

'CLOSEST TO WILD' FAROESE SALMON CELEBRATED IN THE UK

Salmon from HiddenFjord wins endorsement from famous chefs for its great taste—"the closest yet to that of the wild Atlantic salmon," writes the Telegraph, touting ethical fish farming as the secret to superior product quality.

IN SEAFOOD sales, there is nothing quite like the word of mouth—pure praise offered honestly and without pay by people influencing people. Sometimes the message can even be catapulted to reach a mass audience through say, a newspaper story. Yet the effect will ultimately be conditioned by one single factor, one crucial ingredient known as product quality.

"It's simple," said Óli Hansen, sales manager of fish farming company HiddenFjord, one of the Faroe Islands' leading seafood exporters. "First, your offer has to be built on solid product quality. Next, once your quality can be trusted, you add uniqueness and value and all the rest of it."

For HiddenFjord, product quality has to be confirmed by a spectrum of checks that go beyond taste, texture and appearance; it must include a measure



HIDDENFJORD

of company ethics which considers the wellbeing of the fish as well as that of the workforce and the environment.

To the credit of the people behind HiddenFjord—a family business owned by the brothers Atli, Páll, and Regin Gregersen—the salmon they produce are now being trumpeted by famous chefs who delight in its top quality.

According to Richard Cook—a man described by the Daily Telegraph as "an environmentally sensitive producer who runs the Severn & Wye Smokery," a company with "excellent green credentials"—the world's most exquisite farmed salmon indeed comes from HiddenFjord.

"The challenge to bring an untamed

flavour to farmed salmon has run for decades," the newspaper noted in August 2011, "but one kind is now proving to possess the good taste of its feral cousin. Known as Var, it is produced on a revolutionary farm in the Faroe Islands, north of Shetland, that has come the closest yet to replicating the natural environment of a salmon."

"I had looked for and looked for good-tasting fish farmed to a high standard of welfare," Mr. Cook said.

"A supplier from the Shetland Islands began sending us fish we really liked; I imagined it had been farmed there, but it came to light they were getting it from the Faroes."

At one of HiddenFjord's on-growing pens; HiddenFjord processing facility (opposite); View of HiddenFjord on-growing pens (below).

are known as a favorite feeding ground for wild Atlantic salmon. The farmed fish are thus fed marine feed which contains essentially the same nutrition as found in that natural feeding ground.

Importantly, the fish density in the pens is kept low, maximum 15 kg of fish per cubic meter of water, to keep stress and vulnerability at a minimum.

For each generation of fish, the farms are moved as required by law to a new location, to reduce the risk of pollution on the seabed and minimize exposure to the risk of disease.

"We keep our pens as far from the shore as possible," Mr. Hansen said.

"The further away, the stronger the currents, the bigger the waves, and the cleaner the environment. But there's still a limit to how far we can go for all practical reasons and you don't want unnecessary damages occurring during the winter."

Simulating the natural life of wild Atlantic salmon goes even further. When it comes time for harvesting, the on-growing pens are unmoored and dragged slowly toward a mobile slaughterhouse, thereby making the salmon swim against the current generated, in line with their natural instinct, up until a certain point, at which they are led

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Faroe exporter of farmed Atlantic salmon. Fully integrated process from roe hatching and on-growing of juvenile fish to delivery of complete product.

HiddenFjord Superior Salmon:

Fresh gutted, head-on.

Color 15/+

All sizes 1-9/+ kg.

Packing in polystyrene boxes

Approx 22 kg.

Possibility of supplying salmon packed in returnable bins.

HiddenFjord Sushi Grade Salmon:

Fresh gutted, head-on.

Special selected salmon suitable for sushi.

Packing in polystyrene boxes

Approx 22 kg.

All Sushi Grade Salmon is gill tagged.

Special Sushi Grade labeled polystyrene box.

individually into chambers fitted with percussive stunners and bleeders. This makes the stunning and bleeding process swift and humane and most important, without pain or stress caused.

"Stress increases acidity in the fish, which makes it taste sour and leaves visible signs in its flesh," Mr. Hansen said. "Therefore, avoiding stress for the salmon is essential for achieving the best product quality."

