



Ole-Eirik Lerøy

Chairman of the Board, Norwegian Seafood Federation

Aqua Nor 30 Years!

- Aqua Nor 2009 - the most internationalised ever!



Increased demand and increased focus from stakeholders



Consumer confidence is earned and must never be taken for given



FHL - Environmental Policy

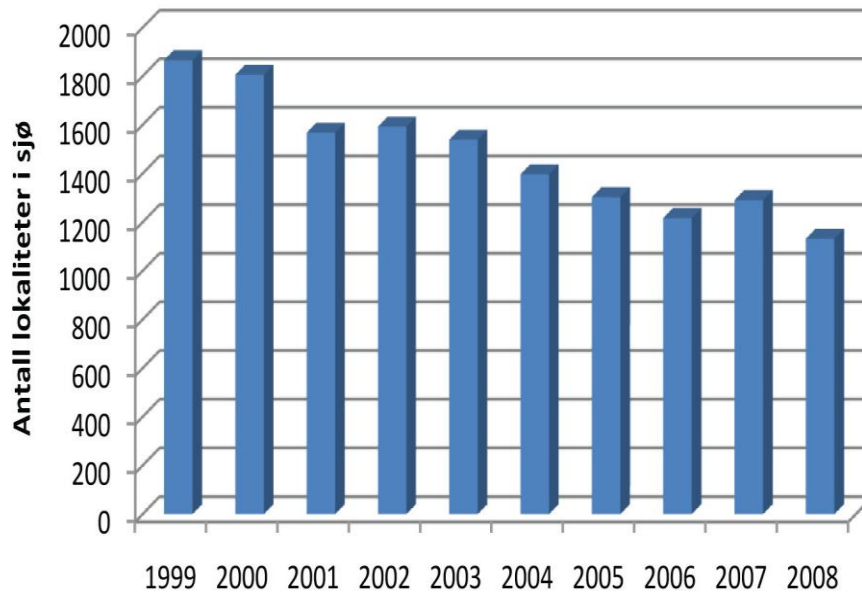
"Production of seafood products shall be environmental sustainable and environmental Pollutions shall not reduce The possibilities of producing safe seafood."



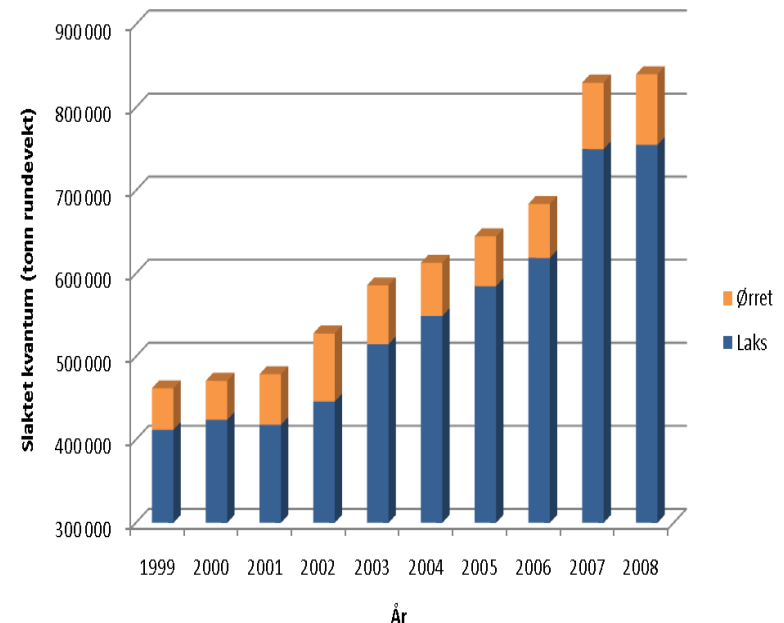
Steps taken to secure fulfilment of FHL's policy

- Bigger sites, reduced number of sites, increased production.

Number of sites



Production



Steps taken to secure fulfilment of FHL's policy

- Increased utilisation of biproducts.
- Aquaculture the optimal way to utilise fish meal and fish oil.
- Discharges of nutrients from fish farming, mainly nitrogen and phosphorus, have limited impact on Norwegian environment.

Steps taken to secure fulfilment of FHL's policy

- Escapes from aquaculture: Zero vision.
- Control and reduction of salmon lice is a prioritised activity.

30 years of Aqua Nor!

