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 the global movement toward sustainability is changing what the ocean could sustainably provide over.

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

1. Measure and demonstrate progress
2. Reduce pressure on marine resources
3. Improve feed efficiencies
4. Reduce antibiotics use

21 Member Companies
13 salmon farming companies
8 non-farming companies

7 Operating Regions
4 operating regions
3% of ASC-compliant salmon
40% of ASC-compliant salmon

Why collaboration?
Why collaborate? How has GSI driven change?

GSI has shown a number of measurable successes:

- 100% ASC certification – the most rigorous aquaculture standard
- 4 social indicators
- 14 environmental indicators
- 100%
- 40% of GSI

How has GSI driven change?

- GSI created a new business model to accelerate improvements in performance
- GSI enables companies to take responsibility for the sustainability of their operations

“GSI is the leading example of industry leadership in transforming an entire sector towards a more sustainable future.”
- The Lancet

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