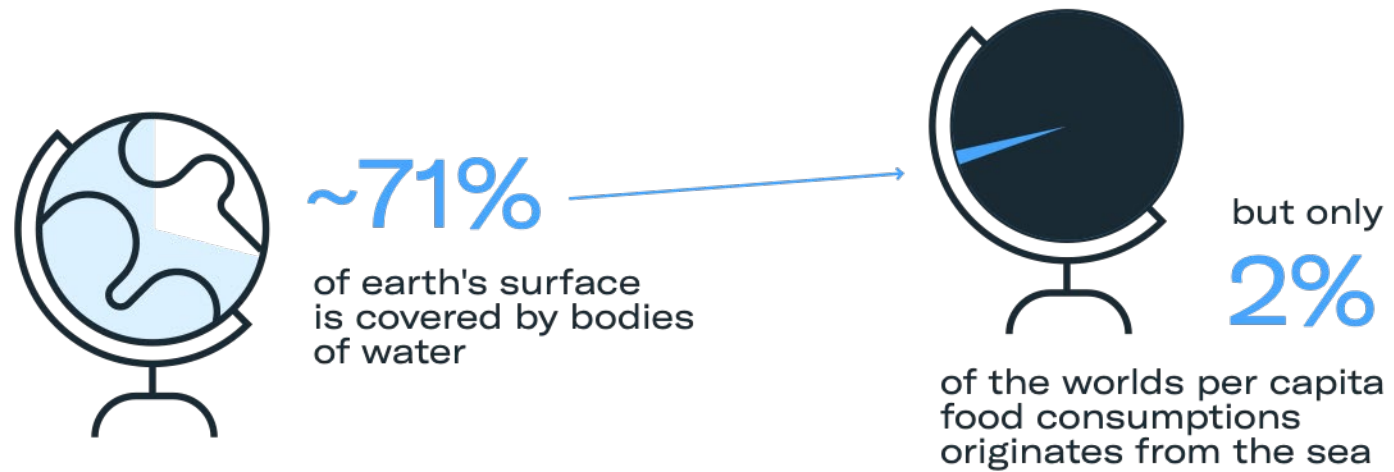




Eide

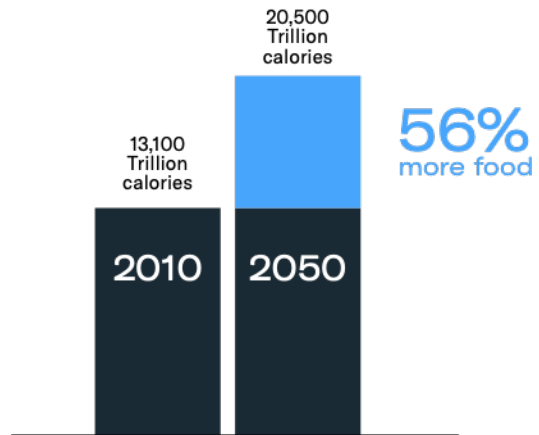


Status quo



Is it relevant?

How do we feed
10 billion people...

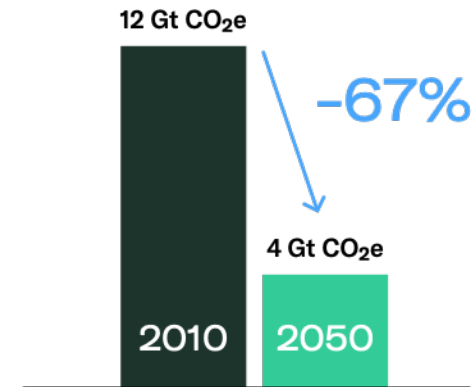


...without using
more land...



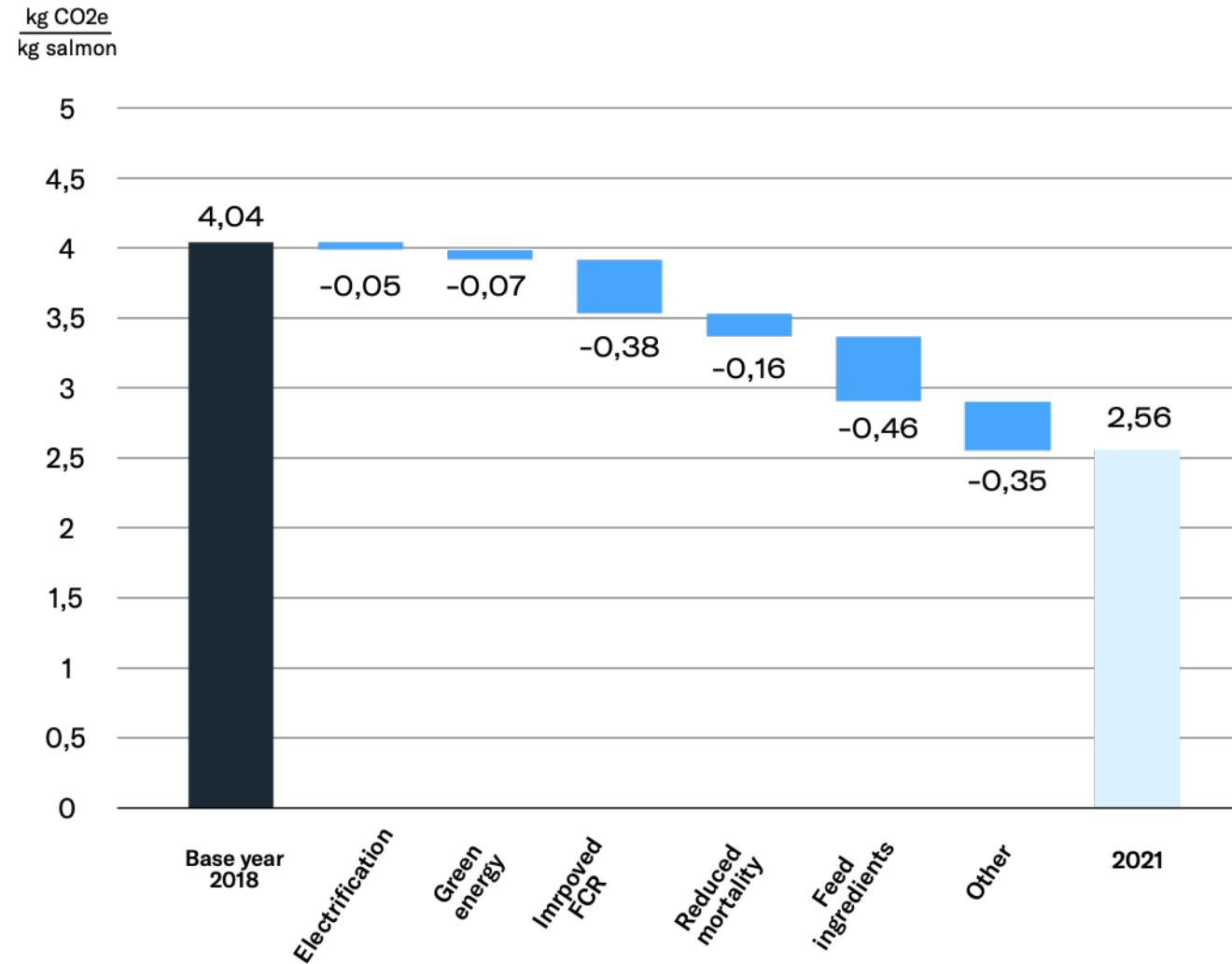
we currently use
~50%
of the world's
vegetated land
for agriculture

...while lowering
emissions?

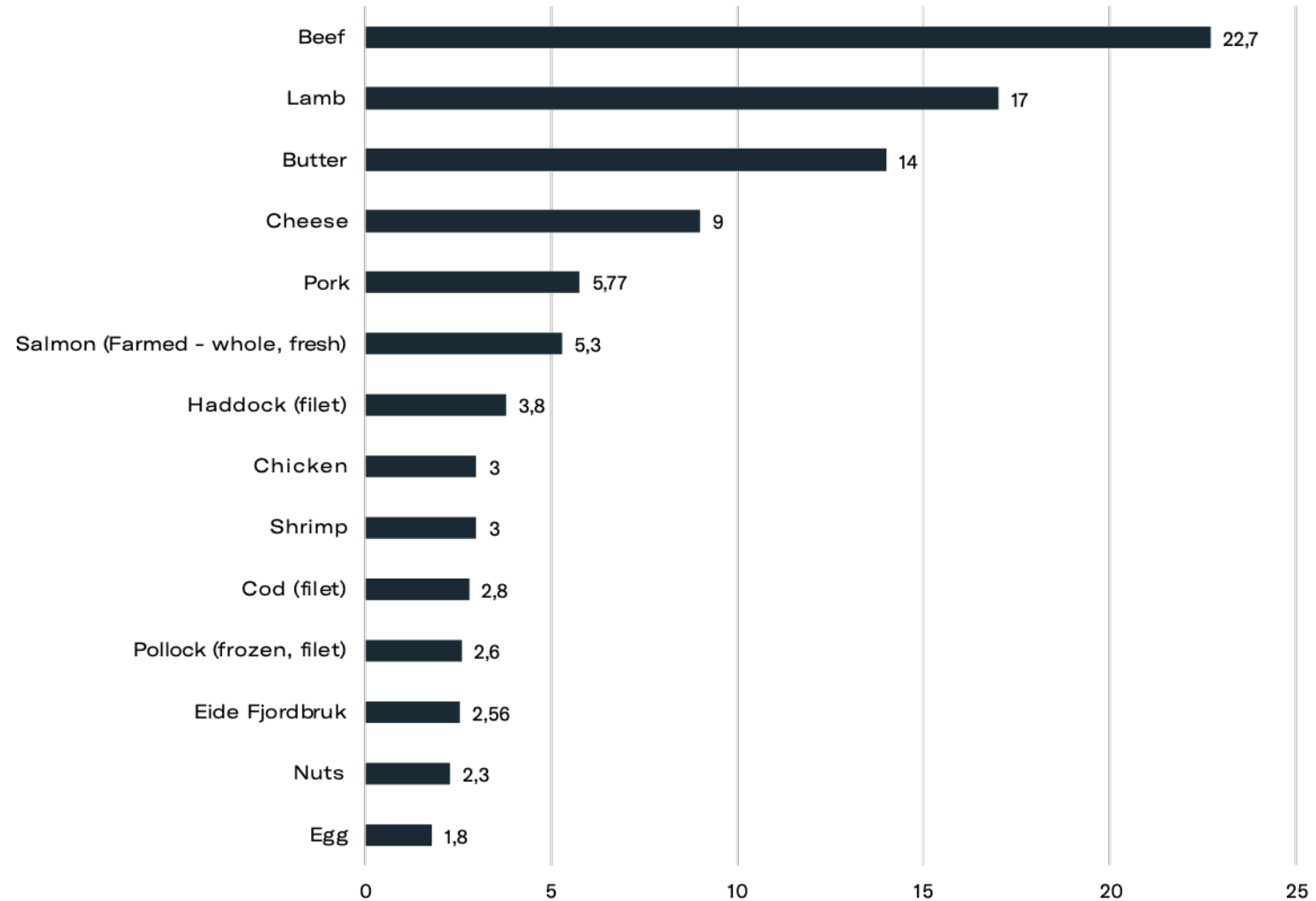




Reduction of our carbon emissions



kg CO2 per kg produced



Salmon Eye

A symbol for sustainable seafood



Sources - slide 6

- [Climate Footprints of Norwegian Dairy and Meat](#) (CICERO, 2016).
- [Klimavennlig mat i sykehjem](#) (Bioforsk, 2012)
- [Slik spiser vi opp jorda](#) (Framtiden i våre hender, 2016).
- [Vår vannkrevende mat](#) (Framtiden i våre hender, 2017).
- [Greenhouse gas emissions of Norwegian seafood products in 2017](#) (Sintef, 2017).
- [Matvaretabellen](#) (Mattilsynet, Helsedirektoratet og Universitetet i Oslo, 2017).