

The Global Salmon Initiative

Middlebury Institute Webinar, December 4 2018



The situation

- The world's population is expected to reach nearly **10 billion by 2050**
- **Food production** will need to increase by **70%**
- **Demand for protein** is expected to **double**

The considerations

- **Agricultural** industry growth is currently at **2.2%** per year and **falling**
- **Insufficient arable land and fresh water** means we can't just scale up current approach
- Animal protein sources like beef are **inefficient** and have a negative impact on the planet
- **70%** of the world is ocean, but only **2%** of the food we eat comes from here

To meet the challenges in food sourcing – we need to look to our oceans



Why aquaculture?

- Fish is a **healthy source of protein**
- Fisheries are already **fully or overfished**
- Aquaculture has a **low impact** on the planet and **minimal space requirements**
- Farmed fish is one of the **most eco-efficient** forms of animal protein



Farmed fish, like salmon, is a healthy choice—high in **Omega-3 fatty acids, protein** and **nutrients**^{6,7,8}



50% of seafood is currently farmed. Aquaculture is **needed** to support wild fish stocks³

Yet the industry still faces challenges

- **Increasing demand** for protein offers significant market potential
- But the salmon farming industry's **licence to grow** is not keeping up
- Licence is a result of **sector reputation**, rather than company reputation
- The main barrier to change is **a lack of technical know-how**, rather than a lack of will
- Therefore, **industry-wide approach** needed

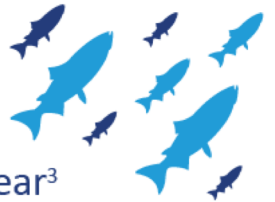
Demand for protein is set to **double** by

2050¹



3.2 million tonnes

of farmed salmon is produced globally per year³



Global Salmon Initiative

Established 2013

Lead by CEOs

A shared vision:

- Providing a healthy and sustainable source of protein to feed a growing population, while minimizing their environmental footprint, and continuing to improve their social contribution.

Company commitments

- Cooperate pre-competitively to mitigate environmental impacts
- Transparency



Driving industry-wide change

What

ASC Standard

Sustainability Report

Collaboration

Why

Commitment to improvements

Transparency & trust

Speeds progress

Progress

~50% of GSI tonnage
ASC certified

14 indicators
9 environmental & 5 social

Innovations in feed & biosecurity



What have we learnt?

- **Ambition:** Commit to ambitious goals
- **Clarity:** Clear objectives, scope and boundaries
- **Listen:** Be open to new ideas
- **Honesty:** Speak honestly
- **Time:** Collectively design and commit to strategy and plans
- **Authority:** Cooperation mandated from the highest levels
- **Accountability:** Cooperative effort built into performance measurement
- **Social connection:** Companies come together for self interest, but group belonging and trust makes things more effective

“By agreeing to work pre-competitively to mitigate environmental impacts, GSI will help push the entire industry toward sustainability at a much quicker rate than would otherwise be possible”

Jason Clay, WWF



Collaboration is key

- Promote knowledge exchange to accelerate speed of innovation
- Ensure greater breadth of adoption of improvements
- Increase impact as industry wide involvement

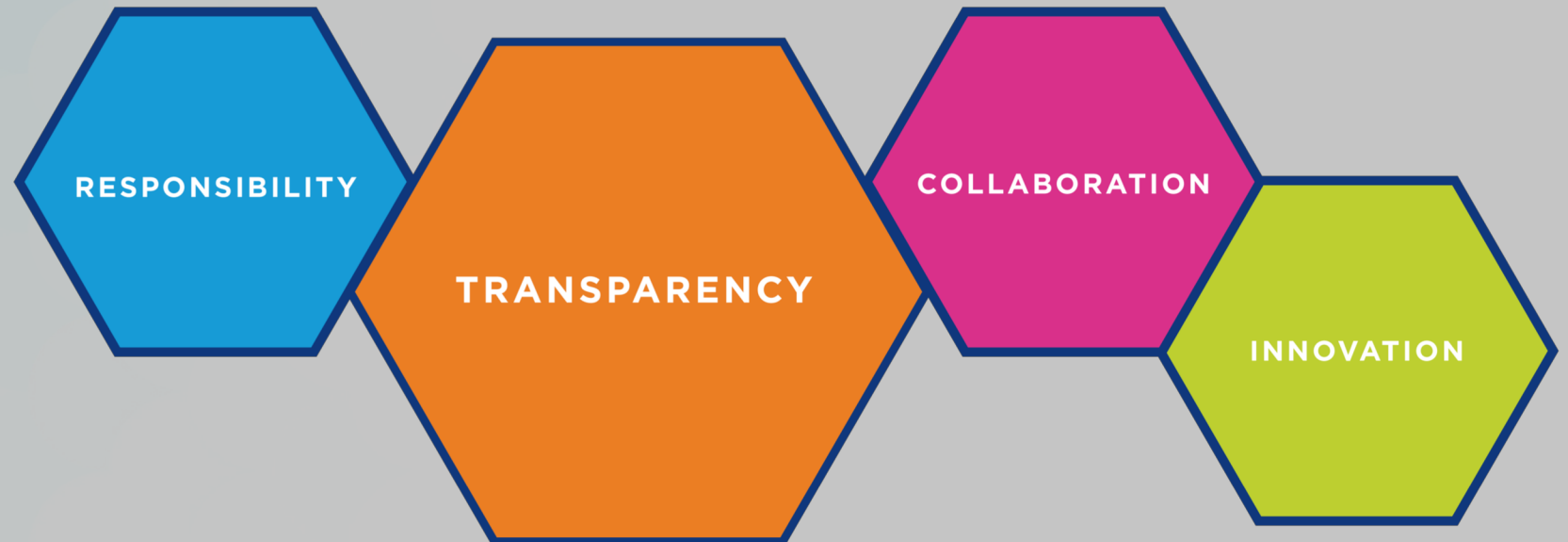


A paradigm shift in thinking – it is not about good and bad players, but about identifying technical barriers to good behaviour and helping everyone overcome them.

Looking to the future of salmon farming

Salmon aquaculture offers great potential in providing a healthy and nutritious source of protein, but we must focus on continuous improvements to ensure a sustainable future.

GSI Pathways to the Future



Jason Clay, WWF, on impact of GSI



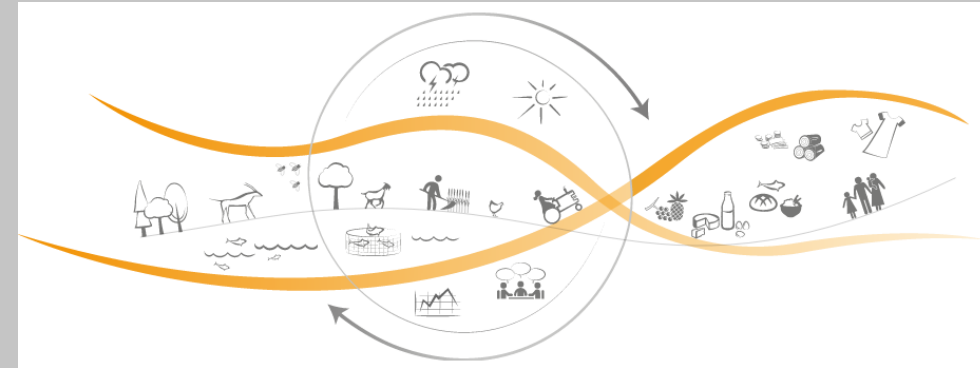
“GSI was a game-changer when it launched, but we never anticipated the level of impact it would have, not only on salmon farming, but on the food sector as a whole. GSI’s approach of identifying challenges and creating a frank and practical conversation on how to find solutions as well as a platform for exchanging information is what is really changing the game. In no other sector have we seen change at the speed and scale as we have done through the GSI, and it’s the GSI members’ visionary outlook that is making that possible.”



There will always be challenges

- Sustainability is not a goal, it's a path
 - Ever-moving benchmark
- Priorities shift across companies and across regions
- Progress doesn't happen quickly

However we continue to identify projects where collaborative work will allow us to make progress faster than working individually.



www.globalsalmoninitiative.org



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