



KVARØY
ARCTIC™



CASE STUDY

Kvarøy Arctic

The Norwegian Salmon. Join us as we transform an industry, protect our seas, and feed the world.



INTRODUCING THE WORLD TO NORWEGIAN SALMON.

What today is called Kvarøy Arctic was founded in 1976 by Alf Olsen, a fish farming pioneer in northern Norway, and his son Geir. Over multiple generations, the family has continued to offer salmon of the highest quality, without compromising either the environment or the welfare of the fish.

It's a story deserving of the global stage, and needed a brand strong enough to carry the legacy around the world.

01 DISCOVERING OUR COMPETITIVE ADVANTAGE

- What's is the status quo for our fish species in local markets?
- How are we different? What our our opportunities to break away?
- What matters most to consumers, to retailers, to the farmers, and ultimately to the planet?
- What does our future audience know about our region? What do they know about our people?
Our cuisine? What do they **not** know?
- How can we resolve consumer and retail concerns and clear the way for the true story of a
producer and its products?
- Can we broaden our audience through education and cultural translation and contextual
alignment?

Place

People

Partners

Process

Product

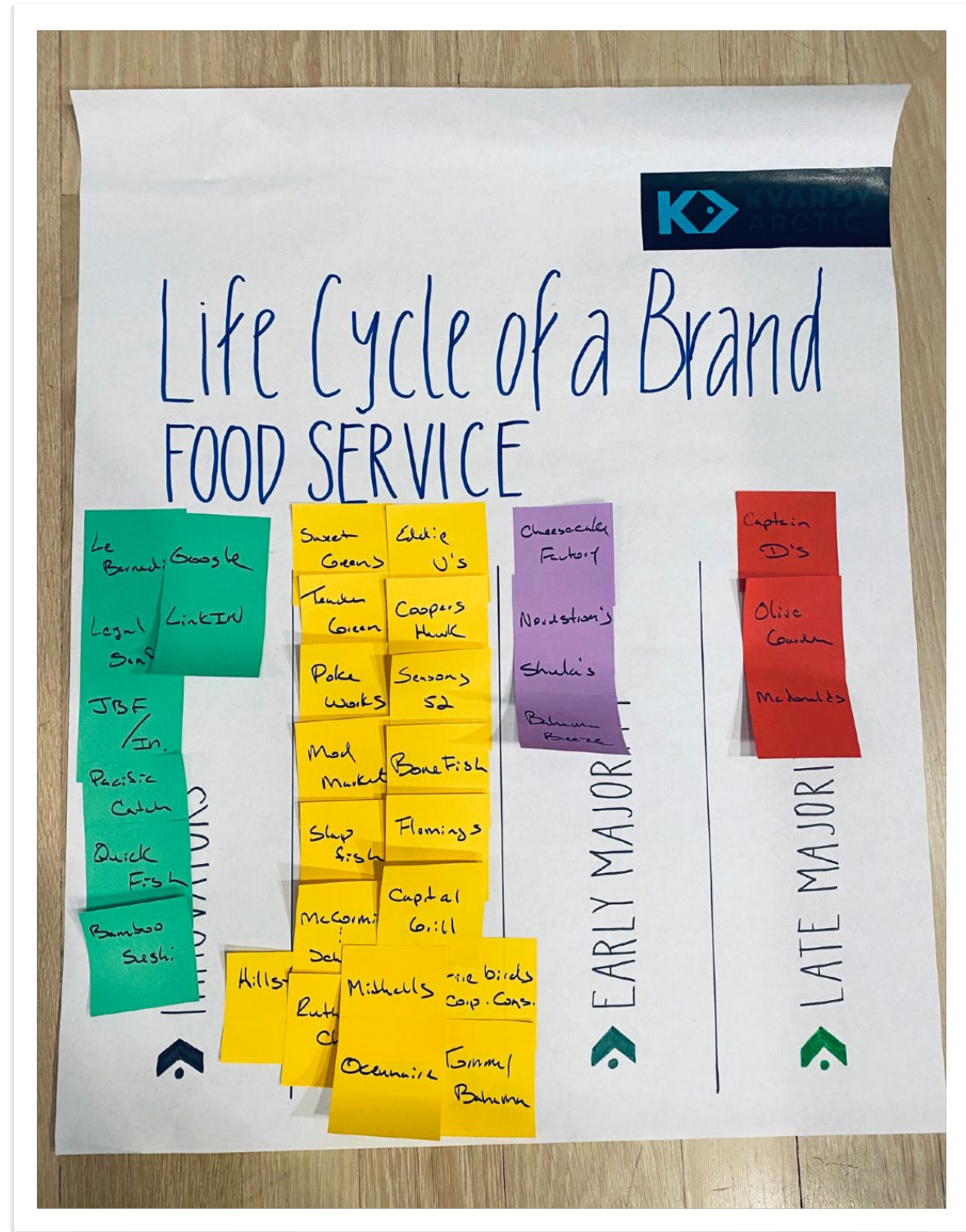
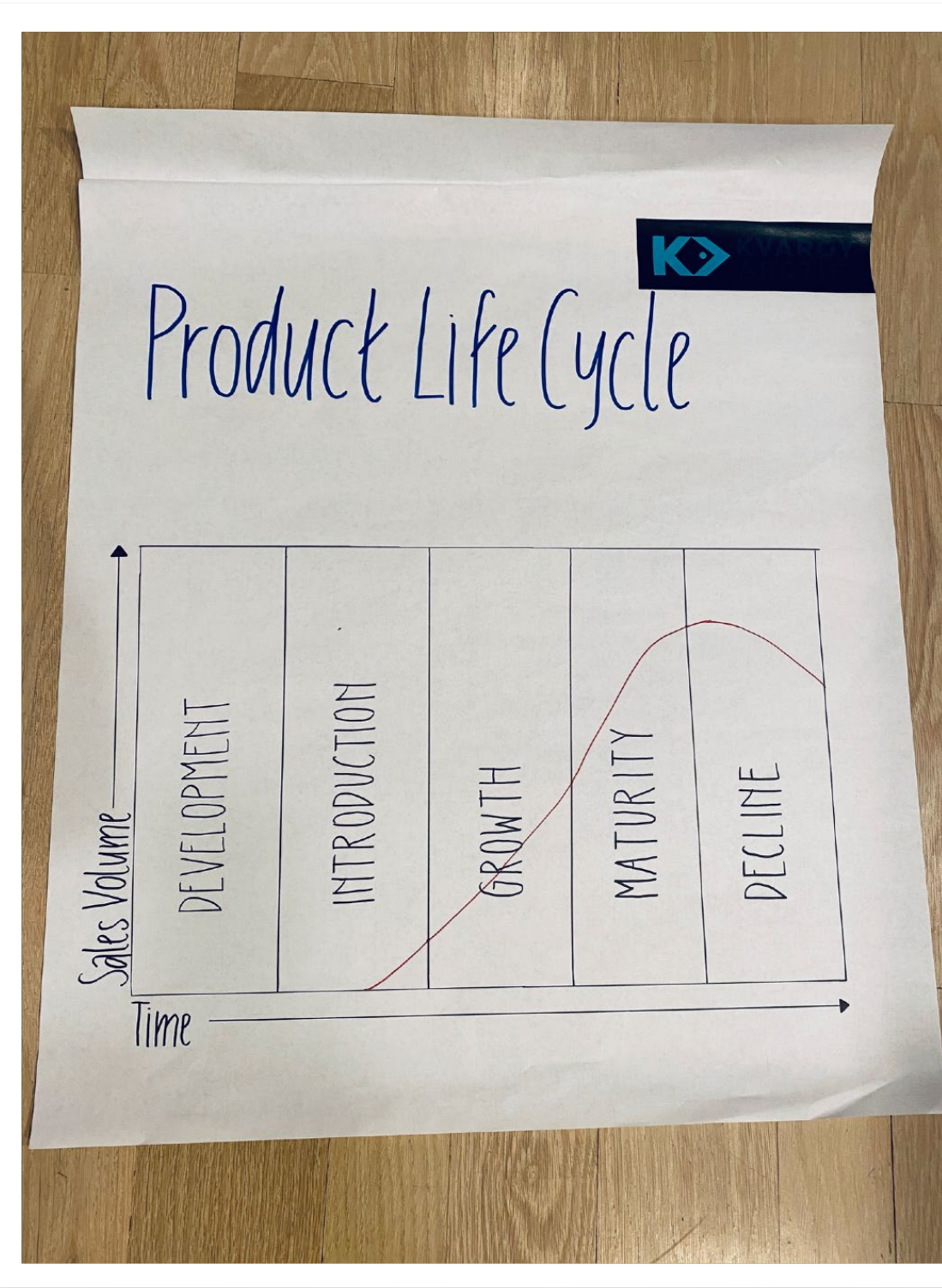
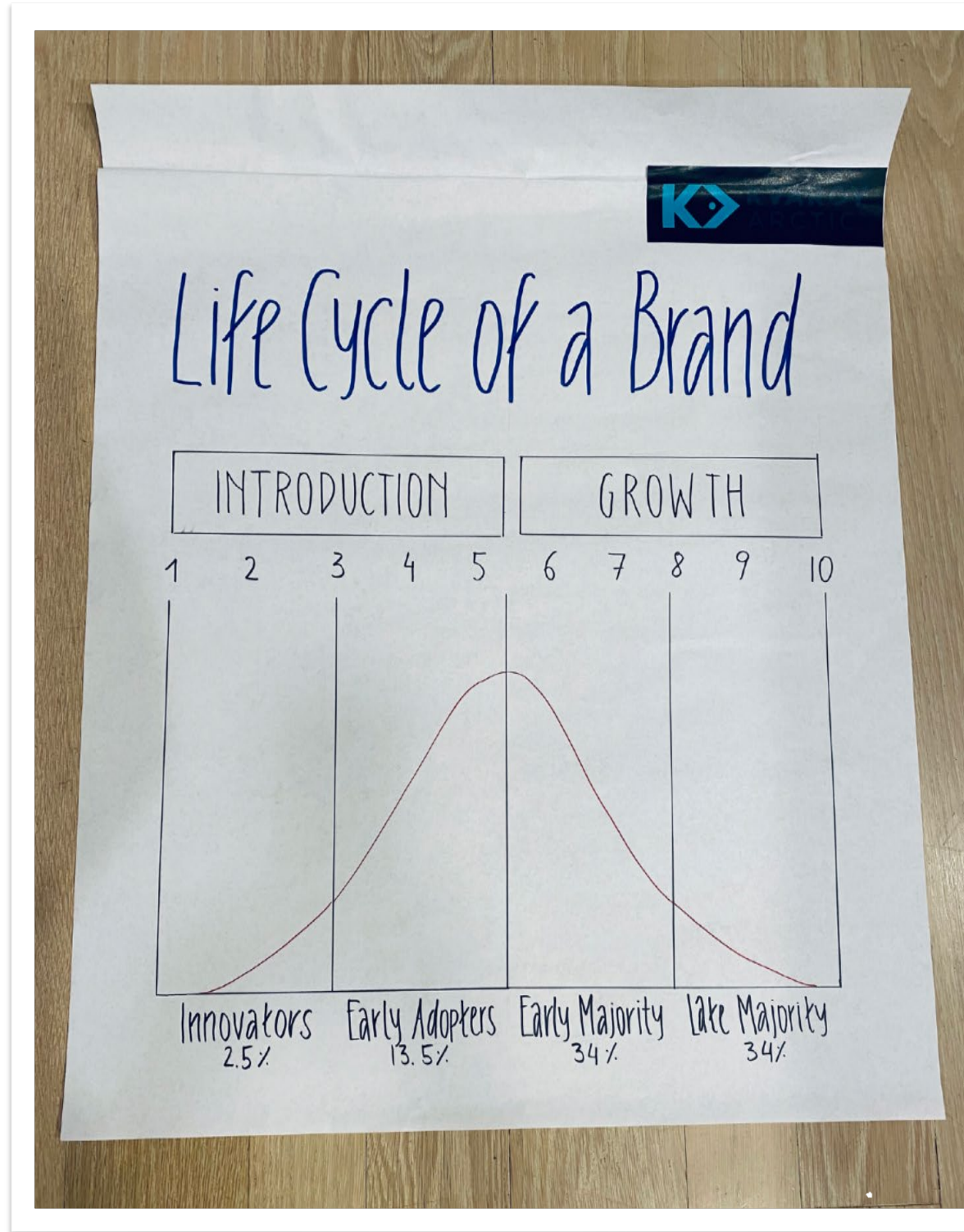


CHANNEL STRATEGY

- Why Do it?
- Create a more strategic approach to Sales
- Provide a Strategy to guide short term efforts and spending
- Provide a long term strategy for a 3-5 year sales and marketing plan

LIFE CYCLE STRATEGY & PIPELINE

02





A strategy review exercise SHOULD be framed by the following questions regarding your company, its brand and the sales strategy:

- How do our current goals and strategies match the realities of the changing category?
- What is the type of our potential market?
- How do we get to the next level of sales and growth? Are we doing the right things to launch? What has to be done differently from other brands?
- What is our competitive positioning in a rapidly changing marketplace?
- How do we respond to new competitive entrants and threats? How do we maintain our competitive advantage?
- How do we develop the value of a higher-quality and price premium segment with customers?
- How should we define and strengthen our brand and how does it change over time?

In addition to answering these questions, every exercise should include:

- Create a strategy-oriented approach to marketing and sales.
- Provide a strategy to guide short-term activities and spending.
- Provide a high level, long-term marketing strategy to guide sales and marketing tactical plans for 3,5,7 years.

02 BUILDING THE STAGE FOR OUR STORY

- Certifications
- Website
- Sales Deck
- Tear Sheet
- Tasting Protocol
- Gill Tags / Ice Spears
- Brand Welcome Kit
- Merchandise Program
- Point of Sale Materials
- Social Media Tools
- Sales Event Kits



01 PROVE IT

Certifications help consumers and retailers fast-track their trust, with third party verification. It's critical to earning an audience.

DO THE RIGHT THING FIRST.



When we set out to raise the most incredible, healthy salmon on the market, we knew that we would not be evaluated by the way we spoke about ourselves — but by the true quality of our fish and the choices we made along the way. We knew that our journey would require an uncommon commitment to excellence, and that it would not be easy. Today, the result of our actions is honored by global standard-defining leaders, and it is our great pleasure to share our accomplishments with you.



CERTIFICATIONS



FAIR TRADE CERTIFIED

Fair Trade administers the only seafood certification label that covers fundamental human rights and workplace safety and provides a direct economic benefit to producers and their families in the form of a guaranteed premium for community development. **Plain and simple:** It takes great people to raise great fish, and we're doing everything we can to put people first.



AMERICAN HEART ASSOCIATION CERTIFIED

Kvarøy Arctic salmon is officially certified by the American Heart Association's Heart-Check Program, giving consumers peace of mind that what they are consuming meets the nutritional requirements of the American Heart Association. Just one 3.5-ounce serving of Kvarøy Arctic salmon has over 2,000mg of omega-3s exceeding the weekly recommended goal. **Plain and simple:** Our fish are good for you, and heart-healthy!



AQUACULTURE STEWARDSHIP COUNCIL (ASC) CERTIFIED

ASC develops and manages the strictest standards in farmed seafood. These standards include hundreds of requirements covering the potential impacts of aquaculture — including water quality, responsible sourcing of feed, disease prevention, animal welfare, the fair treatment and pay of workers and maintaining positive relationships with neighbouring communities. **Plain and simple:** At the farm level, we're doing things right.



BEST AQUACULTURE PRACTICES (BAP) CERTIFIED

We are proud to say that Kvarøy Arctic salmon was Norway's first salmon farm to be awarded Best Aquaculture Practices (BAP) certification! The BAP certification program is verified by globally recognized third parties, evaluating and verifying sustainable, environmentally respectful practices. **Plain and simple:** BAP certification demonstrates our commitment to the highest sustainability standards!



GLOBAL G.A.P. CERTIFIED

Global G.A.P. is dedicated to ensuring that people have access to safe, sustainable food. This certification helps consumers know that a farmer is acting responsibly with the most important activities in animal welfare, the environment, staff, and overall food safety. **Plain and simple:** Global G.A.P. certification means we treat our fish, people, and food safety with the greatest care.



IBM FOOD TRUST BLOCKCHAIN

Food buyers and their customers want to know where their food comes from, how it's raised, and what's in it—especially seafood. As the first in our industry to utilize IBM's Food Trust Fresh Insight blockchain technology, we're promoting access to pure, unaltered data collected directly from the source to allow people to buy what they truly want. **Plain and simple:** Our fish are fully traceable and our methodologies are accountable at every link in the chain of production.



KOSHER CERTIFIED

Kosher Certification is the stamp of kosher approval by a rabbinic Agency verifying they have checked the products' ingredients, production facility and actual production to ensure all ingredients, derivatives, tools and machinery have no trace of non-kosher substances. The Kosher Certified symbol assures consumers that both the actual product and its production adhere to all Kosher Law requirements. **Plain and simple:** Our fish are kosher!



MONTEREY BAY AQUARIUM SEAFOOD WATCH ECO-CERTIFIED

Monterey Bay Aquarium's Seafood Watch program works directly with seafood producers, industry leaders, organizations and governments around the globe who want to improve their fishing and aquaculture practices. Because we are Aquaculture Stewardship Council (ASC) certified on all of our sites, Monterey Bay Aquarium's Seafood Watch classifies us as an eco-standard recommendation! **Plain and simple:** Kvarøy Arctic is an eco-friendly choice!



AS FRESH AS THE DAY OF HARVEST... KVARØY ARCTIC FROZEN SALMON.

At Kvarøy Arctic, we spend years raising some of the healthiest, cleanest salmon on the planet. And because it matters, we take every measure to protect that quality beyond harvest, all the way to your door. Many people have experienced poor quality frozen products that have been slow frozen, which deteriorates the flesh. Unlike these old freezing methods, we rapidly freeze our fish at extremely low temperatures, maintaining the integrity and texture of the fillet as it was just after harvest. Our advanced technology captures that freshness and extends its shelf-life for months instead of days. The result is a fresher-than-"fresh" culinary experience, the way fish are supposed to be enjoyed.



SINCE 1976...

Our family has been raising fish in Norway's arctic circle just off of Lofoten Island since 1976. Our visionary grandfather, Alf Olsen, was the fish-farming pioneer in northern Norway who set out to raise salmon of the highest quality, without compromising either the environment or the welfare of the fish. Today, a few generations later, the vision that he first set into motion is still our prime focus. We're here to feed the world incredible fish they can feel great about. We think he would be proud. And we sincerely hope you're happy with your fish. We've taken great care of them.

- Gjermund, Håvard, and Alf-Goran Knutsen

Kvarøy Arctic salmon are available in various sizes, fresh or frozen fillets, burgers, hot dogs, or smoked!

@kvaroyarctic - www.kvaroyarctic.com



THE UNMATCHED FLAVOR OF KVARØY ARCTIC SMOKED SALMON.

The real measure of smoked salmon's quality happens the moment it hits your taste buds. When it's perfect, you're transported back to a fond memory - your best friend's wedding, a campfire with loved ones, or that cozy evening in Monterey. To create these moments, we start with the clean, rich flavor of Kvarøy Arctic eggs benedict in Monterey. To create these moments, we start with the clean, rich flavor of Kvarøy Arctic salmon, gently season and cure, then cold-smoke our fish at 62°F over locally-sourced wood chips. This part of the process naturally enhances the cured fish with notes of citrus, salt, and a hint of pine needles. The result is a sustainable crowd-pleaser that you can feel great about, with no antibiotics, chemicals, or hormones.



PRODUCING A NEW CLASSIC: KVARØY ARCTIC SALMON BURGERS.

There's nothing more comforting than a great burger, piled high with your favorite toppings, and rich with flavor. It's a classic remedy for hunger. Now imagine taking that up a notch with one of the world's healthiest and most sustainable proteins. Introducing Kvarøy Arctic's sustainable salmon from the pristine fjords of Norway. Packed with Omega-3s and a wealth of health benefits, these burgers are a savory experience that will change the way you think a burger should be. And once you taste it, there's no going back.



FRONT CLOSED



BACK CLOSED



FRONT OPEN



BRANDED TAPE



DYNAMIC CODE STICKERS

PRINT

Every print material was designed to highlight the care that we put into our products, the long legacy and expertise, the one-of-a-kind product experience, and the people behind them. We want our materials to convey the care and energy that went into producing our products, whether it's in language, the visual presentation, or the unboxing experience.



IT'S SALMON. IT'S A HOT DOG. IT'S INCREDIBLY DELICIOUS.

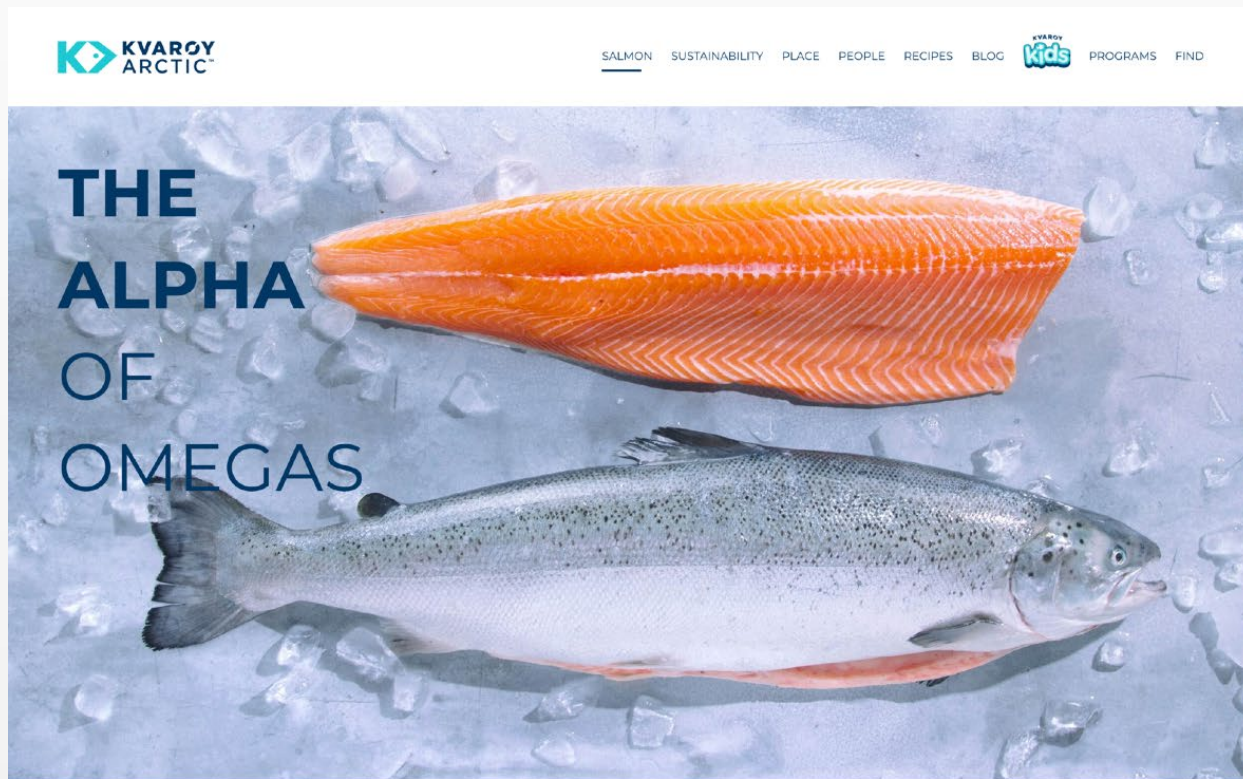
The beloved hot dog, quick and easy to make, packed with feel-good flavor, and fun for all ages! They are a perfect addition to any menu, great for kids and adults. We reach for a hot dog when we want to have a good time.

What's better? A flavorful hot dog that is more than just feel-good. It's actually good for you! In addition to the mouth-watering, nostalgic experience you expect from a hot dog, ours are packed with a full weekly recommended allowance of Omega-3s in one serving! They are non-GMO, gluten-free, and can be stored in the freezer for up to one year. Simply thaw and they are ready to grill, broil, or pan fry!



WEBSITE

Transparency = trust. Our goal with the website was to provide as much transparency as possible to our customers, and to offer a truly functional resource that builds consumer and retailer trust. When you're more transparent than your peers, you're more trustworthy than your competition.



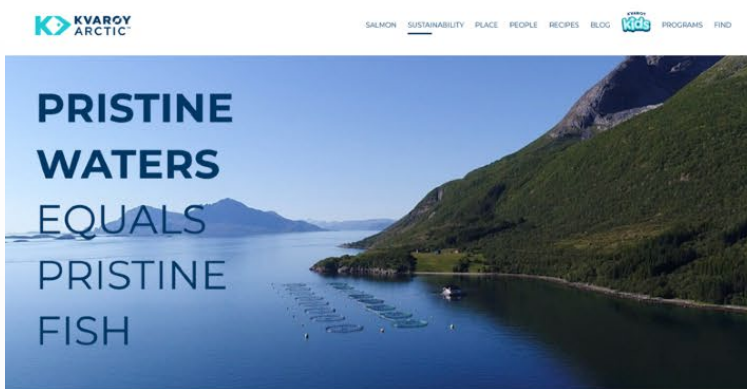
"WITH OUR FEED, WE HAVE RESTORED THE NATURAL OMEGA-3 LEVELS OF SALMON."

Vidar Cudersens / Biomar / Director of Global Sustainability

Kvarøy Arctic salmon has double the omega-3 content of other farmed salmon. This has been achieved naturally through pioneering work with Corbion to use fermented microalgae as a sustainable source of omega-3s. Instead of dragging large nets across the ocean for small feeder fish, Kvarøy Arctic is deriving omega-3s directly from the microalgae the small fish would consume. The food chain is bypassed, enhancing the wild fish population. The non-GMO algae oil is efficiently produced using energy from spent sugar cane biomass. Nothing is wasted.

Nutrition Facts	
Serving Size (150g)	
Amount Per Serving	
Calories	200
% Daily Value*	
Total Fat 15g	30%
Saturated Fat 2g	4%
Trans Fat 0g	0%
Omega-3 fatty acids 2g	40%
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Total Sugar 0g	0%
Protein 18g	36%

Kvarøy Arctic salmon is officially certified by the American Heart Association's Heart-Check Program, giving consumers peace of mind that what they are consuming meets the nutritional requirements of the American Heart Association. Just one 3.5-ounce serving of Kvarøy Arctic salmon has over 2,000mg of omega-3s exceeding the weekly recommended goal.



"WE MUST LEAVE THE ENVIRONMENT IN THE SAME OR BETTER SHAPE THAN WHEN WE BEGAN."

—All Caran Knutsen / Kvarøy Arctic / CEO

The water off Kvarøy belongs to the people of Norway. Official standards must be met. But we have even more stringent standards of our own. We stopped using copper in our nets over 20 years ago. Our pens are followed 3 times longer than required. We farm for 16 months and allow the water to be undisturbed for 6 to 8 months, by choice.

REDUCING OUR FOOTPRINT

It isn't easy to run a sustainable operation. We realize everything we do affects our environment and local resources. We are committed to doing more today to ensure the impact of our company and our industry is less in the future.

CARBON FOOTPRINT		WATER FOOTPRINT	
Kvarøy Arctic	2.5kg CO2e/kg	Kvarøy Arctic	1,500L/kg
Organic Salmon	2.5kg CO2e/kg	Organic Salmon	1,500L/kg
Farmed Salmon (Overall)	3.5kg CO2e/kg	Farmed Salmon (Overall)	2,000L/kg

The total amount of emissions with effect on climate change by greenhouse gases to produce one kilo of farmed fish. Greenhouse gases are expressed as equivalents to carbon dioxide (CO2e).
The total amount of fresh water used to produce one kilo of farmed fish. Fresh water use is expressed in liters (L).
DATA COURTESY OF BIOMAR GROUP

FIRST TO USE BLOCKCHAIN FOR TRANSPARENCY

Food buyers and their customers want to know where their food comes from, how it's raised, and what's in it - especially seafood. As the first in our industry to utilize blockchain technology, we're promoting access to pure, unadulterated data collected directly from the source to allow people to buy what they truly want.

ARCTIC STINGRAY WITH LASERS. YES, IT'S DIFFERENT UP HERE.

Sea ice is the scourge of farmed salmon. They are harmful to the fish. Unchecked, the proliferation of sea ice would threaten the health of the aquaculture industry as a whole.

While some farmers might use antibiotics, we're anti-antibiotics and have searched for more helpful, innovative ways to address the issue.

And so began our partnership with Stingray Marine Solutions and their laser-based sea ice abatement and monitoring system, which will be implemented in every Kvarøy Arctic pen by early 2022. It's leading edge technology at the edge of the arctic circle - which means it's perfect for us!

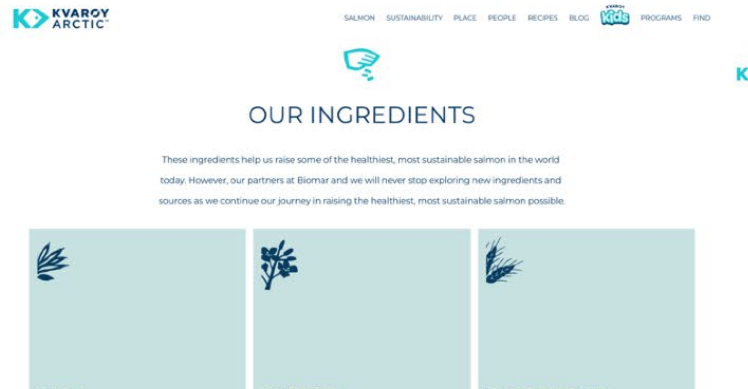


FJORD 2.0: LASERS IN AQUACULTURE

The Stingray laser technology is perfect for all salmon farmers who see the well-being of the fish as an intrinsic part of a successful enterprise.

As salmon swim by, the laser and camera unit detects, logs, and zaps away (pulses) any sea ice on them. The salmon...

"WE WERE FIRST MOVERS IN A LOT OF WAYS. WE'RE SEARCHING FOR..."



OUR INGREDIENTS

These ingredients help us raise some of the healthiest, most sustainable salmon in the world today. However, our partners at Biomar and we will never stop exploring new ingredients and sources as we continue our journey in raising the healthiest, most sustainable salmon possible.

GUAR PROTEIN PROTEIN™ NORTH INDIA

Guar (Cyamopsis tetragonoloba) is a cultivated crop with a lower environmental footprint compared to other vegetable proteins.

This legume is a valuable plant in crop rotation cycles, as it lives in symbiosis with nitrogen-fixing bacteria.

Agriculturists in semi-arid regions that follow crop rotation methods use guar to replenish the soil with essential fertilizers and nitrogen fixation before the next crop.

Guar is added to the feed for its protein, as a digestive aide for the fish and as a binder. The guar supplier for our feed, Panghaa is one of the largest suppliers of high quality guar protein in the world.

28°N, 72°E

RAPESEED OIL NORTH CAUCASUS

Rapeseed (Brassica napus) is a bright yellow flowering member of the family Brassicaceae (mustard or cabbage family). It is cultivated primarily for its oil-rich seed.

Rapeseed oil is one of the oldest known vegetable oils. It is the third largest source of vegetable oil in the world and is used in our crop rotation methods due to its high fatty acid DHA.

Rapeseed is also used as a cover crop to prevent soil erosion.

It is considered the main forage crop for honey bees!

45°N, 43°E

WHEAT STARCH & PROTEIN GERMANY

Wheat (Triticum aestivum L.) is the family Poaceae, is one of the most important cereal crops, and the most widely grown for feeding humans and animals.

The germ of wheat is a valuable addition to our feed, providing a vital energy source through its protein and carbohydrates. The wheat starch is a high-protein ingredient with important amino acids.

Plant proteins have become an increasingly important part of our fish diet. Their inclusion is an innovation stemming from the average of fish meal.

50°N, 10°E

FISH OIL NORWEGIAN SEA

The fish oil used in our feed is derived from Norwegian and market selected fish products - typically from herring, mackerel, anchovies, and sardines.

Our industry defines by-products as fish not suitable for human consumption, or where catch is occasionally landed in surplus to local production capacity and would otherwise be treated as waste.

The use of this trim is not taking away from any fish that could be used for human consumption.

These fish oils contain essential nutrients needed in our fish diet - including heart healthy omega-3 fatty acids eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA).

62°N, 3°E

SOY PROTEIN DONAU AREA

Soy protein is considered the most nutritious plant ingredient. Soy protein has a well-balanced amino acid profile which is beneficial to our fish.

Research has concluded that soy protein is equivalent to fish meal as a source of dietary protein in salmon.

Donau Soja is a non-GMO certification body ensuring transparent specification of this crop.

The Europe Soja Declaration aims to boost soybean cultivation in Europe.

46°N, 19°E

FISHMEAL NORWEGIAN SEA

Nutritionally, fishmeal is important for seaweeds and especially for carnivorous species such as salmon because it contains many of the micronutrients required for the fish to thrive.

The micronutrients in fish meal include a number of essential amino acids, vitamins and minerals, which are not abundantly found in vegetable-based ingredients. This is why we still include fish meal in our salmon's diet.

The Fishmeal used in our diet is sourced from ASC certified premium fish trimmings. It is a commercial product made from fish trimmings not intended for human consumption.

62°N, 1°E

PEA STARCH & PROTEIN FRANCE

Pea starch and protein are considered to be a high protein, high energy feed ingredient for our salmon.

Our pea starch and protein are derived from the field pea - a type of pea of the species Pisum sativum.

It is one of the oldest domesticated crops - cultivated for at least 7,000 years.

It is grown in many parts of the world for both human and livestock consumption.

46°N, 3°E

CAMELINA OIL NORTH CAUCASUS

Camelina (Camelina sativa) is historically cultivated as an oilseed crop raised to produce vegetable oil and animal feed.

Commonly known as False Flax, it is a sustainable lipid source that replaces fish in our salmon's diet.

Native to Mediterranean regions of Europe and Asia, Camelina has the correct fatty acid composition that our salmon require.

Camelina oil enhances the ability of fish to synthesize the healthful long-chain omega-3 fatty acids that are needed for their optimal growth.

45°N, 43°E

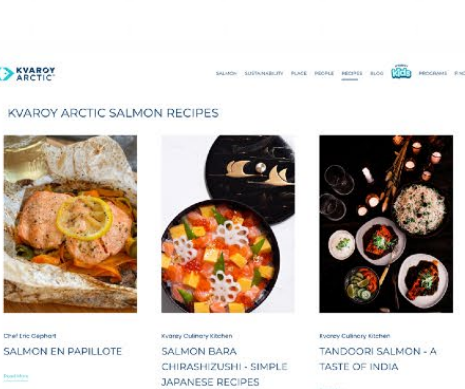
ALCAPRIME SOUTH BRAZIL

AlgaPrime™ is a long chain omega-3 rich microalgae ingredient for the aquaculture, pet, and livestock industries.

The microalgae (Schroederium sp.) is among the original sources of long chain omega-3s (EPA & DHA).

The AlgaPrime™ DHA production facility embodies the principles of large scale sustainable production with low carbon, water, and land use impact.

20°S, 50°W



KVARØY ARCTIC RECIPES

Charlie DeSpain SALMON EN PAPILOTE

Kvarøy Culinary Kitchen SALMON BASA CHIRASHI (ZUSHI - SIMPLE JAPANESE RECIPES)

Kvarøy Culinary Kitchen SALMON BASA TANDOORI SALMON - A TASTE OF INDIA

Kvarøy Culinary Kitchen SPICY SALMON AVOCADO TOAST BITES

Meatloving WINTER SPICED GRAVLAx (GRAVLAKS MED VINTERKRYDDER)

Kvarøy Culinary Kitchen NIGERIAN RED STEW WITH ROASTED SALMON

Wendie Berg QUICK-CURED LINGONBERRY SALMON

Charlie DeSpain CRILL POACHED SALMON WITH MEXICAN CHOCOLATE CHILI SAUCE

Janelle Rothman GRAM'S HANUKKAH LATKES

Kvarøy Culinary Kitchen Smoked Salmon Bujol with Plantains

Wendie Berg CRILL POACHED SALMON WITH MANGO CHOW

Wendie Berg HARD CIDER SALMON WITH MANGO CHOW

Kvarøy Culinary Kitchen Creamy Salmon Bacon Chowder

Charlie DeSpain HOW TO MAKE NUTRITIOUS "FAST FOOD" SALMON JARS

Beau Colton SALMON TURTLE SLIDERS LUNCH

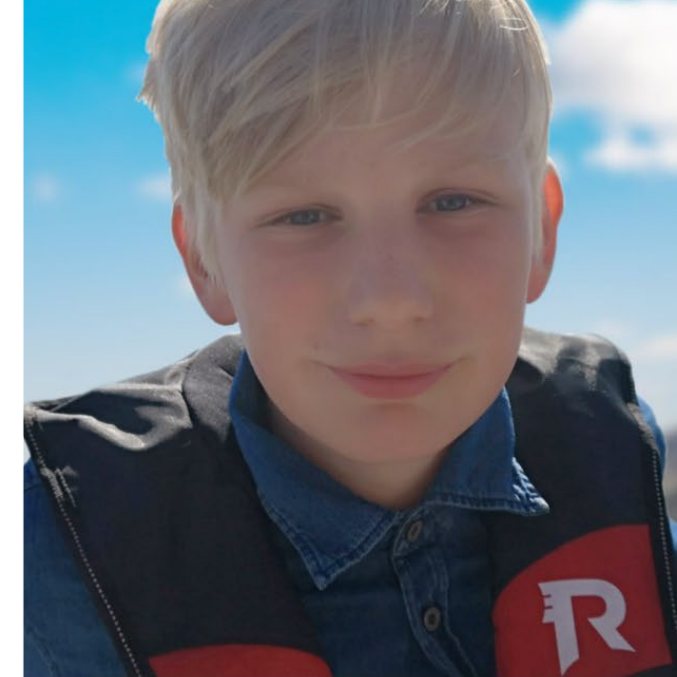
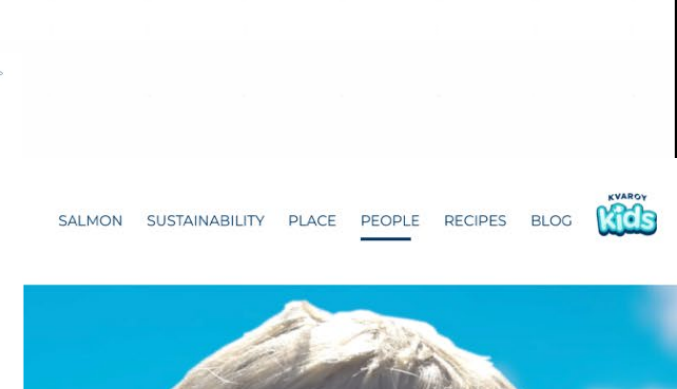
Wendie Berg NORWEGIAN LEMON BAKED SALMON

Charlie DeSpain 3, 2, 1 SALMON COOKING METHOD

Charlie DeSpain MUSHROOM SWISS SALMON BURGER

Wendie Berg PAN-FRIED SALMON WITH BUTTERY CHANTERELLES & BARLEY

Kvarøy Culinary Kitchen SALMON DOG FRIED RICE WITH CHEU OIL



OUR INGREDIENTS WILL ENSURE THE NEXT THREE GENERATIONS TASTE OF ATLANTIC SALMON.

Founded in 1976 by Alf Olsen, a fish farming pioneer in northern Norway, Kvarøy Arctic was passed along to Gjernmund and Håvard, Geir's sons, and will continue to develop Kvarøy Arctic as it was envisioned - a high quality, without compromising either the environment or...

POINT OF PRIDE IN A GENERATION FAMILY BUSINESS

PLACE PEOPLE SUSTAINABILITY SALMON BLOG FIND CUSTOMER PORTAL

help our website run effectively.



kvaroyarctic

Message, Profile, Dropdown, More icons

487 posts 11.8k followers 4,213 following

Kvarøy Arctic Salmon

Fish Farm

Melt-in-your-mouth salmon ethically raised on our family farm. We're here to protect the seas & sustainably feed the world.

Arctic Circle

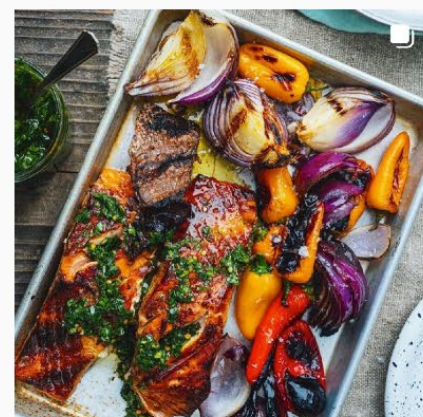
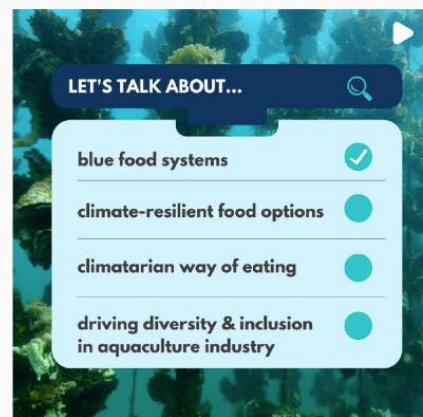
@KvaroyKids

linkin.bio/kvaroyarctic

Followed by ericwolfinger, ericgephart, riverenceusa +9 more



POSTS REELS VIDEOS TAGGED



Kvarøy Arctic Salmon

@KvaroyArctic - Fish Farm

Send message

Home About Reviews Events More

About

Sustainably-raised salmon for your plate from our third-generation, family-owned water farm on Kvarøy Island located on the Arctic Circle in Norway. ... See more

Create post

Photo/Video Check in Tag friends

Kvarøy Arctic Salmon January 14 at 10:00 AM

Did you hear? Our NEW! oven-ready salmon packs are available on AMAZON! WHY IS EVERYONE RAVING ABOUT THIS NEW ITEM? • No handling fish, no dirty pans, etc. See more

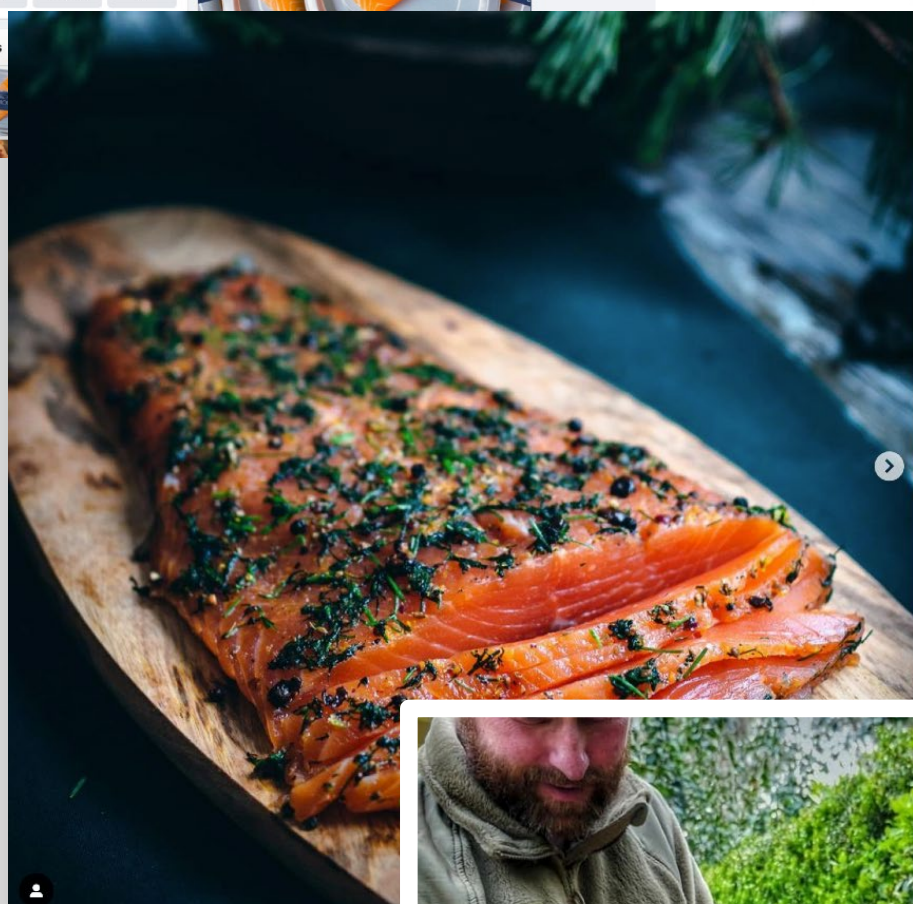


Suggest Edits

Does this place have a phone number?

Yes Unsure No

Photos



kvaroyarctic · Following

We've got 3 words for you WINTER SPICED GRAVLAX.

Typically salt, sugar, and dill is all you need to make a gravlax BUT we all people — lets get festive!

@NorthWildKitchen combs spices, brown sugar, and over our omega-rich @Fa before letting it permeate few days.

Serve it as an appetizer o holiday table! Recipe link in bio → @Kva

5w

kvaroyarctic ·

#KvaroyArctic #TasteTheArctic



ericgeph Hillsborou

ericgeph like this c surround ingredien

Spilling i has never rolling fre diet.

We all ha Dragon N

- 6 oz @kvaroyarctic Salmon (Grilled Medu
- Rare and torn into large peices)
- 8 oz Pad Thai Rice noodles
- 2 Tablespoons Saki
- 1/4 teaspoon Sesame Oil
- 2.5 Tablespoons Sweet Chili
- 1/2 teaspoon Fish Sauce
- 2 oz Carrot (shredded)
- 1 oz Radish (shredded)
- 2 teaspoons/Ginger (minced)
- 2 each Scallion (sliced on a bias)
- 1/2 Bunch Cilantro (Chopped)

Liked by jen_bushman and 424 others

JULY 30, 2021

Add a comment...

Post



03 EXPANDING OUR REACH & INFLUENCE

- Amazon
- Educational Programs
- Cultural Moments
- Charitable Giving & Scholarships
- Collaborators & Partners
- Special Events
- Influencers & Media Events

RVV-001C
SECURE RAPID MANUFACTURING & LOCKER DISTRIBUTION SYSTEM

AVR00X-XTT RAPID RESPONSE VILLAGE





Kvarøy Arctic > OUR PRODUCTS

+ Follow HOME ABOUT OUR PRODUCTS POSTS

AMAZON

Since launch, the Kvarøy Arctic storefront on Amazon has received 3.3M views. Our salmon hot dogs are currently #1 in the category.



Kvarøy Arctic Frozen Salmon Basics Bundle - Sustainably Raised Salmon Original Hot...

★★★★★ 5
\$109⁰⁰ (\$10.90/Count)

Add to Cart



Kvarøy Arctic Frozen Salmon Hot Dog Ultimate Collection (24x 3.5oz Dogs,...

★★★★★ 2
Currently unavailable



Kvarøy Arctic Frozen Salmon Fillet (2x2 lbs Portion Packs) - Sustainably Raised Natural...

★★★★★ 6
\$60⁰⁰ (\$30.00/Count)

Only 8 left in stock - order soon.

Add to Cart



Kvarøy Arctic Smoked Salmon (6x4 oz Smoked Salmon) Sustainably Raised Natural...

\$80⁰⁰

See buying options



Kvarøy Arctic Frozen Salmon Hot Dog Assortment (16x 3.5oz Dogs, Multiple...

★★★★★ 2
\$70⁰⁰ (\$7.00/Count)

Only 17 left in stock - order soon.



Kvarøy Arctic Pure Fish Oven-Ready Tray Portions (8 x 5.5oz Salmon Portions)

★★★★★ 1
\$140⁰⁰ (\$35.00/Count)



Kvarøy Arctic Frozen Salmon Grilling Pack (16x 3.5oz Dogs, 16x 3.5oz Burgers, 2lb...

★★★★★ 7
\$129⁰⁰ (\$7.59/Count)



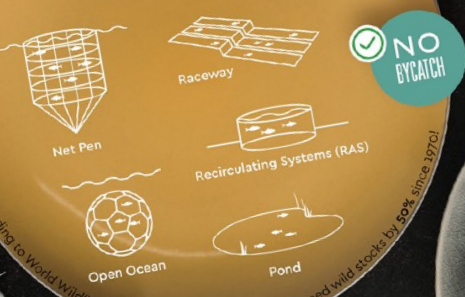
Kvarøy Arctic Frozen Salmon Burger Assortment (16x 3.5oz Burgers, Multiple...

★★★★★ 1
\$70⁰⁰ (\$8.75/Count)

When you put responsible aquaculture on the table, you're supporting...



AQUACULTURE METHODS that RELIEVE the pressure on wild fish populations...



Incredible Feed Efficiency

1-to-1 FEED WATER

13lbs	2,500 gallons
6 lbs	3,500 gallons
2.3 lbs	2,000 gallons
1.2 lbs	1 gallon

This is the amount of feed & water required to produce 1 pound of fish. Fish are the most efficient!

Sustainable Cities & Communities (NCAAA)

1.7M+ local jobs created

626M+ pounds produced

\$1.5B+ worth of aquaculture produced



SALMON SUSTAINABILITY PLACE PEOPLE RECIPES BLOG KVARØY Kids PROGRAMS FIND

KVARØY Kids

LEARNING AT HOME TO MAKE A DIFFERENCE IN THE WORLD



ACTIVITIES THAT IGNITE YOUNG MINDS TO KEEP THEIR PLANET & BODIES HEALTHY.

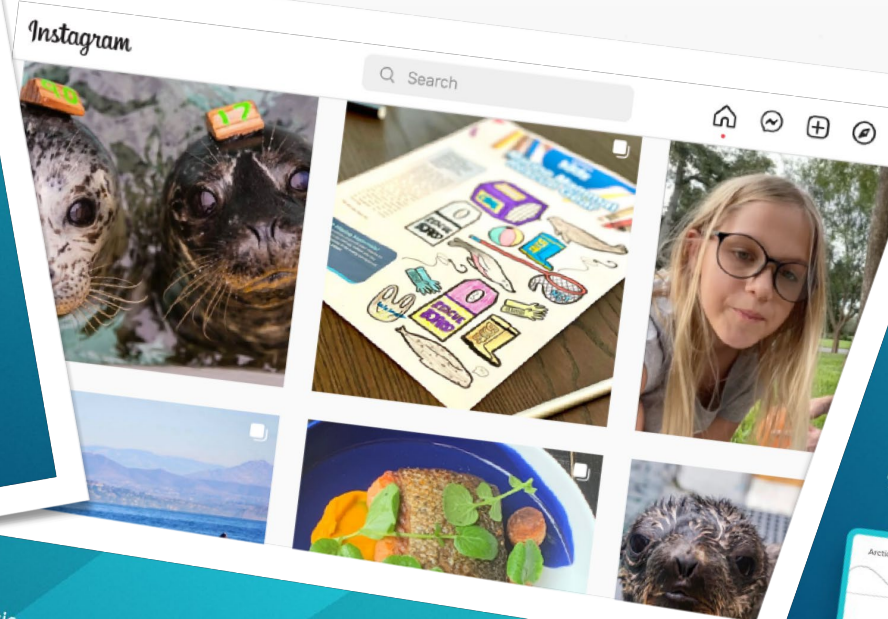
KVARØY Kids

Technology Experts

WHERE ON EARTH IS KVARØY ISLAND?

Do you think you can locate Kvarøy Island using Google Maps? Visit <https://google.com/maps> and type these secret coordinates into the search bar exactly as shown below!

66.4862, 12.9478



Kvarøy Arctic Color & Share Postcards

Sign your Name

Color the illustrations...

Kvarøy Arctic Recipe Cards

Kvarøy Kids Salmon Roll

We think this version of the classic lobster roll is perfect for the entire family! Serve it with your favorite kids sauce such as barbecue or tartar and a squeeze of lemon!

Ingredients

- 1 pound Kvarøy Arctic salmon fillet, skinned, cubed
- 1 pound (4 sticks) unsalted butter
- 3 thyme sprigs
- 4 parsley stems
- 1 bay leaf
- 1/2 lemon, juiced
- 1 teaspoon kosher salt
- 1 teaspoon black pepper, freshly cracked
- 8 lobster roll buns, preferably potato rolls
- 1 bunch green onion, thinly sliced
- Your favorite kid-friendly sauce to serve

Directions

In medium skillet or shallow baking pan over medium heat, add the butter, thyme, parsley, bay leaf, lemon juice, salt and pepper. Once the butter is melted, stir in all the ingredients to make sure everything is incorporated. Add the salmon cubes and cook through. While the salmon is poaching, split the buns from the top and generously brush insides with a bit of the poaching liquid. Toast cut sides down until golden on the grill pan or skillet.

Using a slotted spatula, remove salmon and roughly chop or pull into medium bite-sized pieces. Toss with your favorite sauce. Pike salmon evenly between rolls, garnish with sliced green onion and ENJOY!

Kvarøy Arctic Science Experiments

Kvarøy Kids Arctic Storm

Materials

- Shallow pan
- Large glass
- Water
- Food coloring
- Straw

Instructions

1. Fill the pan 1/2 full with water.

2. Sprinkle a pinch of food coloring into the water. Wait 30 seconds.

3. Turn the glass upside down and place it on top of the water. Push the glass down into the water. Watch the water level rise and the food coloring spread.

How It Works

As you push the glass down, you are creating a low-pressure area. The water level rises to equalize the pressure.

Extra Experiments

Try using different colors of food coloring. Try using different liquids.

Kvarøy Kids Arctic Sundial

Materials

- Stick of wood
- String
- String
- String
- String
- String

Instructions

1. Find a sunny spot and push the stick vertically straight into the ground.

2. Tie a string around the stick and pull it up to the top.

3. Turn the string around the stick and pull it up to the top.

4. Tie the string to the stick and pull it up to the top.

How It Works

The sundial works by casting a shadow. The shadow moves as the sun moves across the sky.

Extra Experiments

Try using different materials for the stick. Try using different strings.

Kvarøy Kids Taste Testers

Materials

- Large glass
- Water
- Food coloring
- Straw

Instructions

1. Fill the glass 1/2 full with water.

2. Sprinkle a pinch of food coloring into the water. Wait 30 seconds.

3. Turn the glass upside down and place it on top of the water. Push the glass down into the water. Watch the water level rise and the food coloring spread.

How It Works

As you push the glass down, you are creating a low-pressure area. The water level rises to equalize the pressure.

Extra Experiments

Try using different colors of food coloring. Try using different liquids.

CHARITABLE GIVING & SCHOLARSHIP

A rising tide lifts all boats.
Get your hands dirty and
be the change.



KVAROY ARCTIC SALMON SUSTAINABILITY PLACE PEOPLE RESPECTS FIDELITY **WOMEN** PROGRAMS FINO

WOMEN IN AQUACULTURE SCHOLARSHIP

Women In Aquaculture Scholarship | Why are we doing it?

WOMEN IN AQUACULTURE SCHOLARSHIP

JAMES BEARD FOUNDATION & KVAROY ARCTIC

Watch on

"A woman can do anything a man can do." These were the words shared by Ceir Olsen, who founded Kvaroy Arctic with his father in 1996, at an intimate dinner party on the island in December 2019.

And, to prove his point, our small 23-member company on Indre Kvarøy in Norway has five female employees. Seven of our eight team members in the U.S. are women.

"Historically, like the culinary industry, women aren't well represented in aquaculture," shared Kvaroy Arctic CEO Alf Ceran Knutsen. "We are hoping to change that with this scholarship opportunity by supporting education in the field and by offering the paid internship to work at our farms."

It is with this in mind that we at Kvaroy Arctic are pleased to announce we have created the first scholarship for women in aquaculture in partnership with the James Beard Foundation—a nonprofit organization whose mission is to celebrate, nurture, and honor chefs and other leaders making America's food culture more delicious, diverse, and sustainable for everyone. Applications for the "Women in Aquaculture" scholarship are available to those studying the subject at a college or university in any country, and can be submitted via the [James Beard Foundation website](#) starting May 1, 2020. One recipient will be selected each year.

The \$10,000 scholarship includes a paid one-month summer internship on the Kvaroy Arctic salmon farm site. The recipient can continue their internship each year they are in school and will be considered for employment upon graduation.

"It's been a dream of mine to create a path for women in aquaculture," says Kvaroy Arctic strategic development lead Jennifer Bushman. "I'm thrilled to be working with a company that shares this mindset and is paving the way for more gender equity by investing in education and real-life experience on the farm. This is truly a rare opportunity and I am eager to see this important initiative realized."

"This is only one of two international scholarships available from the James Beard Foundation," says James Beard Foundation Impact Programs Manager Emily Rothkrug. "We are proud to support the leadership shown by Kvaroy Arctic to develop the first-of-its-kind scholarship for women in aquaculture."

How to Apply:

Application forms are available digitally at [jamesbeard.org/scholarships](#) beginning on May 1, 2020.

All scholarship application materials must be submitted by June 11, 2020. Scholarship winners will be notified in August 2020.

About the James Beard Scholarship Program

VOTE

THE FUTURE IS IN YOUR HANDS.



SALMON HOT DOG

INGREDIENTS:
Kvarøy Arctic salmon 52%, milk, butter, cheese (pasturized milk, acid cultures, salt and microbial rennet), potato starch, dry cream, cottage cheese (skimmed milk, cream, lactic acid culture, salt, potassium sorbate (preservative), microbial rennet), seasoning blend (salt, spices, ground white pepper, dry extract, ground mace, phosphate, carotenan, rosemary extract (antioxidant)).

ALLERGENS:
Contains fish (salmon) and milk.

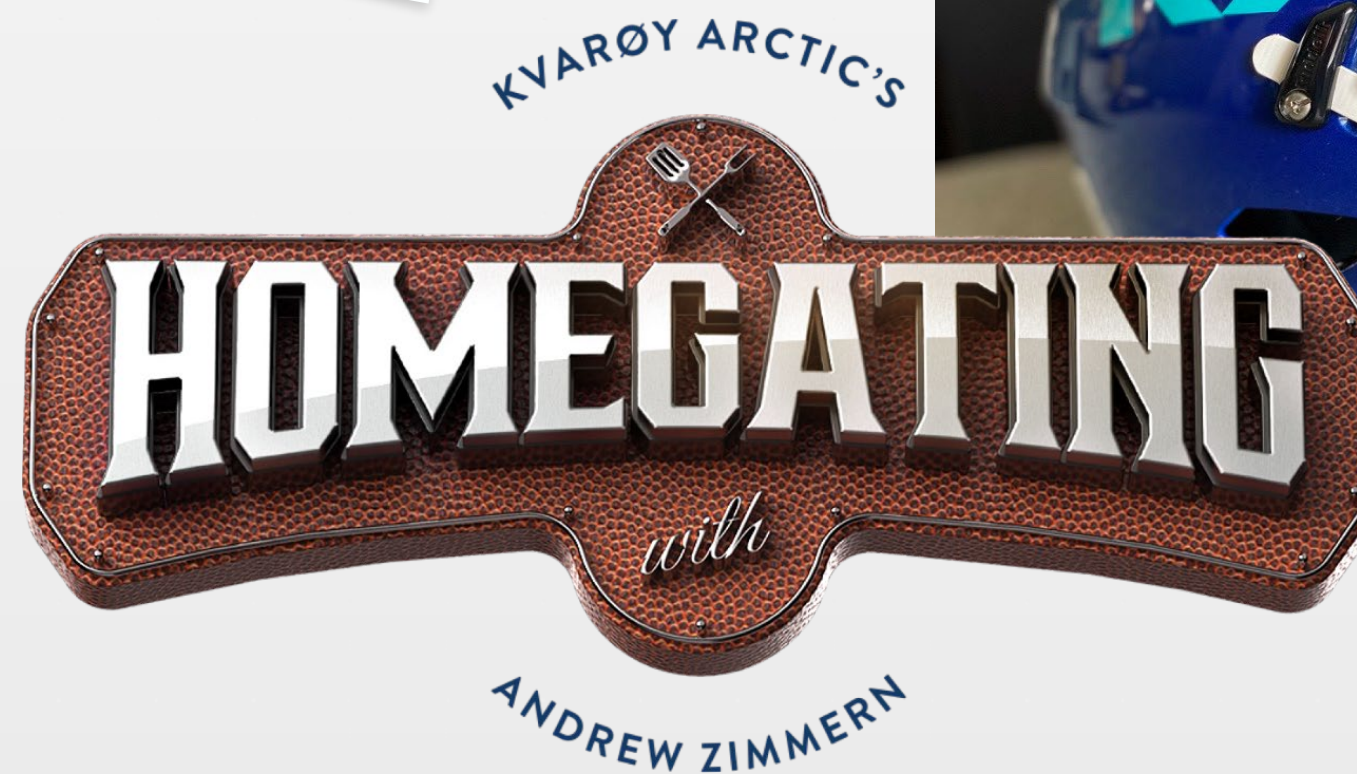
You're tasting the future of food.

Is this the first salmon hot dog you've ever had? Not only is it delicious, but it was made with one of the cleanest, most sustainable fish on the planet: Kvarøy Arctic salmon. So today when you vote, remember that your decisions have a real impact on the future. And tomorrow, when you shop for groceries or choose your meals, use that same power to choose foods that provide a long, healthy future...for you, and for our planet!



CULTURAL MOMENTS & EVENTS

To broaden our reach, we participate in special events that have contextual relevance to our product OR our company values (ie: responsibility, care, putting people first, doing the right thing, etc). We held activations during voting events, national holiday events, media and entertainment cultural moments, and more.





THANK YOU

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775.313.1939