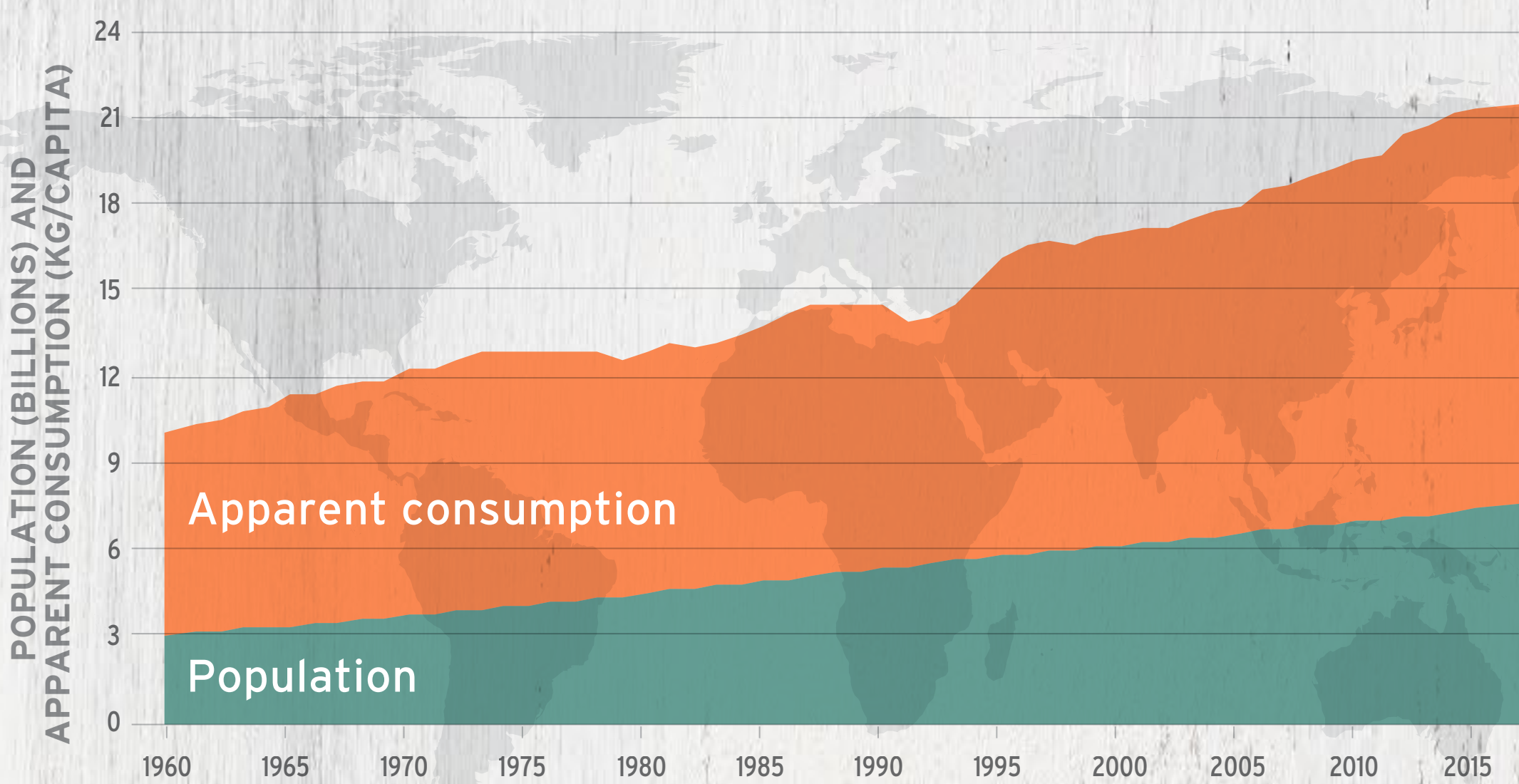


The Importance of FARMED Salmon

We Need a Lot of Fish to Feed the World

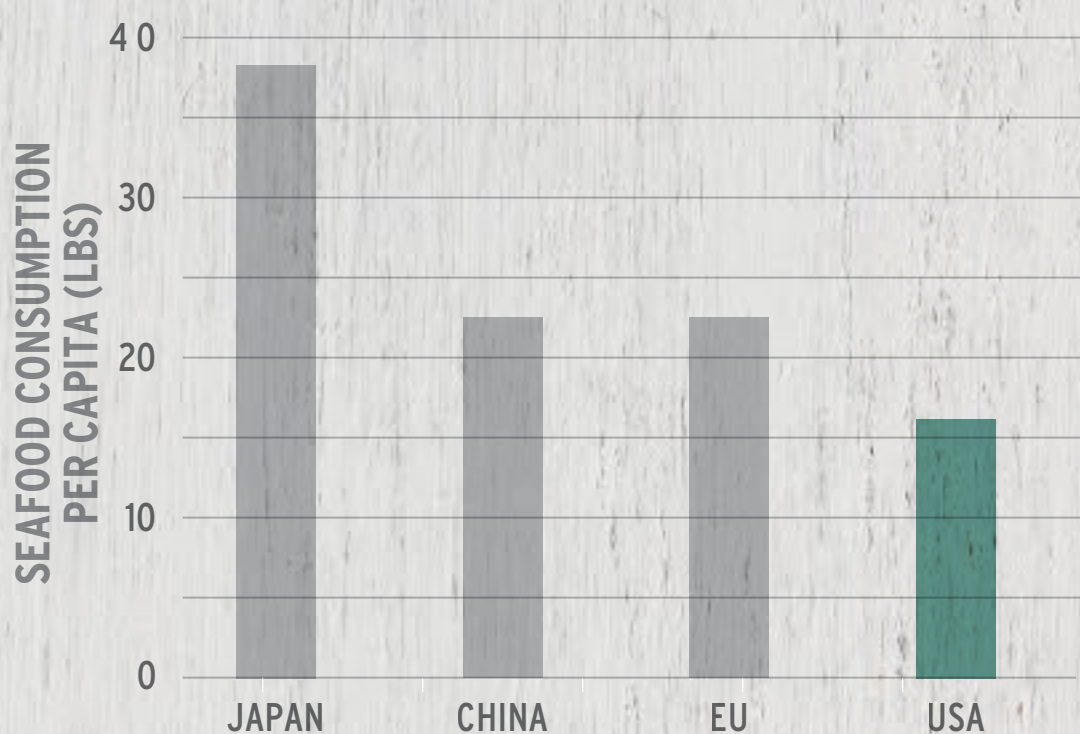
Between 1961 and 2016, global consumption of seafood was **double** that of population growth each year.¹



Global fish consumption will rise to nearly **152 million tons** in 2030, a **27%** increase from 2010.²

Americans Should Eat More Fish

The United States eats the least amount of seafood per capita compared with Japan, China and the EU.³

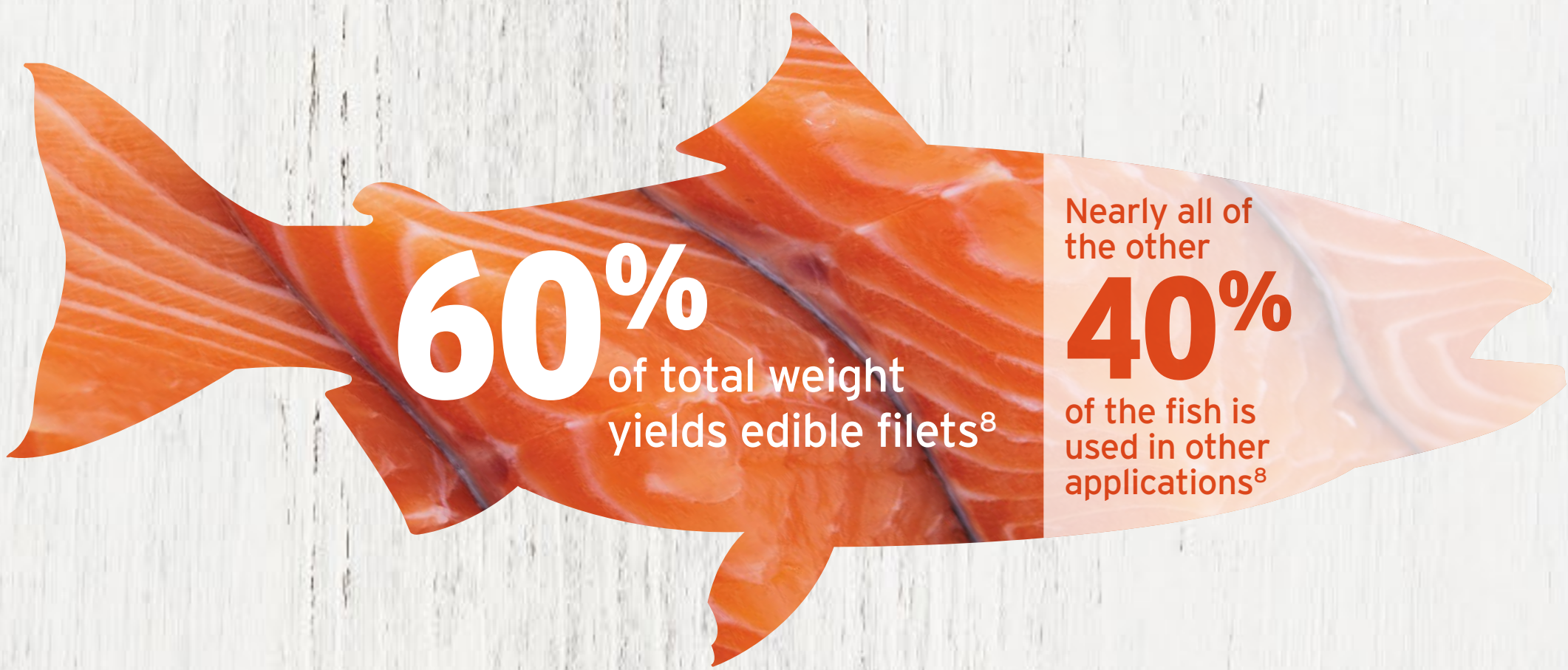


Although annual U.S. per capita consumption increased from **14.9 pounds** in 2016 to **16 pounds** in 2017⁴, consumption is still well under the 2015-2020 Dietary Guidelines for Americans.⁵



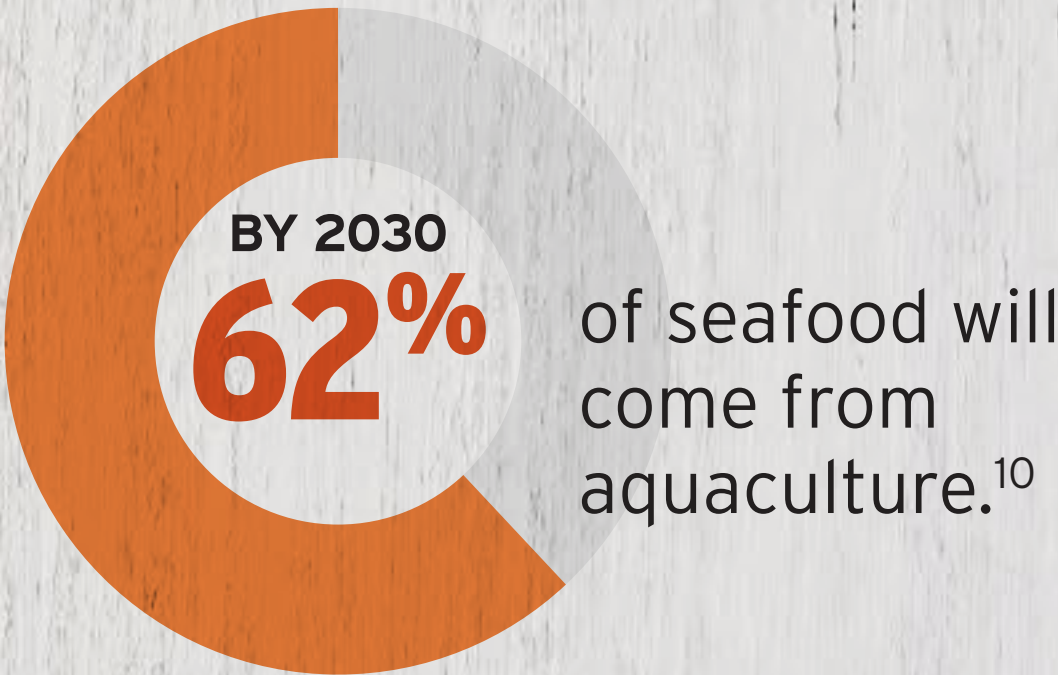
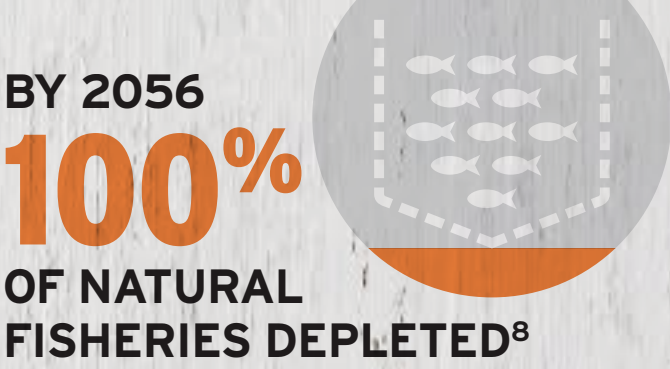
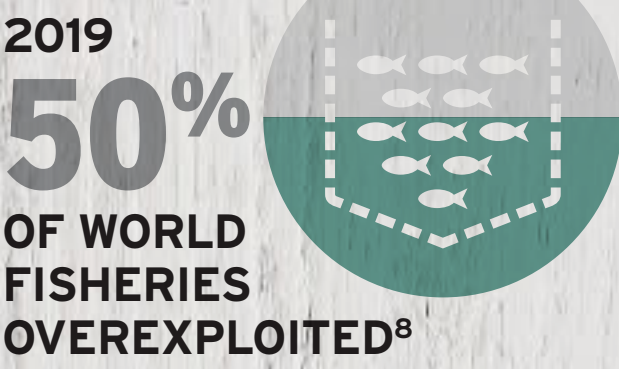
Farmed Chilean Salmon Is One of the Most Efficient Animal Proteins

	FARMED SALMON	BROILER CHICKENS	PIGS	CATTLE
Feed Conversion Ratio ⁶ ESTIMATED FEED REQUIRED TO GAIN ONE POUND OF BODY MASS	1.2 - 1.5 pounds	1.7 pounds	2.9 pounds	6.8 pounds
Fresh Water Requirement ⁷	1 gallon	2,000 gallons	3,500 gallons	2,500 gallons



The Importance of Aquaculture

The farming of fish, also known as **aquaculture**, is key to solving this pressing environmental challenge.



¹ Food and Agriculture Organization of the United Nations 2018 Report on the State of World Fisheries and Aquaculture. (n.d.). Retrieved July, 2019, from <http://www.fao.org/3/i9540en/i9540en.pdf>
² Fish to 2030: Prospects for Fisheries and Aquaculture. (n.d.). Retrieved July, 2019, from <http://www.fao.org/3/i3640e/i3640e.pdf>
³ Guillen, J., Natale, F., Carvalho, N., Casey, J., Hofherr, J., Druon, J., . . . Martinsohn, J. (2019), Global seafood consumption footprint, *Ambio*, 48(2), 111-112. Retrieved July, 2019, from <https://link.springer.com/article/10.1007/s13280-018-1060-9>.
⁴ Fisheries of the United States, 2017 Report. (2018, December 12). Retrieved July, 2019, from <https://www.fisheries.noaa.gov/resource/document/fisheries-united-states-2017-report>
⁵ 2015-2020 Dietary Guidelines. (2015, December). Retrieved July, 2019, from <https://health.gov/dietaryguidelines/2015/guidelines/>
⁶ Bourne, J., Jr. (n.d.). How to Farm a Better Fish. *National Geographic*. Retrieved July, 2019, from <https://www.nationalgeographic.com/foodfeatures/aquaculture/>
⁷ Sharpless, A., & Evans, S. (2013). *The perfect protein the fish lovers guide to saving the oceans and feeding the world*. Emmaus, PA: Rodale.
⁸ International Salmon Farmers Association 2018 Report. (n.d.). Retrieved July, 2019, from <https://sjomatnorge.no/wp-content/uploads/2018/06/ISFA-Report-2018-FINAL-FOR-WEB.pdf>
⁹ NOAA Fisheries Aquaculture. (n.d.). Retrieved July, 2019, from <https://www.fisheries.noaa.gov/topic/aquaculture>
¹⁰ Why It Matters - Global Aquaculture Alliance. (n.d.). Retrieved July, 2019, from <https://www.aquaculturealliance.org/what-we-do/why-it-matters/>