

# Sustainability matters... ...to you, to us, to the world

**W**e want wild salmon to be here forever. We believe farmed salmon is part of the future, taking pressure off wild fish stocks, by providing an excellent alternative source of seafood to meet the growing global demand.

The only way we can be part of that future is by balancing all of our

environmental, social and economic responsibilities.

That means protecting wild salmon stocks, creating jobs and generating revenue all at the same time.

**Our focus is sustainable aquaculture**



**Salmon matters ... find out more.**

To learn more about sustainable aquaculture, visit our website or follow us on Facebook and Twitter.



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