

A NEW ERA OF FRESHNESS

Salmon fillet guide

- NORWEGIAN SALMON



marineharvest

excellence in seafood



Marine Harvest worldwide

Marine Harvest is a truly global seafood player, with farming and processing operations in all key Atlantic salmon producing regions of the world. Our extensive value added processing capability in salmon and other seafood, is supported by our sales and marketing activities in more than 70 markets worldwide.

Dynamic teams work passionately across the globe to

bring the best quality salmon to the tables of the world. An international network of operations allows us to understand changing consumer needs and bring real, value added solutions to customers business. We have evolved over the years to become the leading producer of healthy and environmentally responsible farmed salmon and our focus will remain strong in the future as we work in partnership with our customers.



Key facts about Marine Harvest:

- *Efficient cool chains from farm to markets*
- *Short distance and time from farm to dispatch of fillets*
- *Quality salmon and environmentally responsible operations*

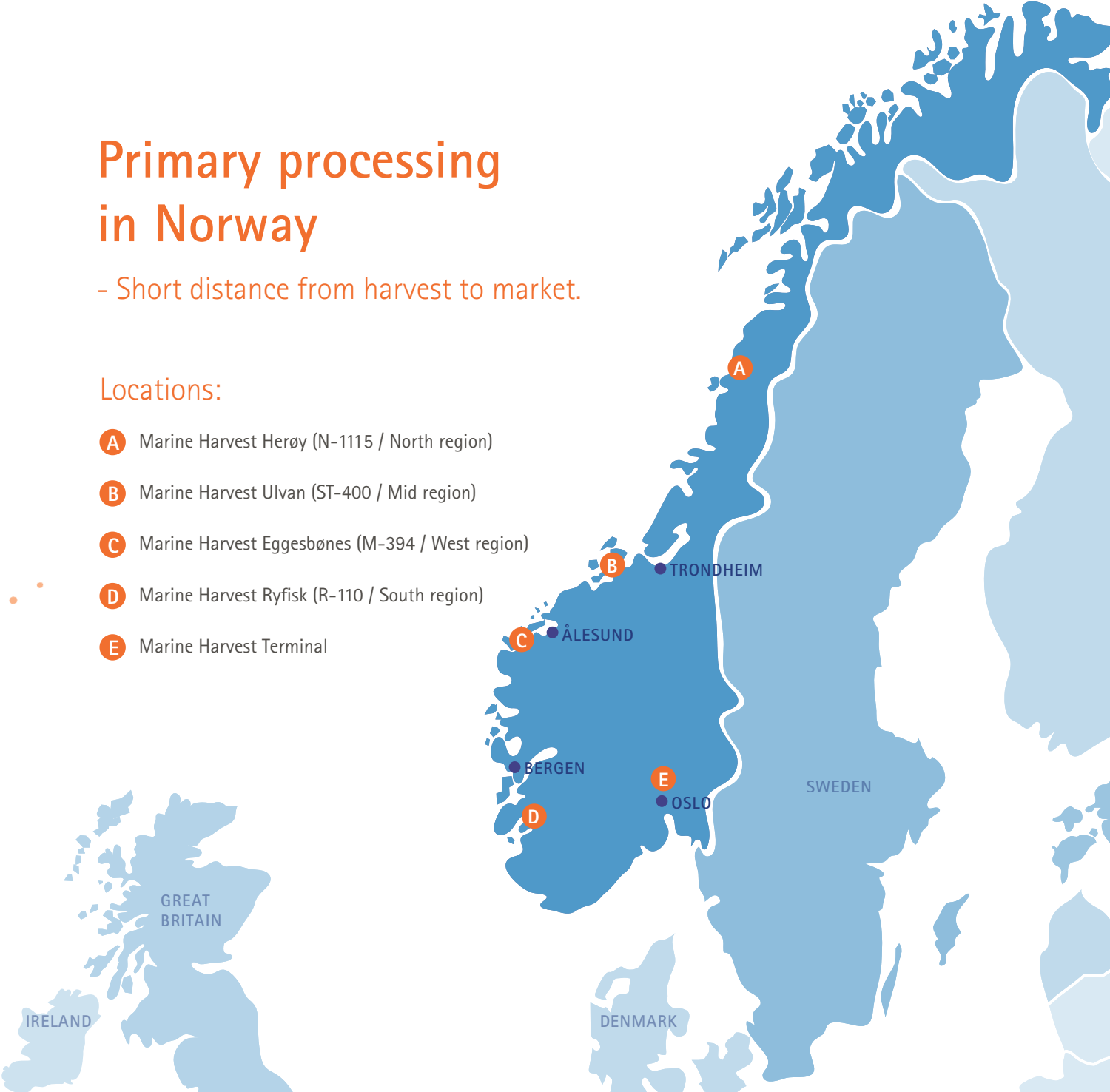
Please see www.marineharvest.com for our sustainability reporting and further information

Primary processing in Norway

- Short distance from harvest to market.

Locations:

- A** Marine Harvest Herøy (N-1115 / North region)
- B** Marine Harvest Ulvan (ST-400 / Mid region)
- C** Marine Harvest Eggesbønes (M-394 / West region)
- D** Marine Harvest Ryfisk (R-110 / South region)
- E** Marine Harvest Terminal





To your benefit

A short time after harvesting and processing the pre-rigor salmon fillet is packed and ready for dispatch. Normally the processing of filleting had to take place at least three days after harvesting, due to rigor mortis. We have improved our harvesting techniques to ensure adequate time is available to fillet the salmon before this biological rigor-mortis process begins. Fillets produced in this way are defined as 'Pre-rigor fillets'.

A pre-rigor salmon fillet provides Marine Harvest customers with several benefits:

- *Simply the freshest fillet in the market*
- *Longer shelf-life in fresh and processed business*
- *Less handling and improved food safety and yield*
- *More consistent flesh colour, firmer texture, less gaping and grading for better meat quality*
- *Reduced cost and environmental impact of packaging and distribution*
- *Less water and waste handling*

This adds up to higher secondary processing productivity and longer shelf life.

Salmon fillet specifications:

Species:

Atlantic Salmon
(Salmo salar)

Storage:

Keep Chilled at - 1 to + 4°C

Country of origin:

Norway

Quality:

Premium Grade

- Premium Grade:
- Uniform and even colour on the fillets
– max two grade difference on the salmofan scale
 - Colour – minimum 24 salmofan
 - Firm texture
 - Little to no defects – small melanin spots allowed to the size of a 10 cent euro coin
 - Majority of belly bones off, a small number may remain (*Trim A only*)
 - Some cartilage may remain at the collarbone area (*Trim A only*)



TRIM A

Yield: 75 %

Characteristics		Size gutted	Size
Collar	off	3 - 4 kg	1,1 - 1,5 kg
Collar bone	on	4 - 5 kg	1,5 - 1,9 kg
Backbone	off	5 - 6 kg	1,9 - 2,3 kg
Belly bone	off	6 - 7 kg	2,3 - 2,7 kg
Skin	on		
Pin bone	in		



TRIM B

Yield: 71 %

Characteristics		Size gutted	Size
Collar	off	3 - 4 kg	1,0 - 1,4 kg
Collar bone	off	4 - 5 kg	1,4 - 1,7 kg
Backbone	off	5 - 6 kg	1,7 - 2,1 kg
Belly bone	off	6 - 7 kg	2,1 - 2,4 kg
Skin	on		
Pin bone	in		
Ventral fin	off		



TRIM C

Yield: 68 %

Characteristics		Size gutted	Size
Collar	off	3 - 4 kg	1,0 - 1,4 kg
Collar bone	off	4 - 5 kg	1,4 - 1,7 kg
Backbone	off	5 - 6 kg	1,7 - 2,1 kg
Belly bone	off	6 - 7 kg	2,1 - 2,4 kg
Skin	on		
Pin bone	in		
Ventral fin	off		
Dorsal fin	off		
Fat fin	off		
Anal fin	off		
Belly flap	trimmed		



TRIM D

Yield: 66 %

Characteristics		Size gutted	Size
Collar	off	3 - 4 kg	1,0 - 1,4 kg
Collar bone	off	4 - 5 kg	1,4 - 1,7 kg
Backbone	off	5 - 6 kg	1,7 - 2,0 kg
Belly bone	off	6 - 7 kg	2,0 - 2,4 kg
Skin	on		
Pin bone	in		
Ventral fin	off		
Dorsal fin	off		
Fat fin	off		
Anal fin	off		
Belly flap	trimmed		
Dorsal fat	off		
Belly fat	off		
Tail	cut		



TRIM E

Yield: 53-58 %

Characteristics		Size gutted	Size
Collar	off	3 - 4 kg	0,8 - 1,0 kg
Collar bone	off	4 - 5 kg	1,0 - 1,3 kg
Backbone	off	5 - 6 kg	1,3 - 1,6 kg
Belly bone	off	6 - 7 kg	1,6 - 2,0 kg
Skin	off		
Pin bone	in		
Ventral fin	off		
Dorsal fin	off		
Fat fin	off		
Anal fin	off		
Belly flap	trimmed		
Dorsal fat	off		
Belly fat	off		
Tail	cut		



Marine Harvest Qmarine

– A strong benefit to the salmon, customers and consumers

Marine Harvest Group operates in all key Atlantic salmon producing regions of the world. More than 5000 employees work with dedication to bring the best quality salmon to the marketplace.

Every day is a new opportunity to improve the quality and efficiency of the work we do. Many years of experience and know-how compliments our extensive Qmarine quality system, turning the scheme into a key asset for Marine Harvest, its employees and ultimately our customers.

Policies and practices for food quality, safety, animal health and welfare, social- and environmental responsibility are defined and developed through Qmarine. It ensures a common global approach to defining and sharing best practices and standards in our operations.

The whole system is based on the attitudes and actions among our employees to improve what we do today to achieve even better results tomorrow, and the process of innovation and development never stops. That is why you as a customer of Marine Harvest benefit from working with the industry leaders; today and in the future.



FISH WELFARE

Fish welfare is addressed under two headings, Farming practices and Health management.



QUALITY ASSURANCE

Marine Harvest provide uniform standards and procedures across all our production and processing activities, including risk and crisis management.



FOOD SAFETY

Marine Harvest is committed to providing customers with documented high quality safe salmon.



FOOD QUALITY

Marine Harvest's objective is to deliver food with high technical and nutritional quality to meet customer requirements and consumer expectations.



SOCIAL RESPONSIBILITY

We aim to provide fair opportunities for our employees taking into account the perspective of the regional communities.



ENVIRONMENTAL RESPONSIBILITY

Within the Qmarine quality system, environmental responsibility is divided into four sections: Sustainability, Biodiversity, Chemical input, and Energy and waste.

THE ATLANTIC SALMON LIFE CYCLE

PRODUCTION TAKES BETWEEN 2 AND 3 YEARS



THE ORIGIN

All farmed salmon originate from brood stock and are reared on selected farms.



EGGS

After approximately 30 days the eyes of the embryo salmon can be seen as two black dots in the egg.



FIRST FEEDING

First feeding is a critical phase for salmon, as it must learn to eat. When weaning has started, the fry begin to move.



YOUNG SALMON/PARR

The salmon parr continue to grow in fresh water tanks up to smoltification.



SMOLT

After approximately one year in the freshwater farm, the fish are ready to begin the next stage of their life, and are transferred to sea cages



THE SEA FARM

The salmon are kept in the sea until they reach approximately 4 kg. Production time in sea is between one and two years.



HARVESTING

The fish are transported in a fish carrier (well boat) to the harvesting plant.



PROCESSING

Salmon are cleaned, filleted and graded according our to specification in size and quality



LOGISTICS

The boxes are labelled with harvesting date, harvesting plant, species and name of the farm to ensure full traceability



SALES

Marine Harvest export to more than 25 countries, and our main markets are EU, Eastern-Europe, Asia and US.



POPULAR GLOBETROTTER

Our priority concerning distribution is to maintain the freshness and quality of our fish and fish products.



HEALTHY, SAFE AND TRENDY

Health experts around the world recommend that people eat more seafood and especially oily fish such as salmon.



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