



**KVARØY
FISKEOPPDRETT AS
Alf-Gøran Knutsen**

LITEN PRODUSENT STOR MERKEVARE

- Øy med 80 innbyggere
- 6,5 konsesjoner
- 5 lokaliteter
- Produksjon på 8.000 tonn sløyd laks
- 16 ansatte på produksjon av matfisk, totalt i konsernet litt over 50 stykk.

MERKEVARE

- Fokus på USA i mang år
- Leveranser til Whole Foods Market siden 2008
- Gjennom årene har alt skjedd via andre selskap
- Boston 2019
- Mange dårlige rådgivere underveis
- Jennifer Bushmann

MERKEVARE



- Startet bedriften i USA, 02.12.19
- Ansatte 4 stykk
- Hyret inn rådgiver som hadde laget profil for Verlasso, Ora King, og en del andre

Konkurrenter



MORE MEMORABLE, EVOCATIVE NAME

KVARØY

**KVARØY
ARCTIC**

- Provides familiar and memorable matching two-syllable handle
- Establishes brand's provenance

MODERN IDENTITY, RETAINING HERITAGE

ANNO 1976

KVARØY
FISKEOPPDRETT



KVARØY
ARCTIC

- Iconic K
- Forward Arrow (quest + innovation)
- Fish Symbol
- Greater Than Symbol



K V A R Ø Y I S L A N D

POPULATION 80 / SAY "KWA-RAY"

TIMING

- Lanserte merkevare 01.02.20
- Deltok på lanserings festen i New York
- Nedstenging
- For å gjøre merkevaren synlig så hadde vi store planer om en rekke arrangement.
- Avtale med Whole Foods Market og heldigvis ikke bare restauranter



BUTIKK - RESTAURANT

- Brukte første halvår på å vurdere
- Hadde hatt fokus på å skulle selge til restauranter
- Retail mye vanskeligere
- Nyttet ikke lengre å bare ha fersk laks

KVARØY ARCTIC VALUE-ADD PRODUCTS

We've made it easy for people to enjoy our incredible salmon at home with thoughtful, retail-ready products.



SALMON BURGERS

7 oz (2-Patty) package in 4 flavors: Original, Original & Cheese, Jalapeño & Cheese, and Chile & Cheese.

Dimensions:
6" x 8" x 1"
Units Per Case: 36



SALMON HOT DOGS

7 oz (2-Dog) package in 4 flavors: Original, Original & Cheese, Jalapeño & Cheese, and Chile & Cheese.

Dimensions:
3.75" x 10.5" x 1"
Units Per Case: 24



SMOKED SALMON

4 oz package of thinly sliced smoked salmon, rope-hung and cold-smoked by Santa Barbara Smokehouse

Dimensions:
8" x 6" x 0.2"
Units Per Case: 20



FROZEN SALMON FILLETS

2 lb package of quick-frozen fillets that capture fresh quality at the time of harvest.

Dimensions:
10" x 12" x 1"
Units Per Case: 14

DIGITALISERING

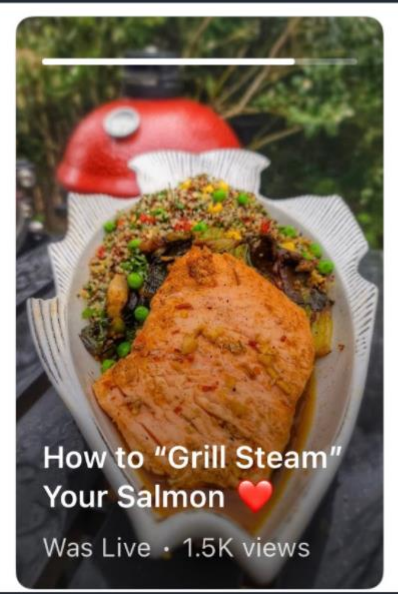
- Handshake
- Måtte finne måter å nå ut til kundene på, formidle historien om den lille øya
- Har hatt ett eget team på sosiale medier og med det nådd ut til mange, fått mye pressedekning i USA
- Live presentasjoner fra merdene til kundene

- Måling av SOME og oppfølging

Instagram


	JAN 2021	FEB 2021	EVOLUTION	
FOLLOWERS	5,787 (Jan 28)	9,082	+57%	Please note that the large increase in followers and decrease in engagement has everything to do with the very successful Homegating campaign (specifically the Giveaway) we did with celebrity Chef Andrew Zimmern.
ENGAGEMENT <small>(LIKES, COMMENTS, SHARES, SAVES, LINK IN BIO CLICKS)</small>	7,207	1,797	-75%	
AVG POST REACH	2,300	3,657	+59%	

IGTV Episode with Highest Views




How to "Grill Steam" Your Salmon ❤️
Was Live · 1.5K views

Post with Most Likes, Saves Comments & Link In Bio Clicks



View Insights Promote
Liked by lisa_kvaryarcticsalmon and 1,475 others
kvaroyarctic GIVEAWAY
CLOSED Worth \$1800, this 'Homegating with Andrew Zimmern & Kvaroy Arctic' giveaway... more
View all 1,461 comments

Post with Most Video Views



View Insights Promote
5,579 views · Liked by lisa_kvaryarcticsalmon and len_bushman

Media Highlights

Pod Foods Wire Announcement Results

Kvarøy Arctic is the Premiere Seafood Supplier Available via Pod Foods



English Story Number: SF81816 Clear Time: Feb 17, 2021 8:30 AM ET

Total Pickup

93

Average Potential Audience

128,918,660


Release Views & Hits

1,671

Engagement Actions

451

Media Highlights

 **KVARØY ARCTIC**

KVARØY ARCTIC IS THE FIRST FAIR TRADE USA CERTIFIED FARMED FIN FISH

Fair Trade USA premium funds will support growth of the education programs on Indre Kvarøy

(Indre Kvarøy, Norway; March 11, 2021)—[Kvarøy Arctic](#), the third-generation sustainable Atlantic salmon producer from Norway, is the first fin fish farm globally to receive the valued Fair Trade USA certification after a rigorous vetting process of the farm's social, environmental and economic impacts. The Fair Trade mark will now be carried on all Kvarøy Arctic fresh, frozen, burgers, hot dogs, and smoked salmon sold in the United States.

Fair Trade USA is the first and only tool available to offer industry and consumers a holistic choice in sourcing responsible seafood by addressing impacts through social, environmental and economic issues throughout the supply chain. Underpinned by a human rights approach, Fair Trade USA standards go beyond fisheries and farms by protecting the rights of workers within the certified company and its supply chain. As part of this process, all of Kvarøy Arctic's processors including Vega Salmon, Het Urker, Eat Salmon of Norway and Santa Barbara Smokehouse now also carry the Fair Trade USA Certified seal, which assures customers the products were grown, harvested, manufactured, and traded in ways that improve livelihoods and protect the environment.


"We have a 360 approach to sustainability and place equity and employee wellness with the highest priority," says Kvarøy Arctic CEO Alf-Göran Knutsen. "Now we have a recognizable Fair Trade USA seal on our products so people discovering our salmon for the first time know we care deeply and have a thoughtful approach to supporting our teams."

Of the nearly 80 people residing on Kvarøy Island, all of them are connected to the island's namesake business and the family-owned company is intrinsically tied to the local school. Through the Fair Trade USA program, an extra sum paid by Kvarøy Arctic will go directly to its farmers and workers to support community development projects and education. A democratically-elected body of farmers will manage the premium funds and projects, which will focus on improving the livelihoods and futures of the workers and their families.

"Through our seafood program, fishers, farmers and workers have earned an additional two million dollars in premium funds, which they have put to use on environmental impact projects like habitat protection, pollution cleanup, and much more," said Paul Rice, Founder and CEO of Fair Trade USA. "With aquaculture supplying more than half of all seafood for consumption today and continuing to grow, we're bringing these same protections and benefits to producers of cultured seafood and fostering socially responsible growth in the industry. We're grateful for this partnership with Kvarøy Arctic and their commitment to their farming community."

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Fair Trade USA

 **KVARØY ARCTIC**

Kvarøy Arctic Hosts Thought Leader Dinner at SXSW with Chef Andrew Zimmern

(Indre Kvarøy, Norway; March 15, 2021)—On March 18, [Kvarøy Arctic](#) joins Chef Andrew Zimmern and 30 thought leaders for a private virtual aquaculture dinner as part of **SXSW Online**, the virtual version of Austin's acclaimed in-person gathering of film, interactive media, music, climate activism, and more. Hosted on the heels of a lively and informative public panel discussion on March 16 entitled "[Aquaculture, Food Systems and Climate Change](#)," the March 18 dinner will offer a taste of Kvarøy Arctic salmon and Riverence trout as well as an opportunity for guests to connect and have impactful conversation about aquaculture's role in combating climate change.

SXSW passholders are invited to reserve a spot for the panel discussion, which will include a live Q&A, hosted within the "Climate and Social Action" schedule of events with guest speakers:

- ✓ **Andrew Zimmern**, Chef and CEO of Food Works, Inc.
- ✓ **David E. Kelley**, Riverence Founder and TV Writer & Producer
- ✓ **Alexandra Cousteau**, Explorer, Ocean Advocate, and President & Co-Founder of Oceans 2050
- ✓ **Sarah Redmond**, Organic Seaweed Farmer from Springtide Seaweed



Speakers will discuss aquaculture as a powerful force for ecological and social good as the world's fastest growing food production system. Topics explored will also center on aquaculture's ability to combat the global climate crisis, the global health crisis, and the challenges humanity faces as the global food system is transformed.

Continuing the conversation in a more intimate and interactive setting, Kvarøy Arctic invited a list of 30 thought leaders to participate in a private virtual dinner on March 18 catered by *Brava: Top Chef "Fan Favorite"* Chef and Restaurateur Fabio Viviani. The guest list includes aquaculture industry professionals from various sectors (feed, farming, distributors and technology partners), as well as journalists, ocean activists, restaurateurs, and entrepreneurs. The attendees are senior members of companies including: **Aquabyte, Aspen Institute, Bloomin' Brands, CBS News, Compass Group, The Conservation Fund Freshwater Institute, Corbion, Eater.com, Euclid Fish, Global Aquaculture Alliance, The Hollywood Reporter, KeHe, Los Angeles Times, Seafood Source, Seattle Fish, San Francisco Chronicle, Santa Monica Seafood, Stavis Seafood, and others.**

The dinner will open with remarks from the panelists before guests are welcomed into more intimate discussion groups. All attendees will receive a meal kit and recipe cards prior to the


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SXSW

 **KVARØY ARCTIC** 

KVARØY ARCTIC ANNOUNCES 2ND ANNUAL WOMEN IN AQUACULTURE SCHOLARSHIP WITH SAGE

Applications open on April 13 for two global scholarships including hands-on experience at Kvarøy Arctic in Norway



Kvarøy Arctic CEO Alf-Göran Knutsen with 2020 Women in Aquaculture Scholarship recipient Marwa Mechlaoui [Image](#)

(Indre Kvarøy, Norway; March 30, 2021)—On April 13, 2021, family-owned sustainable salmon farm [Kvarøy Arctic](#) will begin accepting applications for its second annual **Women in Aquaculture scholarship**—a fully immersive learn/work experience designed to eliminate boundaries and create equitable opportunities for women building careers in aquaculture. The scholarship is hosted in partnership with [SAGE](#) (Seafood and Gender Equality), a non-profit initiative founded by former Fair Trade USA director Julie Kuchepatov with a mission to build a more equitable, diverse, and inclusive seafood industry and sustainable seafood movement.

Recognized as one of the fastest growing food production systems in the world, the [FAO reported](#) that aquaculture employed 20.5 million people in 2018 (on a full-, part-time, or occasional basis in primary production). Of those millions, women represent 19% of the workforce.

"We started this scholarship program at the beginning of 2020 because we recognize it's harder for women to break into the farm-level operations of aquaculture globally," says Kvarøy Arctic CEO Alf-Göran Knutsen. "The pandemic delayed our plans for last year's recipients to join us on the farm but not our dedication to supporting them in their career development and to continuing this program."

Two scholarships are available this year with one dedicated to an applicant from any country globally and a second designated for applicants from countries in Africa. The recipients will each be awarded a \$10,000 scholarship and a paid, one-month summer internship on the Kvarøy Arctic farm site in Norway. Recipients are welcomed to continue their internship each year they are in school, and will be considered for employment upon graduation.

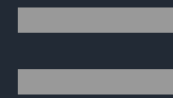
According to a [UN Study](#), it is expected that by 2050, "half of the world's population growth will occur in Africa." "Aquaculture is a burgeoning industry in this part of the world," says Kvarøy Arctic Strategic Development Officer Jennifer Bushman. "It's within the Kvarøy Arctic value system to take a collaborative approach to advancing aquaculture and we've chosen to

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Women in Aquaculture
Scholarship



\$150 worth of Kvaroy Arctic products with every purchase of a Kamado Joe Classic III





Introducing our official Wine
Partner- Sonoma Coast's
Cobb Wines

More about the events and
partnership coming soon!

www.cobbwines.com







Kvaroy Arctic targets sustainability-conscious consumer to grow its brand in the US

In 2020, Norwegian salmon farmer Kvaroy Arctic sold half a billion kroner (\$48.9 million) worth of salmon in the United States. Its salmon sales are solely focused on the US market in a mixture of foodservice and retail through several partnerships and value-added programs.

CEO Alf-Goran Knutsen feels several factors give his company an edge in the US market, including the fact the country still depends heavily on imports for its seafood.

Norwegian salmon is a high-demand product, and buyers are willing to pay a premium for it, he noted. And, he argues, no other salmon has been able to top Norway's place as the highest-quality provider.

Its attractive sustainability credentials also help Kvaroy ensure its salmon is priced at a premium.

innovation part and we see it as an investment in the future," said Knutsen in 2016, when discussions began among the companies. "The feed is the most important part of producing salmon."

The companies said in 2018 that the product boasts a record-breaking fish-in-fish-out ratio (FIFO) of .47 to 1, setting a new gold standard for the aquaculture industry.

With Blue Circle being one of Whole Foods' biggest seafood suppliers at the time, it seemed like it was only a matter of time before Kvaroy benefited from that close relationship.

Thus, in February 2020, it made a big splash by landing a contract to supply Amazon-owned US retailer Whole Foods' fresh fish counters in locations all over the United States and Canada under its Kvaroy Arctic brand. As the contract is non-exclusive, Kva-

KVAROY

"IT'S NOT THE PRICE THAT'S DRIVEN US, IT'S THE INNOVATION PART AND WE SEE IT AS AN INVESTMENT IN THE FUTURE"

Alf-Goran Knutsen,
CEO, Kvaroy Arctic



TAKK FOR MEG