

# Enhance the value of your salmon

You can't improve what you don't measure!

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Lofotenseminaret, June 15th 2023



**DSM**

BRIGHT SCIENCE. BRIGHTER LIVING.



**1987:**  
48 000 tons

**2022:**  
1.510.000 tons



**Know your own data**  
**Value in the numbers**



**You can only  
manage & improve  
what you measure!  
And what you  
measure unlocks  
value**

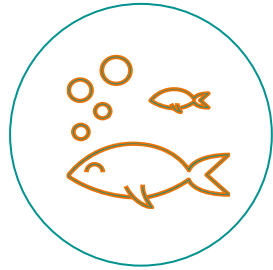


# Unlocking the value of sustainability

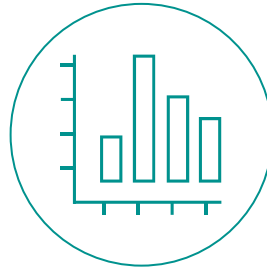
Multiple, tangible sustainability benefits can be realized with your data using full LCA



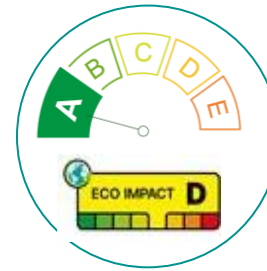
**ESG & FTO**



**Business  
diagnostics**



**Downstream  
commitments**



**Consumers &  
Eco-labels**



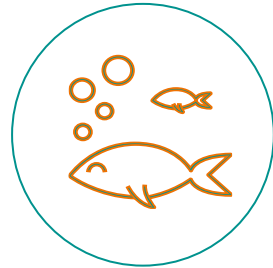
**Unlocking  
finance**

# Unlocking the value of sustainability

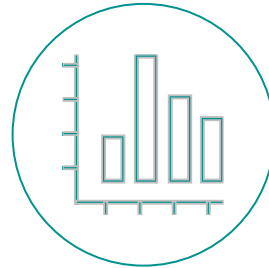
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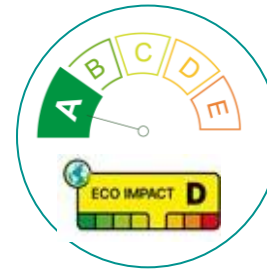
ESG & FTO



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Unlocking  
finance

# Feed has a large impact on the footprint of salmon – to be able to reduce this we need to measure!

**50-60%**

Feed impact on animal protein production cost

**50-80%**

Feed impact on animal protein footprint

Biggest impact on sustainability/ environment takes place at farm level, which is primarily driven by feed production, digestion and excretion

## Change driven by the value chain



Sustainability conscious consumers put pressure on food brands & retailers



Investors want to mitigate risks & put pressure on food brands



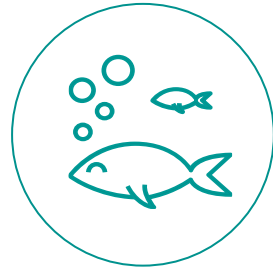
Regulators setting new boundaries in which farms can operate

# Unlocking the value of sustainability

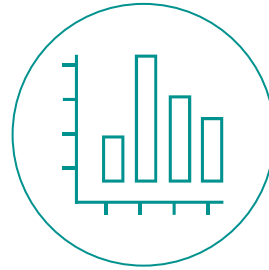
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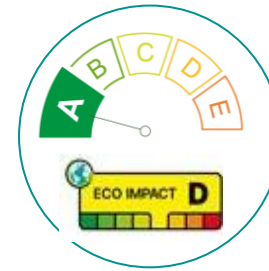
ESG & FTO



Business diagnostics



Downstream commitments



Consumers & Eco-labels

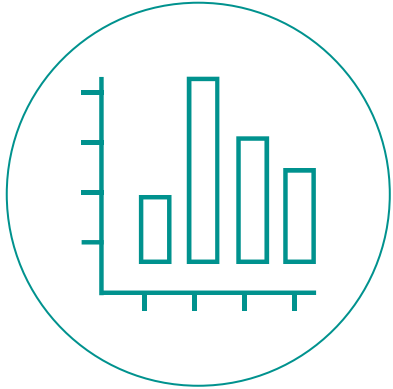


Unlocking finance



# Salmon ranks very highly on sustainable protein indices

But how does this relate to an on pack eco-label?



High rankings of salmon producers in the Coller FAIRR Protein Producer Index

1. MOWI
2. Grieg Seafood
3. Leroy Seafood
4. Marfrig Global Foods
5. Cranswick
6. Salmones Camanchaca
7. Fonterra
8. Bakkafrost
9. Multi X
10. Salmar



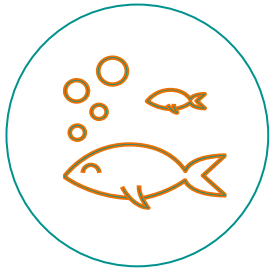
The importance of using **your own primary data** is critical to differentiate yourselves in the marketplace



Recent example of eco-labelling in a Swiss supermarket [from 24.03.2023] based on ECO-SCORE label (Agribalyse secondary data)

# Unlocking the value of sustainability

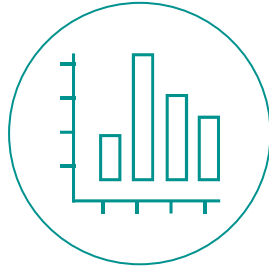
Multiple, tangible sustainability benefits can be realized with your data using full LCA



## Business diagnostic

Making the invisible, visible & highlighting farming best practice

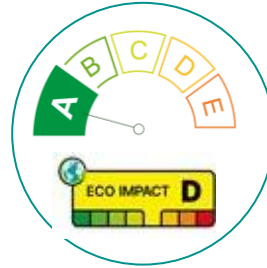
Large footprint is strongly correlated to an **inefficient farming process**



## Downstream commitments

Retailers are signing up to SBTi to add credibility & accountability to sustainability efforts

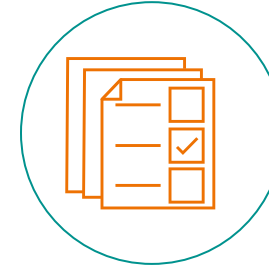
Explore **abatement strategies** with their suppliers



## Consumers & Eco-labels

Many consumers have a **willingness to pay** for sustainable food

Eco-labels based on latest **EU PEFCR** & **full LCA** to help consumers make informed choices



## ESG & FTO

Rise of ESG related investment strategies & reporting compliance

The need for credible and transparent footprint reporting



## Unlocking finance

Sustainability Linked Loans

Banks offering **lower financing costs** linked to environmental KPIs / ESG ratings

**Know your own data**

**—unlock value with control of your environmental footprint**



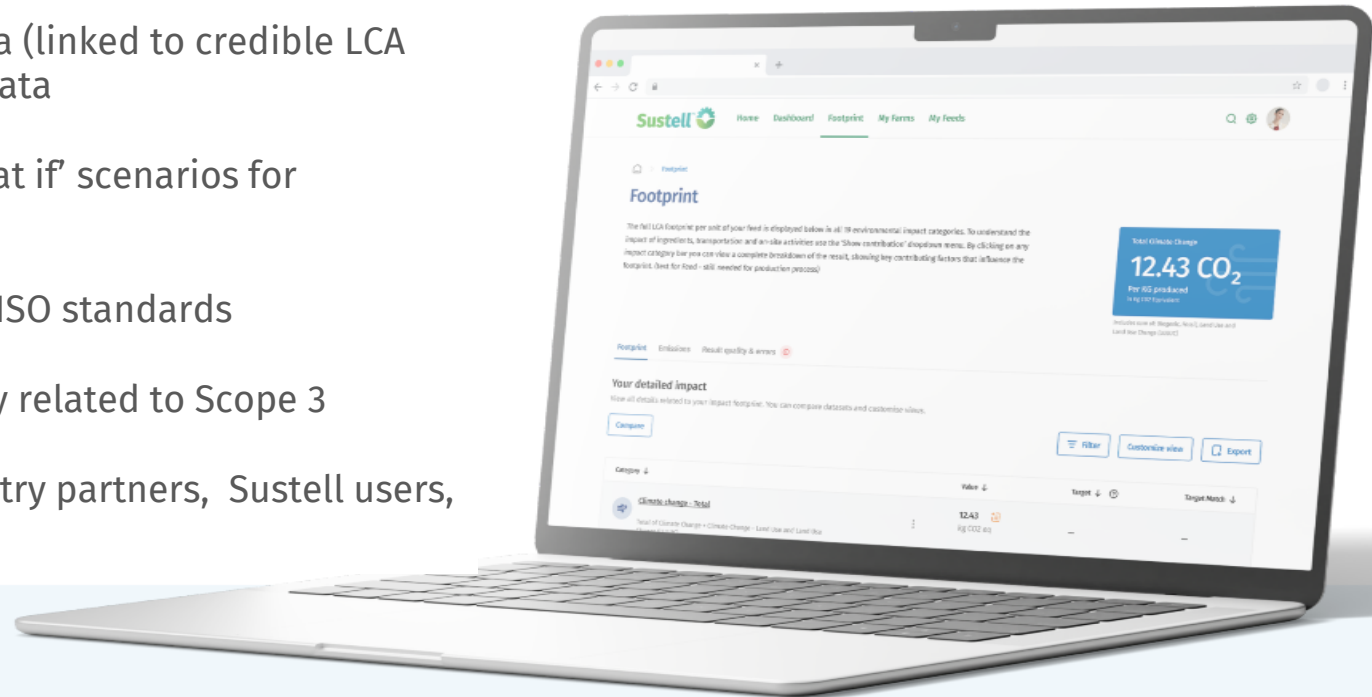
Sustainability Intelligently Applied



# Sustell™ is your ready-made solution

Measurement combined with practical, science-based solutions to unlock the value of sustainability

- The leading user experience. Intuitive, easy to use and scalable. Delivers a full-LCA footprint
- Taking care of the complexity of foot-printing, making it easier for you. Keeping on top of multiple, evolving methodologies and regulations
- High precision. Use of primary farm & feed data (linked to credible LCA databases) & customer specific compliant LCI data
- Highlights footprint hot-spots & can model 'what if' scenarios for improvement programs
- Credible and validated platform conforming to ISO standards
- Meeting the needs of the value chain, especially related to Scope 3
- Developed over many years, working with industry partners, Sustell users, and LCA and digital experts

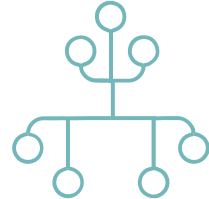




# Intelligently unlocks the value of sustainability



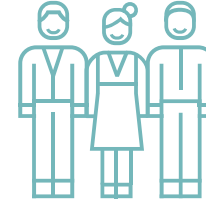
**Take ownership**  
of your footprint and  
don't be judged on  
industry averages



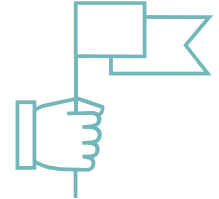
**Implement**  
best practice with the  
knowledge to enable  
continuous  
improvement



**Reduce**  
your environmental  
footprint & business  
risk while enhancing  
the resilience &  
profitability of animal  
production

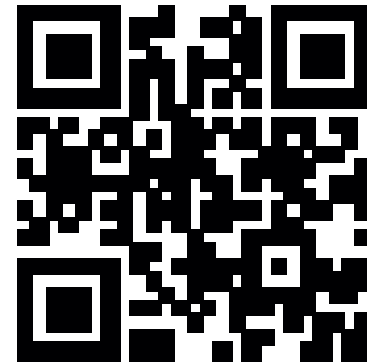


**Engage**  
your employees,  
creating a culture of  
purpose &  
sustainability in your  
business



**Elevate**  
your company &  
product brand and  
be a leader in  
sustainability





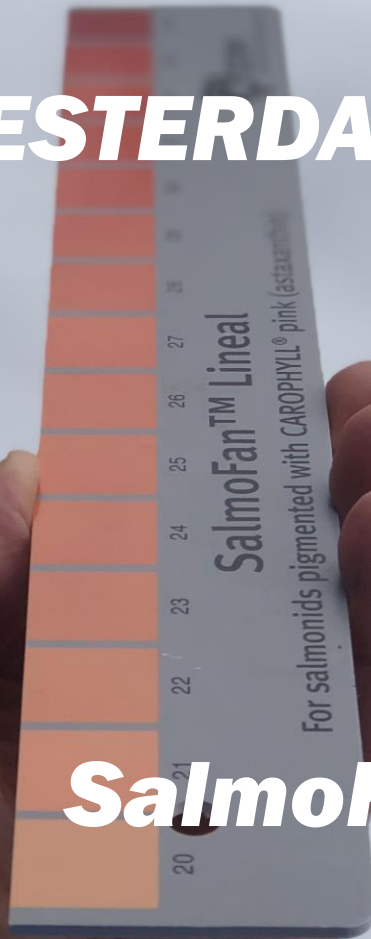
Sustell™ enables you to accurately measure and improve the environmental footprint of animal protein production



**Know your own data**  
**Capture value in the readings**



**YESTERDAY**



**Salmofan™ goes digital**

**TODAY**





# **Color measurement**

## **The solution**

By introducing **DSM Digital SalmoFan™** to the industry, we enable the entire value chain to accurately & objectively measure fillet color (at scale) and thereby **better capture the value of color**.



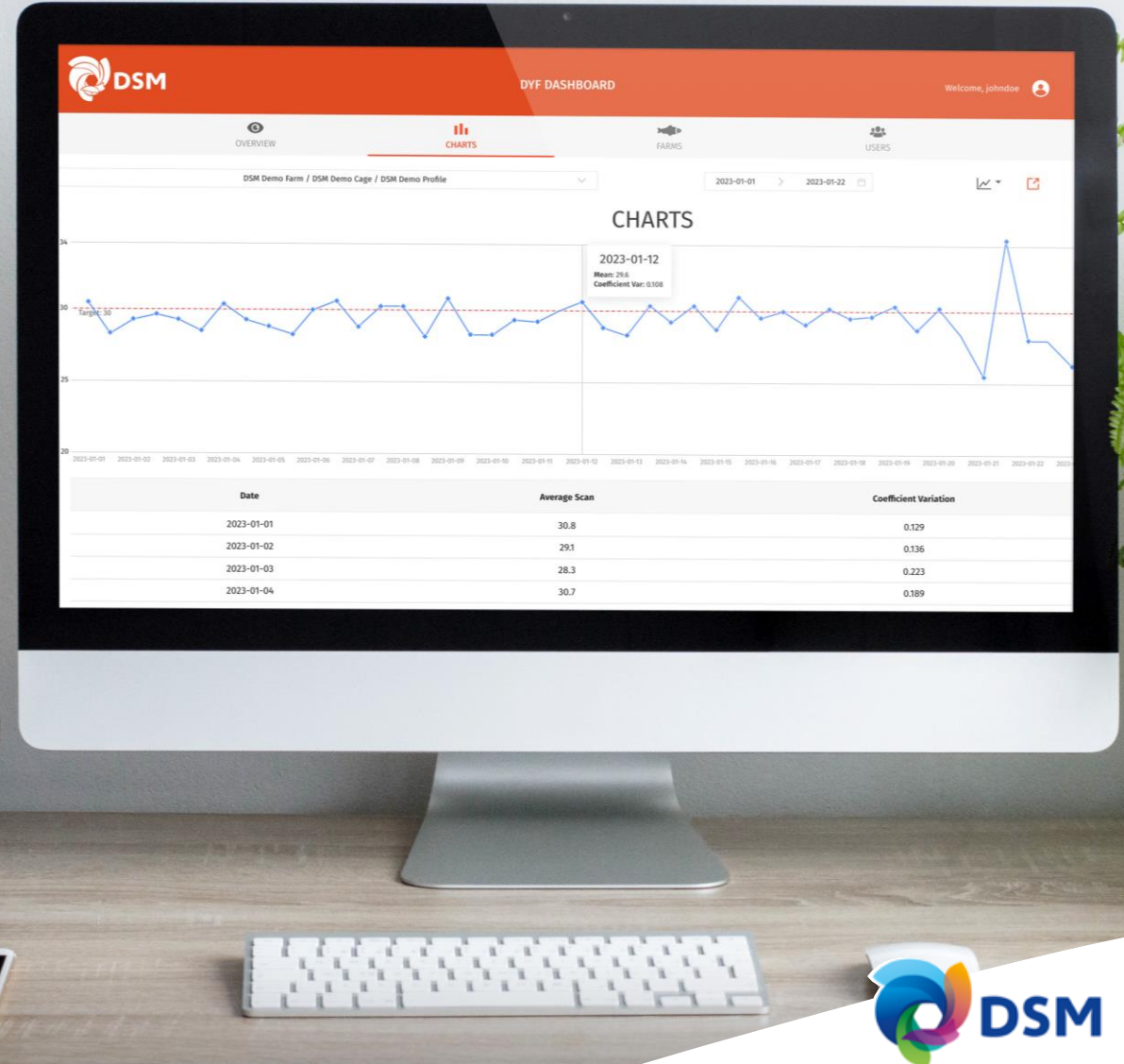
SalmoFan™ is a registered trademark of DSM

# Why Digital SalmoFan™

Capture value with objective readings

- Reduce **downgrades**
- Reduce and simplify **complaints**
- Reduce **cost of analytics**

Efficient way to **gather**, **store** and **share** the data collected from colour measurements



**One language of color, *any-time, any-place***

**digital.salmofan@*dsm.com***



