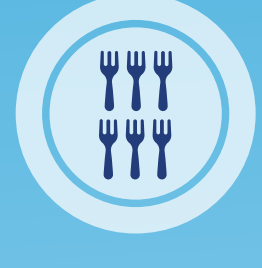


# GLOBAL SALMON INITIATIVE'S CHANGE MODEL IN ACTION:

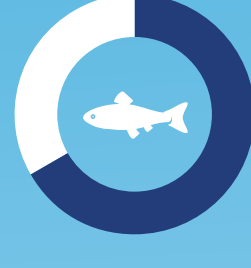
## A PLAYBOOK FOR UNITING PRIVATE SECTOR FOR SUSTAINABILITY TRANSFORMATIONS

Multiple pressures are demanding more of our food system and its ability to provide nutritious and sustainable food.<sup>1</sup>  
With better management and technological innovation,

**the ocean could sustainably provide over**



**6x more food**  
than it does today by 2050



**2/3 of the protein**  
needed to feed the world<sup>2</sup>

How can we make this happen?  
**Through food system transformation at speed and scale.**

### Global Salmon Initiative At-A-Glance

GSI created a new business model to accelerate improvements in responsible aquaculture – through greater transparency, collaboration and innovation – to farm salmon that's raised to be better for the ocean, climate and communities.

**21**

**Member Companies**

**13**

salmon farming companies

**8**

supply chain associates



**7**

**Operating Regions**

**40%**

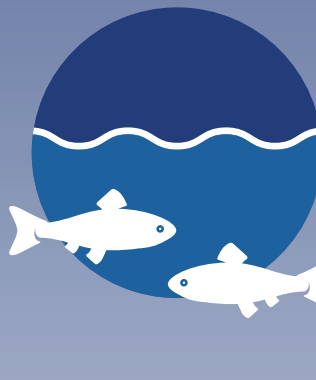
of the global farmed salmon industry by volume

### Why collaboration?



- ✓ Promotes knowledge exchange
- ✓ Accelerates speed of innovation
- ✓ Ensures greater adoption of best-practices

### How has GSI driven change?



- ✓ Addressed most critical environmental challenges
- ✓ Led by CEOs
- ✓ Work implemented by technical experts

### A Proven Model for Pre-Competitive Collaboration & Sustainability Progress

Since 2013, GSI's approach to driving industry-wide improvements has shown a number of measurable successes:

EFFORTS	GOALS	RESULTS	IMPACT
 <b>Embrace Transparency to Measure Progress</b>	 <b>14 INDICATORS</b> Measure and demonstrate progress against 10 environmental and 4 social indicators	Publishing annual report empowered members to: <ul style="list-style-type: none"> <li>✓ Adopt a shared set of sustainability metrics</li> <li>✓ Benchmark and motivate progress</li> <li>✓ Prioritize areas for improvement</li> <li>✓ Build trust through transparency</li> </ul>	 <b>RAISED BAR FOR TRANSPARENT REPORTING</b> GSI's annual, independently audited Sustainability Report demonstrates transparency and accountability and is the leading industry-wide reporting framework
 <b>Improve Environmental Performance through Certification</b>	 <b>100% ASC CERTIFICATION</b> Achieve 100% ASC certification – the most rigorous aquaculture standard	Working collectively to achieve an ambitious goal encouraged members to: <ul style="list-style-type: none"> <li>✓ Take the bold step towards ASC and achieve record-setting levels of adoption<sup>3</sup></li> <li>✓ Increase understanding of the standard requirements</li> <li>✓ Move and innovate more quickly</li> <li>✓ Share challenges and implement solutions</li> </ul>	 <b>40% GSI PRODUCTION</b> is ASC-certified as of the end of 2020, up from 0% in 2013
 <b>Innovate for Feed Efficiencies</b>	 <b>REDUCE PRESSURE</b> on marine resources and promote sustainable sourcing practices	Partnering with industry feed companies enabled members to: <ul style="list-style-type: none"> <li>✓ Improve feed conversion ratios</li> <li>✓ Motivate the development of novel oils rich in omega-3s</li> <li>✓ Support the development and implementation of ASC feed standard</li> <li>✓ Promote use of by-products and circular approaches to feed</li> <li>✓ Support policies on responsible soy</li> </ul>	 <b>~1.2:1 OR 1.1:1 FCR AND DROPPING</b> as of the end of 2020, which demonstrates farmed salmon is one of the most eco-efficient animal proteins
 <b>Promote Optimal Animal Health and Welfare</b>	 <b>FIND SOLUTIONS</b> to improve fish welfare and help overcome common biosecurity challenges, like sea lice	Creating an expert taskforce allowed members to: <ul style="list-style-type: none"> <li>✓ Share knowledge on best practices</li> <li>✓ Work together to find solutions for common fish health challenges</li> <li>✓ Combine resources to conduct and review technological trials and new approaches</li> <li>✓ Implement scalable solutions for fish health and welfare</li> </ul>	 <b>IMPLEMENTATION OF AN EFFECTIVE KNOWLEDGE-SHARING PLATFORM</b> to promote ongoing improvements   <b>REDUCTION IN SEA LICE TREATMENTS</b>   <b>INCREASE IN NON-MEDICINAL APPROACHES</b> to sea lice treatments
 <b>Reduce Antibiotics Use</b>	 <b>USE HOLISTIC APPROACHES</b> for disease management to reduce use of antibiotics	Establishing an industry taskforce supported by external experts allowed members to: <ul style="list-style-type: none"> <li>✓ Document and assess the situation</li> <li>✓ Share best-practices on reducing antibiotics use</li> <li>✓ Incorporate more holistic approaches to fish health management</li> <li>✓ Support pharmaceutical R&amp;D to accelerate development of new vaccines</li> </ul>	 <b>60% REDUCTION</b> in average antibiotic use among GSI members as of the end of 2020

**“GSI IS THE LEADING EXAMPLE OF INDUSTRY LEADERSHIP IN TRANSFORMING AN ENTIRE SECTOR TOWARDS A MORE SUSTAINABLE FUTURE.”**

**- WORLD WILDLIFE FUND**

AQUACHILE

australis  
SEAFOODS

BAKKAFROST

BLUMAR  
SEAFOODS

Camanchaca

CERMAQ

Grieg  
Seafoods

Multiexport Foods  
Alimentando el futuro

New Zealand  
King Salmon

NOVA SEA  
Seafood from Norway

Salmones  
Austral

tassal

Ventisqueros  
best in class performance

**GSI members drive sustainability progress at speed and scale.  
To learn more about how our farmed salmon is raised to be better, visit [www.RaisedToBeBetter.org](http://www.RaisedToBeBetter.org).**

Sources:  
<sup>1</sup> The Global Syndemic of Obesity, Undernutrition, and Climate Change: The Lancet Commission Report, *The Lancet*, 2019  
<sup>2</sup> Ocean Solutions that Benefit People, Nature and the Economy, Ocean Panel, 2020  
<sup>3</sup> Compared to other third-party certifications like Marine Stewardship Council and Forest Stewardship Council

**RAISED  
TO BE BETTER**

gsi

@gsi\_salmon

@gsi\_salmon\_es