

# Do you know your footprint?

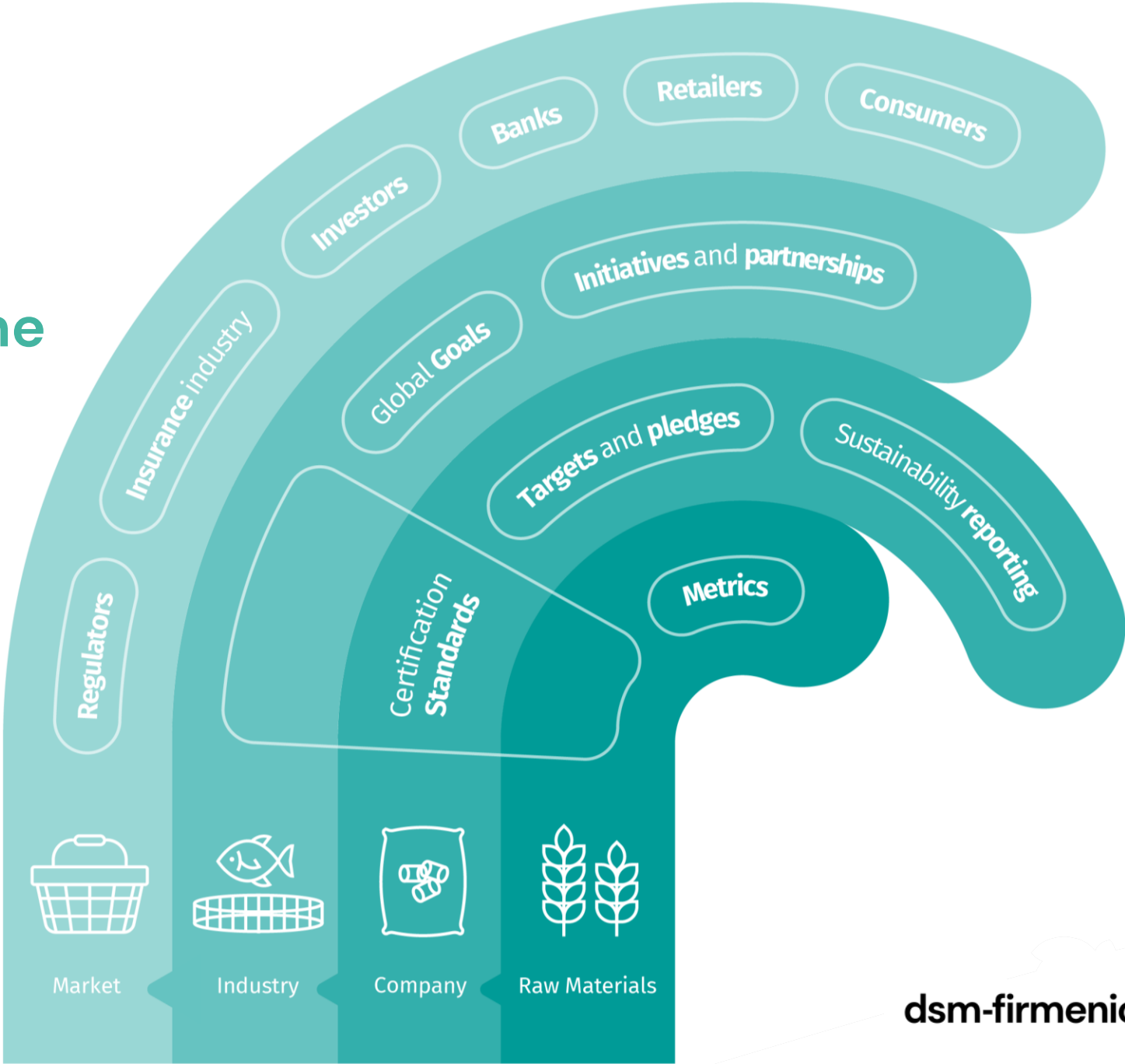


# Digital solutions to enhance the value of your salmon: Sustell™



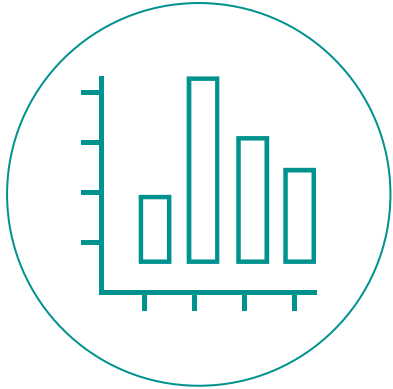


# Stakeholders across the value chain want to know your footprint



# Salmon ranks very highly on sustainable protein index

But how does this relate to an on pack eco-label?



High rankings of salmon producers in the Coller FAIRR Protein Producer Index

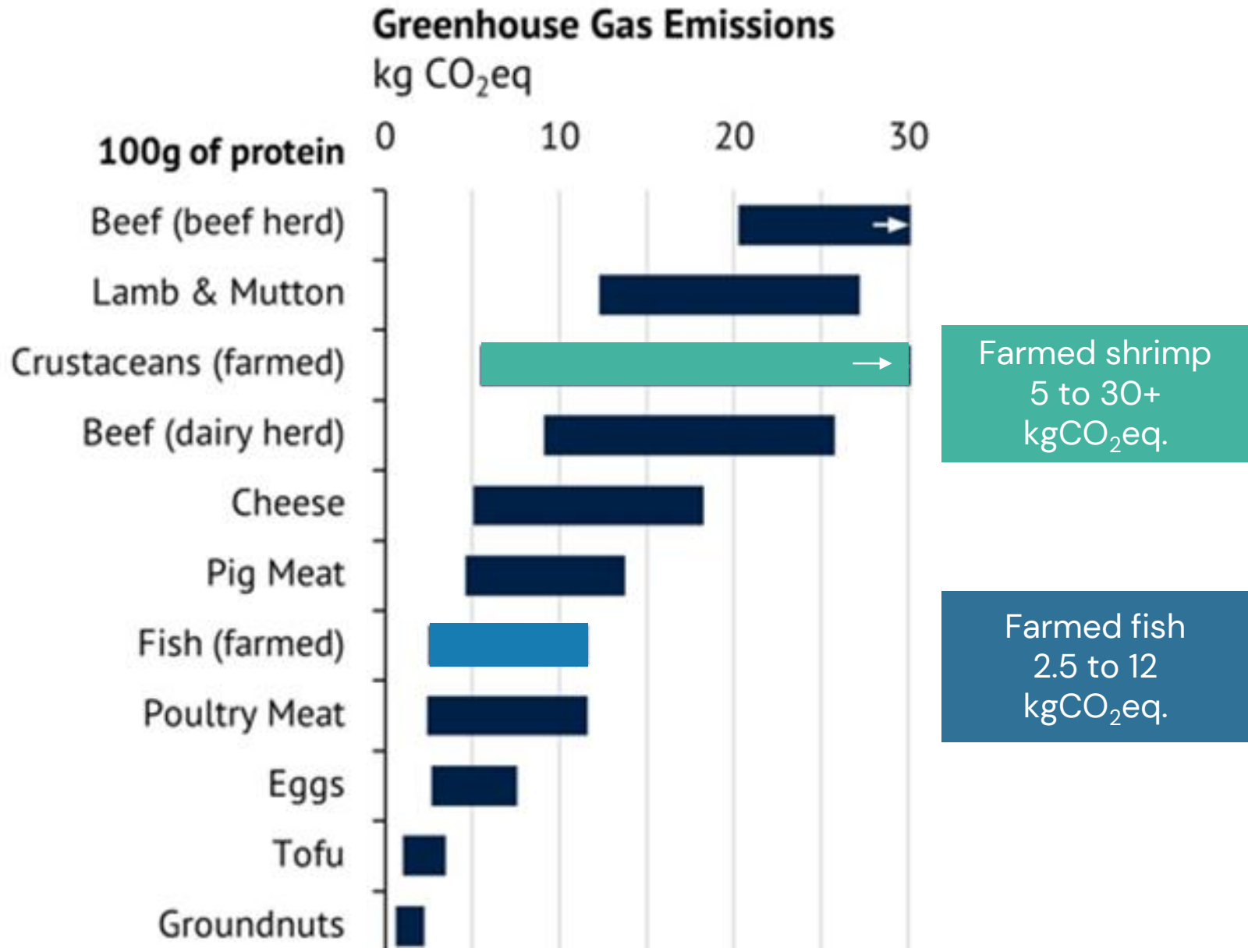
1. MOWI
2. Grieg Seafood
3. Leroy Seafood
4. Marfrig Global Foods
5. Cranswick
6. Salmenes Camanchaca
7. Fonterra
8. Bakkafrost
9. Multi X
10. Salmar



The importance of using **your own primary data** is critical to differentiate yourselves in the marketplace



Recent example of eco-labelling in a Swiss supermarket  
[from 24.03.2023] based on ECO-SCORE label (Agribalyse secondary data)

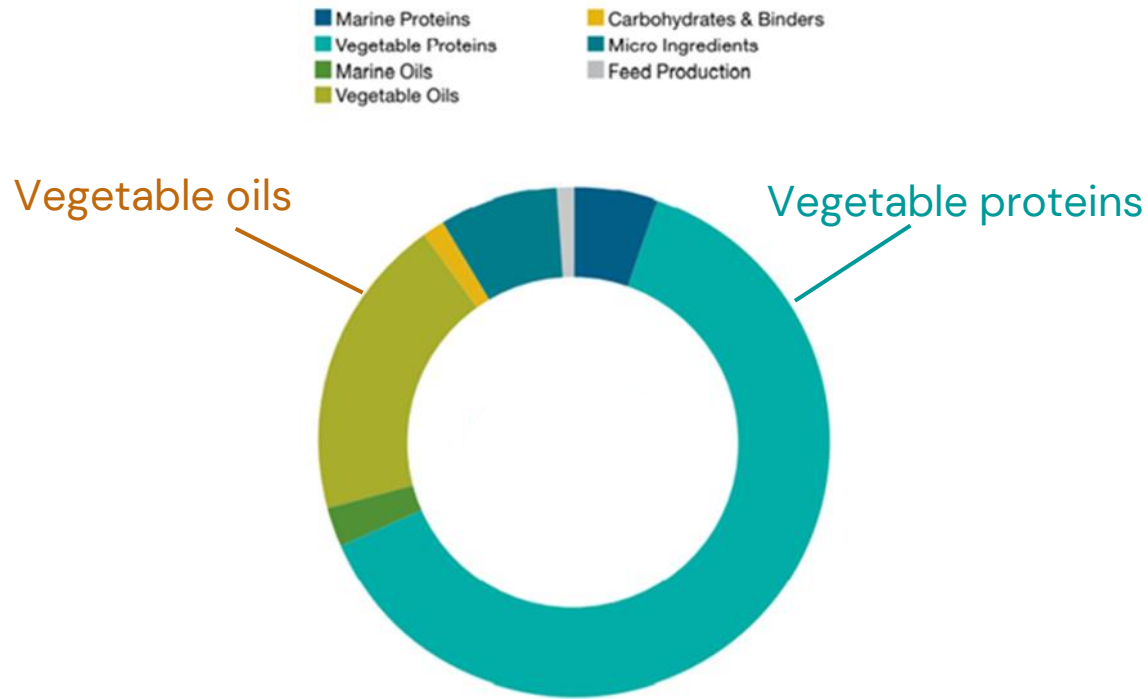


**Don't rely on industry averages**

**Each company needs to know their footprint**

Source: Poore & Nemecek 2018 (global average GHG emissions of food products based on a large meta-analysis of food production covering 38,700 commercially viable farms in 119 countries)

# Footprint measurement of raw materials drives footprint of final aquaculture product (65% to 80%)



GHG emissions (%) per raw material category



Data is key to compare different raw materials and to be able to formulate not only on nutrients, but also on footprint.

Cargill Aqua Nutrition, Sustainability report 2020

# Footprint measurement with Sustell™

Full LCA measurement of animal protein production, for aquaculture



Verified data input ➤ LCA calculation certified to ISO 14044/44 ➤ Results calculated to ISO 14040/44



[www.sustell.com](http://www.sustell.com)

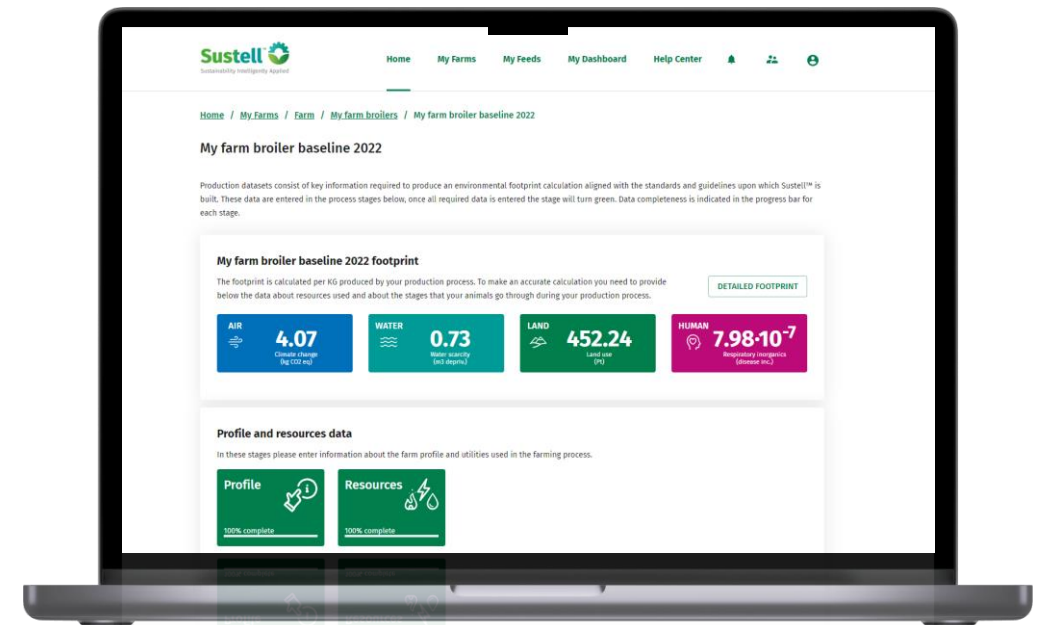
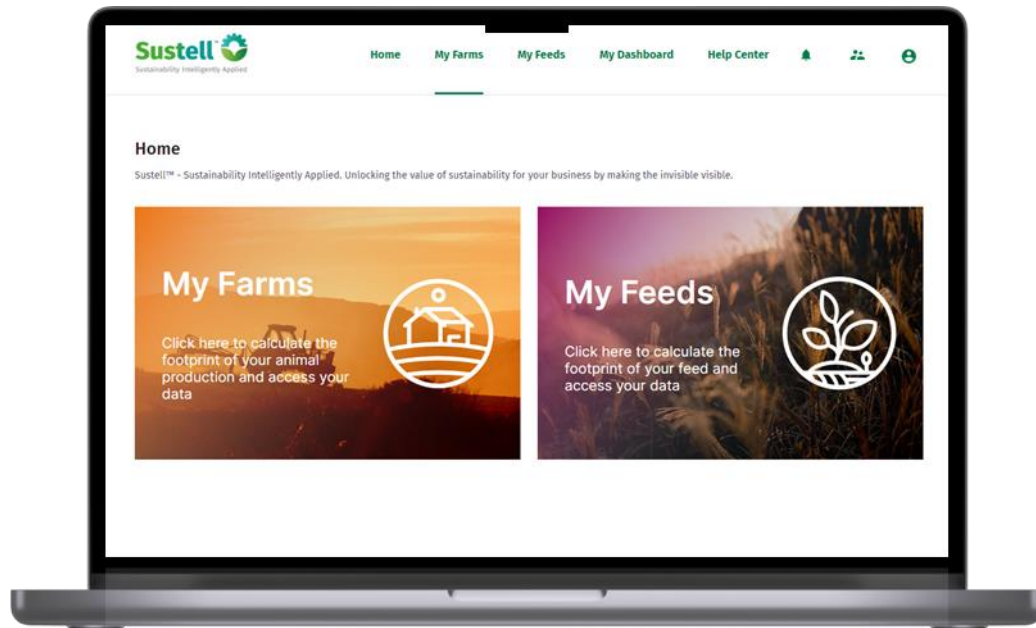


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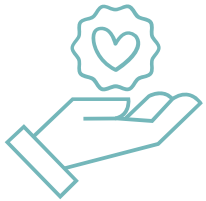
# Sustell™ is your ready-made solution

Measurement combined with practical, science-based solutions to unlock the value of sustainability

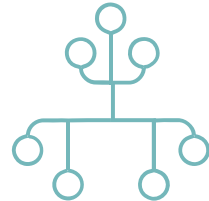




# Intelligently unlocks the value of sustainability



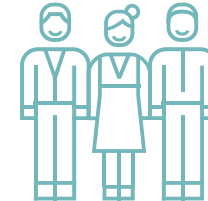
**Take ownership**  
of your footprint and  
don't be judged on  
industry averages



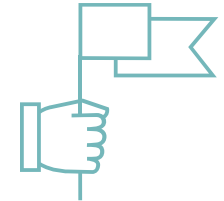
**Implement**  
best practice with the  
knowledge to enable  
continuous improvement



**Reduce**  
your environmental  
footprint & business risk  
while enhancing the  
resilience & profitability of  
animal production



**Engage**  
your employees,  
creating a culture of  
purpose &  
sustainability in your  
business



**Elevate**  
your company &  
product brand and be a  
leader in sustainability



**We bring progress to life™**