

**In Boston:**

## **Camanchaca's CEO is appointed cochairman of the Global Salmon Initiative (GSI)**

**Ricardo García Holtz will represent the southern hemisphere and John Hindar, Chief Executive Officer of Cermaq, will do it for the northern hemisphere. Both executives will lead and guide the efforts that the GSI is working worldwide.**

**Santiago, March 20, 2014** -. Along the Seafood Expo North America, held in Boston on last Tuesday, the board of the Global Salmon Initiative (GSI), through the CEOs of its member companies, chose two cochairman to lead the initiative during 2014.

In representation of the southern hemisphere, Ricardo García Holtz, CEO of Camanchaca, was unanimously elected, who takes the place of José Ramón Gutiérrez, Executive Vice President of Multiexport. García is Master in Economics from Universidad Católica de Chile and University of California, Los Angeles (UCLA), and since April 2011 he is commanding Camanchaca. Representing the northern hemisphere, John Hindar, Chief Executive Officer of Cermaq, was elected in replace of Alf Helge Aarskog, CEO of Marine Harvest.

Both executives will be responsible for directing and guiding the initiatives that the GSI is working in, such as improvements in biosecurity, harmonization and raising of sustainability standards and improvements in sustainability of salmon feed, among others.

The Global Salmon Initiative (GSI), along with World Wildlife Fund (WWF), the Food and Agricultural Organization (FAO) of the United Nations (UN) and Rabobank, will join together for the first time in the US to demonstrate how the global farmed salmon industry is leading the way in changing current aquaculture business practices to ensure a sustainable future for the industry.

The US is the largest consumer of farmed salmon worldwide, consuming more than 282,000 tons in 2013. In fact, consumer demand for farmed salmon has increased by over 14 percent in the last 5 years in the US alone, and is showing no signs of slowing down. Global demand for salmon has increased even quicker, doubling in the last decade, and is set to double again by 2020.

During the activity, the GSI leaders and the expert panel evaluated the initial results of their model of cooperation, and discussed how collaboration within the industry can generate improvements for the sector. GSI has chosen three priority areas where it intends to translate the workings of the model into significant industry improvements. GSI's specific priorities include:

- Having all member companies certified by the Aquaculture Stewardship Council (ASC) Salmon Standard by 2020. To date, GSI members have had their first three farms certified – a testament to the success of this unique model
- Focusing on biosecurity – primarily sea lice and disease management – where member companies are using knowledge transfer as a means of generating improved management practices
- Working with industry partners to secure sustainable sources of feed to meet growing demand

## **ABOUT THE GLOBAL SALMON INITIATIVE**

The Global Salmon Initiative (GSI) is a leadership initiative established in 2013 by global farmed salmon producers focused on making significant progress on industry sustainability. GSI is committed to fully realizing a shared goal of providing a highly sustainable source of healthy food to feed a growing global population, whilst minimizing our environmental footprint, and continuing to improve our social contribution.

GSI member companies include Bakkafrost; Blumar; Cermaq; Compañía Pesquera Camanchaca; Empresas AquaChile; Grieg Seafood; Lerøy Seafood Group; Los Fiordos; Marine Harvest; Norway Royal Salmon; SalMar; Multiexport Foods SA; The Scottish Salmon Company; and Scottish Sea Farms. GSI companies have a presence in Chile, Canada, Norway, the Faroe Islands, Ireland and Scotland, and make significant contributions to the economies of these respective countries.

Further information may be received by contacting the GSI secretariat, AXON, at [GSI@axon-com.com](mailto:GSI@axon-com.com) or by visiting [www.globalsalmoninitiative.org](http://www.globalsalmoninitiative.org). Follow GSI on Twitter @GSI\_Salmon.