

COLLABORATION FOR SUSTAINABLE PROGRESS IN SALMON FARMING



The GSI is a collective of companies from the global farmed salmon industry that are united by the mission to drive improvements in environmental and social performance of the industry and improve consumer access to responsibly farmed salmon.

HOW IT WORKS

We use the power of collaboration drive improvements in environmental performance across the entire industry at a faster pace than if we worked independently. Our CEO-led change model employs an approach guided by four key principles:

TRANSPARENCY ··· **COLLABORATION** ··· **RESPONSIBILITY** ··· **INNOVATION**

With the increasing global demand for food and its impact on natural resources, there is an ever-growing need for more sustainable food options. Farmed salmon has the potential to be one of these options – it is a nutritious and climate-friendly wholefood, but it will only be able to meet growing demand if we continue to improve its sustainability profile.



WHY WE COLLABORATE

To see the changes required we cannot act one farm at a time, we need to see widespread change across the industry, and quickly. By combining industry resources and insights, we are able to identify and deliver new innovative approaches to address challenges and bring about improvements to our performance which will have high impact.

AMBITION

Motivation to go further than you could as individual companies

POWER

The technical know-how and CEO engagement to make change happen

CAPACITY

Sharing of resources to find solutions faster, and implement them at speed and scale

COMMUNITY

Bringing together the wider aquaculture industry and whole value chain to identify solutions and apply them at a larger scale

TRANSPARENCY

A focus on improved transparency and accountability to stakeholders and each other

WHO WE WORK WITH

By combining expertise from within the group as well as from the value chain, NGOs, external private and public sector partners, we can see where change is needed, and have smarter insights on how to get there.

“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.”

Jason Clay, SVP of Market Transformation, World Wildlife Fund

THE VALUE OF COLLABORATION

- Achieving over 60% Aquaculture Stewardship Council certification for GSI production in just 6 years
- Reducing reliance on wild fish in feed and shifting to more plant-based and novel ingredients
- Innovating to make farmed salmon one of the most resource-efficient animal proteins available
- Supporting optimal fish health and welfare
- Launching the first ever independently audited industry-wide Sustainability Report in the food sector

COLLABORATING FOR THE FUTURE

We have already demonstrated that collaboration is the key to achieving a sustainable and prosperous future for the salmon farming sector. However, we are not taking our foot off the gas - there is still a lot to be done and the GSI members remain as committed to their shared vision as they did when they first came together.

For more information please visit:
globalsalmoninitiative.org

