SALMON ACADEMY

SALMON LIFECYCLE & FARMING
PHASE 1  
ROE (FISH EGGS)

Our salmon start their lives on land, in an incubator tray. Just like wild salmon, the fertilisation of the roe takes place in fresh water. The roe are kept at a constant temperature for around 80 days before hatching.

Established egg suppliers can scale their production to demand by obtaining more or less fish for breeding during the preceding season.

PHASE 2  
FRY

After hatching, the salmon fry has a sac on its stomach that it uses to feed itself. Four to six weeks after hatching, the fry begin to eat feed and are now transferred to larger freshwater tanks.

PHASE 3  
SMOLT

After 10-16 months in freshwater, our salmon are ready to be placed into the sea. At this stage, each fish weighs less than 60-100g, but it has gone through a great change known as smoltification. This change enables a salmon to live in saltwater, and it is now called smolt.

PHASE 4  
MATURE SALMON

We rear the salmon in aquafarms in the sea and in fjords for 14-22 months. When the fish has reached a weight of 4-6 kg it’s ready to be processed.

Harvesting healthy ocean-farmed fish starts with a healthy diet that offers the same nutrients wild fish receive at sea. Like wild fish, farmed fish rely on the oceans for their feed.
Our salmon eat dried feed pellets that consist of about 70% vegetable raw material and 30% marine raw material (fish oil and fish meal from wild fish).

Our specially formulated pellets contain all of the nutrients salmon need for healthy growth, including:

- Proteins from fishmeal, fish oil and plant proteins and oils
- Carbohydrates from both marine and vegetable sources
  - Unsaturated fatty acids
  - Vitamins
  - Minerals
  - Antioxidants

50% Vegetable protein & carbohydrate
19% Vegetable oil
17% Fishmeal
11% Fish oil
1% Fish protein concentrate
2% Other
Combining hard-earned experience and advanced technology, we are able to monitor and promote healthy fish growth and food safety at every step—from roe to harvest and distribution.

Every farm must be licensed and operated in an environmentally appropriate location to avoid impact on the area and supply of salmon.

Perfect growing conditions vary from species to species. For example, salmon are herd animals and therefore do not want to swim alone.

We make sure though that there is at least 97.5% of open water volume per pen to allow the salmon the freedom to grow to full size in a clean and natural environment.

Overall, our industry’s high standards of excellence and strict safety guidelines guarantee the health and comfort of every fish, from hatching through to maturity—ensuring that your customers enjoy the best-quality salmon available, every time.
Ocean-farmed Atlantic salmon comes from the same origins as wild. In the 1970s, we collected salmon from 40 Norwegian rivers to breed in our ocean farms. Norwegian farmed salmon has the same genetics as the wild salmon, but it is bred to grow faster, mature later and resist disease better.

Ocean-farmed salmon from Norway is well looked after and you can taste the difference. We set high standards and our model of sustainably managed aquaculture is recognised worldwide.

**Space to swim**
With 97.5% water to 2.5% salmon in each facility, our fish have the space they need to swim and grow. A typical net is between 25-40m deep, with a diameter of 30-60m.

**Reduced use of antibiotics**
Since the 1990s, we’ve decreased our use of antibiotics by 99% while our production of salmon has increased. Since 1998, over 20,000 samples of salmon have been tested for consumption traces of drugs - with none found.

**Sea lice managed organically**
While lice occur naturally in the sea, using “cleaner fish” helps to reduce the risk of our salmon getting infected.

**Fresh flowing water**
Despite aquaculture being a major industry in Norway, only 0.5% of our sea is populated with salmon farms. Our farms are always located where there are good currents so that there is always fresh water flowing through.

In addition, the locations are closed for at least 3 months after every generation of salmon is farmed, so that the seabed is naturally cleaned. The enclosures are also drained and cleaned completely before once again being filled with young salmon.

**Free from PCBs**
We check 11,000 salmon per year for harmful substances. Our salmon’s PCB, dioxin and heavy metal levels are all well below EU limits.