

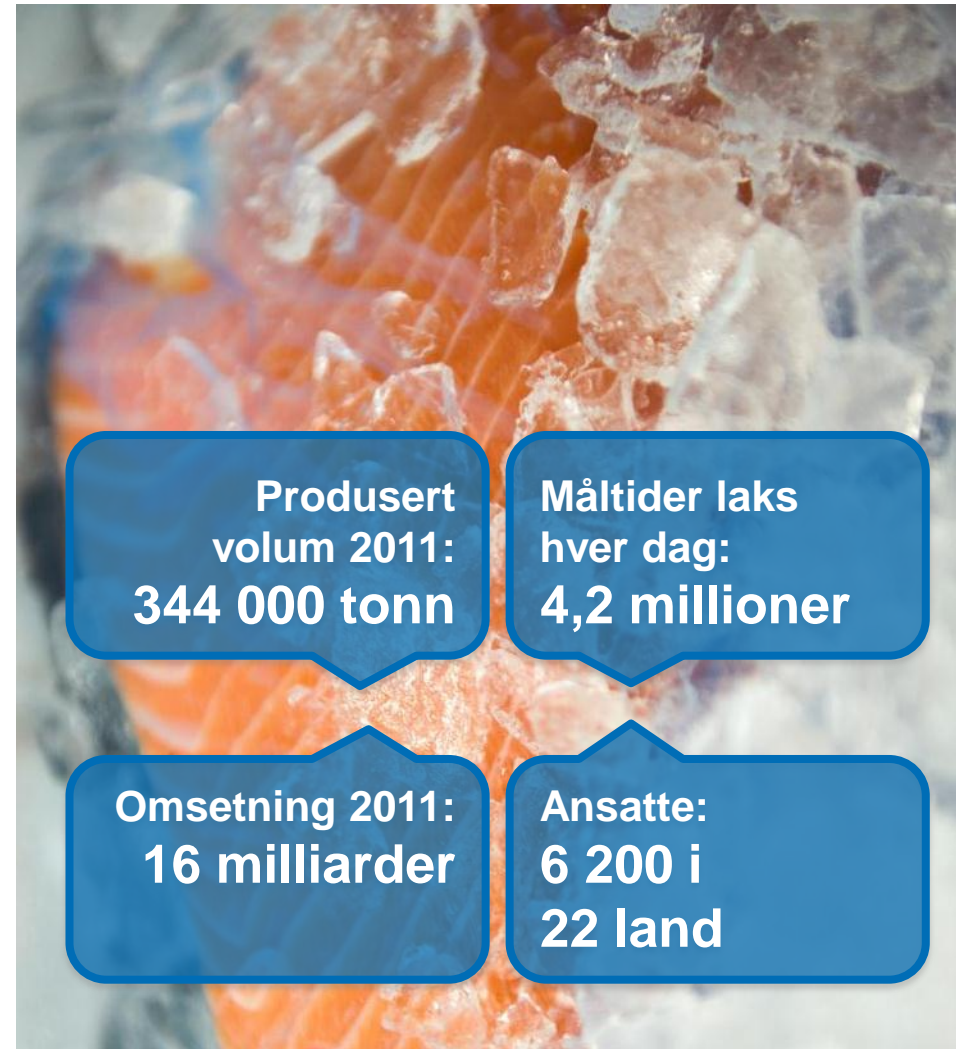
Bergensregionens innstilling til Hav 21, hotell Neptun 20/2



marine harvest
excellence in seafood

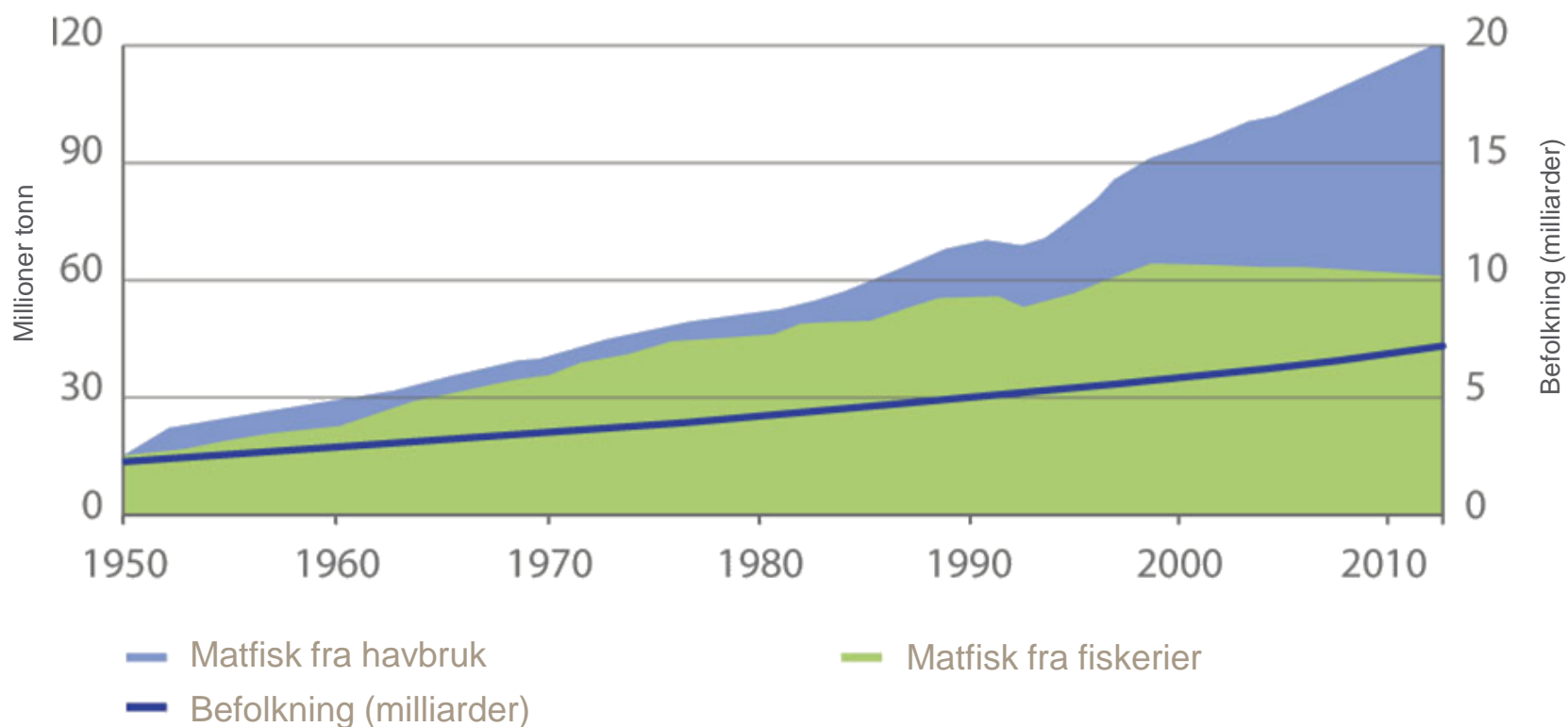
Marine Harvest i korte trekk

- Et av verdens ledende sjømatselskap
- Verdens største produsent av Atlantisk laks
- Fullt integrert verdikjede fra stamfisk til ferdig måltid
- Leder utviklingen av vår næring internasjonalt





Havbruk er nødvendig for å møte økende behov marineharvest excellence in seafood



Kilde: FAO



marineharvest
excellence in seafood

Stadig flere produkter





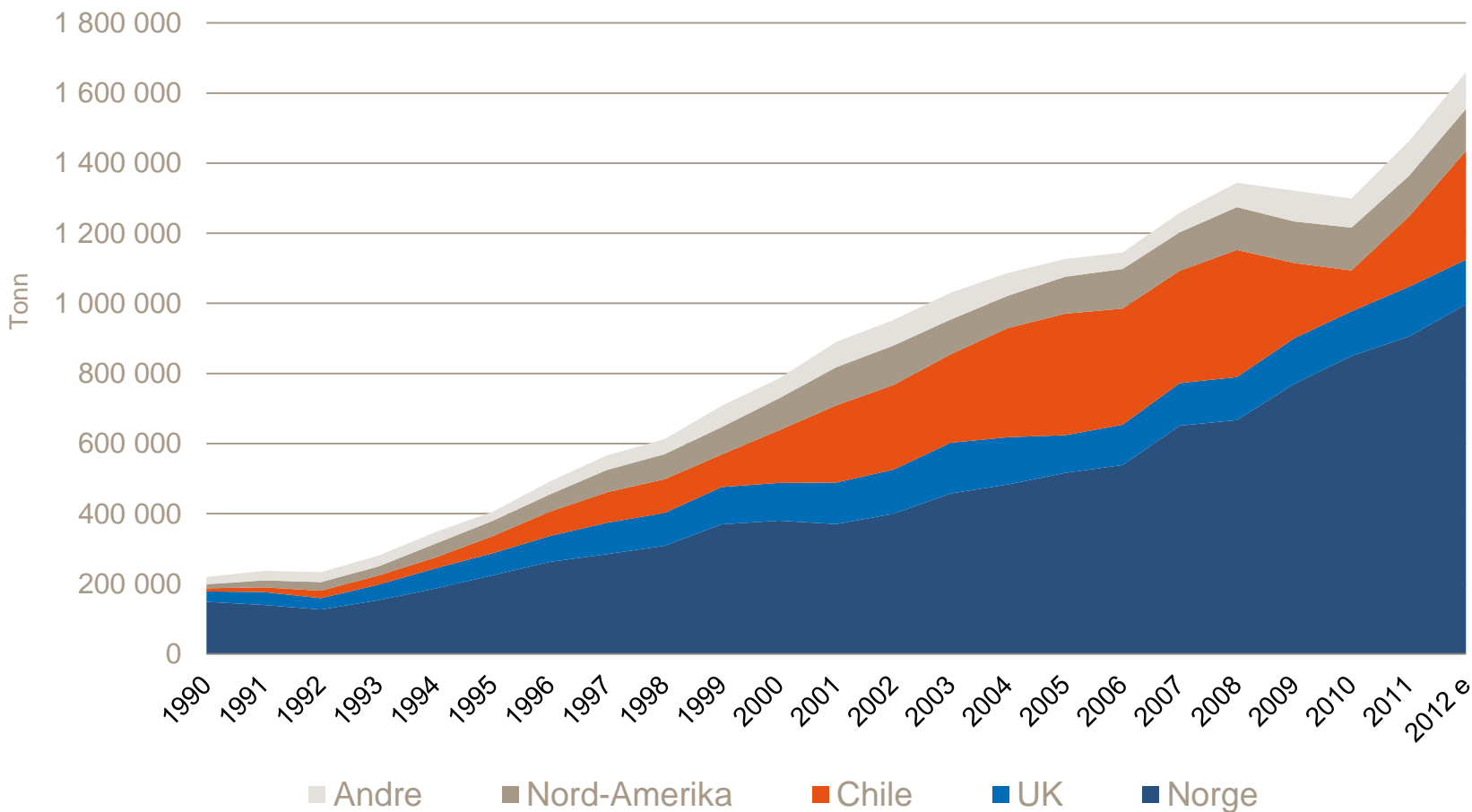
Til stede over hele verden



- Hovedkontor
- Oppdretts- og prosesseringsaktiviteter
- Prosessering og foredling
- Salg



Ni prosent årlig vekst i 20 år



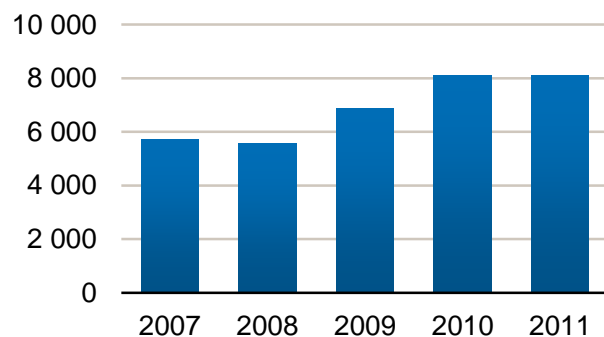
Kilde: Kontali Analyse 1990-2011. Sløyd vekt atlantisk laks. Marine Harvest estimat for 2012



Marine Harvest i Norge

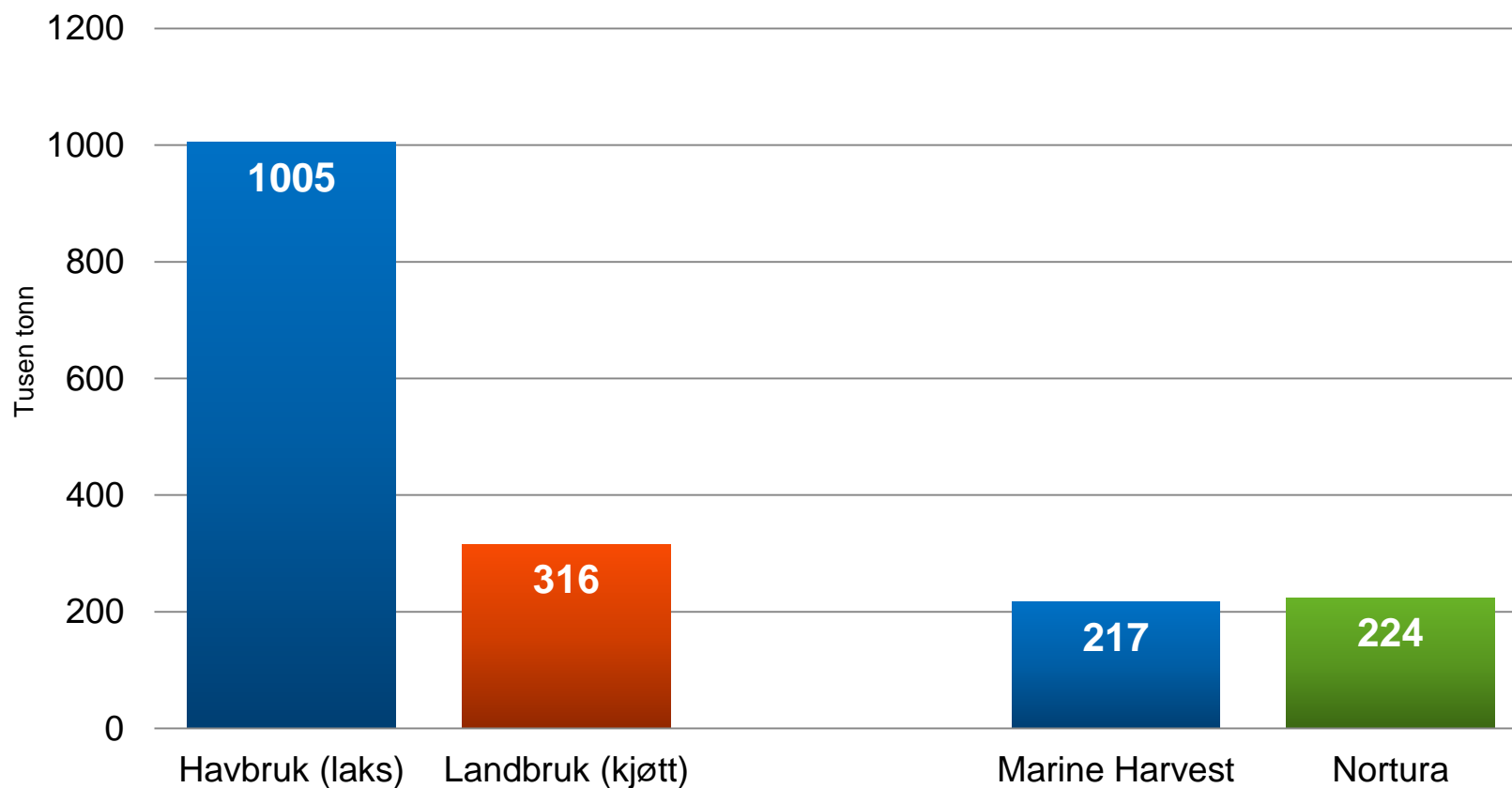
- 207 konsesjoner fra Flekkefjord i sør til Sørfold i nord
- 217 000 tonn sløyd vekt
- 1.200 ansatte
- Fire av verdens største sjømatfabrikker
- Egen stamfisk – 21 smoltanlegg
- Egen logistikkterminal ved Gardermoen

Omsetning (NOK millioner)





Snart Norges største matprodusent



Kilder: Havbruk – levende vekt for 2011 fra Kontali. Landbruk – kjøttproduksjon 2009 fra SSB «Landbruket i Norge i 2009. Marine Harvest - rapportert sløyd vekt 2011 og Nortura - rapportert sløyd vekt 2010



Vår visjon: Sjømat for et bedre liv





Vi lytter, evaluerer, lærer og forbedrer



EXTERNAL EFFECTS OF MARINE HARVEST ACTIVITIES

Fish farming activities may have negative impacts on the environment and we are determined to reduce these impacts to an acceptable level. By being aware of the negative and positive effects that our activities have on the environment and communities, we have incorporated measures where needed to monitor and manage these in our Qmarine global quality programme.

Activity	Potential environmental impact	Potential community impact
Fish processing	<ul style="list-style-type: none"> Relution from water discharge into municipal sewage system or into local drainage, or into surface and sea water Consumption of energy derived from fossil fuels, with associated generation of greenhouse gases Relution of greenhouse gases from landfill of organic and inorganic waste All emissions from rendering of fish/organic waste Use of fossil fuels in packaging - CO₂ Odour pollution from waste treatment Noise and vibration from processing activities Depletion of freshwater supply 	<ul style="list-style-type: none"> Odour and noise Damage to health of employees resulting from inadequate health and safety practices Damage to health of consumers by contamination from micro-organisms or other undesirable substances in food products Use of fossil fuels and waste management capacity Depletion of freshwater resources
Distribution	<ul style="list-style-type: none"> Consumption of fossil fuels and generation of greenhouse gases by transport and production of packaging Relution to the environment by waste packaging 	<ul style="list-style-type: none"> Noise and traffic congestion Potential health damage to humans from gases resulting from loading of fish/food Visual pollution Potential health damage to animals and humans (especially children)
Fish farming	<ul style="list-style-type: none"> Use of fishmeal and fish oil in feed produced from fisheries classified as non-sustainable Impact on the seabed from waste feed, faeces, medicines and antibiotic treatment of fish Interaction with marine mammals and birds Visual intrusion of fish farms on lakes and in coastal regions Reduction in biodiversity around fish farms Possible genetic impact on wild fish from escaped farmed fish Spread of disease and parasites from farmed to wild fish and back the opposite Contamination of treated and waste water from out and back the opposite Relution from accidental fuel spills Use of non-renewable fuel sources for heat, light, power and transport Interference with navigation channels Contamination of ground and surface waters from waste disposal All emissions from rendering of fish/organic waste Noise and vibration from feeding boats, feeding systems and acoustic deterrents Potential lowering of lake and water table levels in freshwater farming Contamination of coastal beaches by waste products (plastic, polystyrene, ropes, etc) 	<ul style="list-style-type: none"> Depletion of fish stocks with possible disruption of coastal ecosystems based on fishing Damage to health of employees resulting from inadequate health and safety practices Possible conflicts with recreational activities/tourism Landscape alteration and visual intrusion affecting tourism Temperature increases due to heat and/or water aquatic species Reduction in wild fish stock/populations and reduced catches All emissions from rendering of wild organic waste Noise and vibration from feeding boats, feeding systems and acoustic deterrents Potential lowering of lake and water table levels in freshwater farming



Seafood for a better life

Qmarine



Selskapets forskning, erfaring og læring



Slik jobber vi med bærekraft



For å nå visjonen må vi ha:

- Verdens beste forvaltning
- Verdens beste utdanning
- Verdens beste forskningsmiljø

- Og ikke minst:
- Verdens beste evner til å samarbeide mellom forvaltning, forskning og bedrifter!