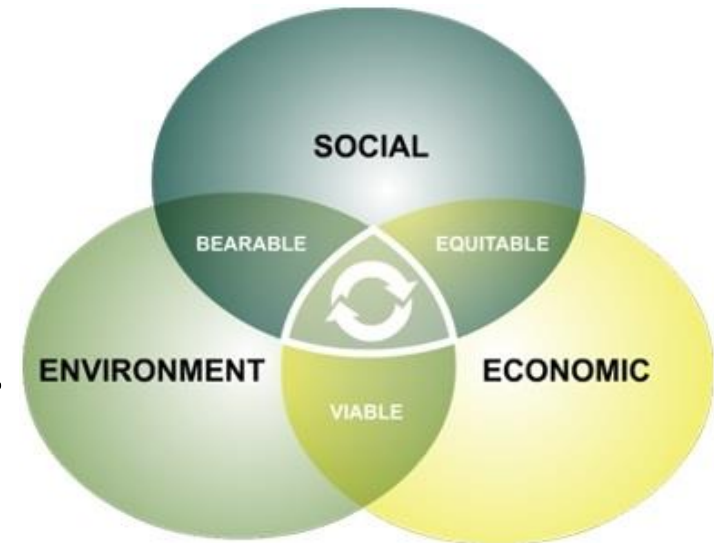
Environmental sustainability:

The Governments view is that environmental impact should be the most important assessment criterion when deciding how the salmon farming industry can operate and how much it can produce.

The Maximum Allowed Biomass

Economical sustainability: economic independence, there are no subsidies in the Norwegian seafood industry.

Social sustainability: labor conditions, region development, corporate responsibility – omega 3 production



Sustainable management

Social sustainability:

World population

4 billion



1970

7 billion

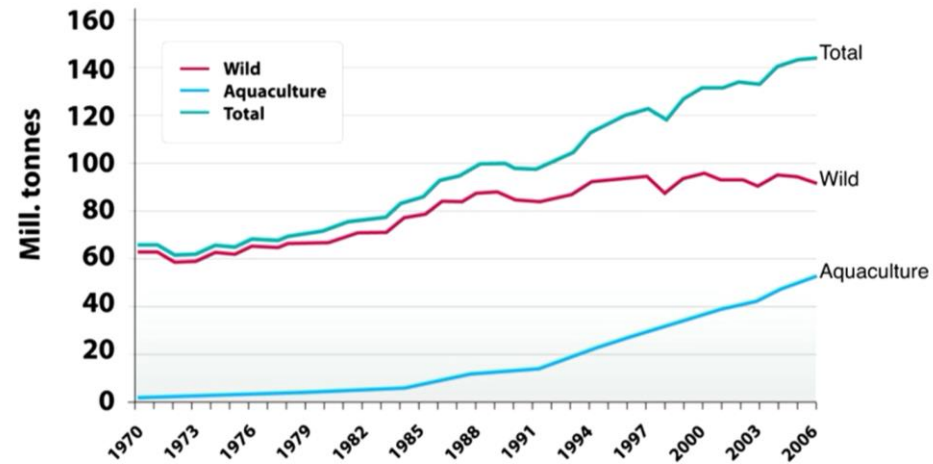


2011

9 billion



2050



Thank you!



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