

## Leading Atlantic Salmon Producer Commits to “Fish-Free” Fish Oil Trials

*Mowi commits to testing winning formula in their research facilities*

Feb. 20, 2019—The world’s largest Atlantic salmon producer, Norway-based Mowi, has committed to test the winning formula from the F3 Fish Oil Challenge. The company will provide the results of a large-scale salmon trial through the F3 Feed Innovation Network (FIN).

The free trial for the F3 Challenge winner will be conducted in one of Mowi’s open-environment research facilities either in Norway or Scotland and will include Mowi’s low and zero fish oil formulations with the winning fish oil replacement. Mowi’s salmon feed are GMO and land-animal product free, complying with both EU regulations and customer demand. Currently, the inclusion of marine ingredients in their diets is less than 10% of fish meal and around the same low inclusion of fish oil.

“At Mowi we are committed to sustainability and always on the look for more efficient and environmentally friendly ways of producing feed for our salmon,” said Laura Martinez Rubio, R&D manager of Mowi Feed. “It is also important that our salmon gets the healthiest diet possible. At Mowi we want to be at the forefront, and we are therefore excited about testing the winning non-fish oil formula.”

“We are delighted that Mowi, one of the largest seafood producers in the world, has committed to testing the winning fish oil formula,” said Kevin Fitzsimmons, F3 Challenge judge and professor at the University of Arizona. “This is an important step forward toward the large-scale adoption and use of alternatives to wild-caught fish in aquaculture feed.”

The Future of Fish Feed (F3) hosts the [F3 Fish Oil Challenge](#), an incentive prize designed to help accelerate commercial-scale ingredients for aquaculture feed that meet the nutritional requirements of fish to produce healthy seafood for consumers without utilizing wild-caught fish.

[Four contestants](#) have officially joined the global competition to sell the most “fish-free” fish oil for aquaculture that meets the [challenge criteria](#) by Aug. 31, 2019 to win the \$100,000 USD grand prize.

The University of Arizona, University of Massachusetts Boston, Synbiobeta, Anthropocene Institute, Dawson Family Fund, Sustainable Ocean Alliance, The Nature Conservancy, The Campbell Foundation, Tides Foundation and The National Renderers Association are sponsors of the crowdfunded prize.

**About Mowi ASA**

Mowi, formerly known as Marine Harvest, is the largest producer of farm raised salmon in the world. As the first global seafood company with an end-to-end supply chain, Mowi's ownership over every stage of production enables it to bring supreme quality salmon to consumers around the world.

With presence in 25 countries, employing over 14 500 people worldwide, Mowi is headquartered in Bergen, Norway, and is listed on the Oslo Stock Exchange. For more information, please visit [www.mowi.com](http://www.mowi.com).

**About the F3**

*The goal of the F3 Fish Oil Challenge is to accelerate the availability of cost-competitive, viable alternatives to fish oil that provide the essential nutritional components for fish that at the same time help reduce demand for wild-caught fish feed and enhance food security. The contest is sponsored by Future of Fish Feed (F3), a collaborative effort between NGOs, researchers, and private partnerships to accelerate and support the scaling of innovative, alternative aquaculture feed ingredients. To learn more, visit: <http://www.f3challenge.org/>.*

**F3 Challenge Media Contact:**

Annie Reisewitz

858.230.1419 (office)

858.228.0526 (cell)

[annie@healthyocean.com](mailto:annie@healthyocean.com)