



VÅRLAKS

NATURAL SALMON

Let's go up north...



Unique quality salmon

5 x YES

- ✓ Low density
- ✓ Small family owned farms
- ✓ Remote Arctic locations
- ✓ Natural feeding & farming
- ✓ 100% traceable

5 x NO

- ✗ Antibiotics
- ✗ Chemicals
- ✗ GMO
- ✗ Hormones
- ✗ Additives



You could eat what we dish up for our salmon. We use 1 kilo of fish feed for 1 kilo of salmon.

This salmon is not overfed, its growth is based on natural selection.



Sea lice are naturally removed by lumpsuckers.



Remote location in the icy waters in the north of Norway, above the Arctic Circle.

VÅAKS
NATURAL SALMON



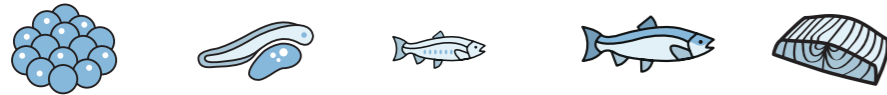
Where the wild is

Our story starts in the north of Norway, above the Arctic Circle. The place to experience nature at its purest. The place where the best salmon thrive. The place where we at VÅRLAKS Salmon enjoy watching our salmon mature.

We are passionate about making the world a more beautiful place, so we say no to antibiotics, chemicals, GMOs, hormones and additives. VÅRLAKS Salmon says yes to low density, small family farms, natural nutrition and farming, remote locations and 100% traceability. At our farms, the spotlight is on nature. That is why we treat the environment with care, we ensure our business operations are sustainable and we only work with natural nutrients.



Pure and healthy



Finding the best salmon was not an easy task. It is our belief that salmon should be farmed via natural selection and without genetic modification. We are also great believers in the importance of nutrition and location. We found family farms in the north of Norway willing to farm salmon for us the natural way. These relatively small family farms are all dedicated to getting out on the water everyday to lovingly farm salmon the natural way.

You could eat what we dish up for our salmon. Our feed contains no antibiotics, no hormones, no GMOs, no additives, no chemicals and no synthetic colourants. A unique and natural carotene called Panaferd gives our salmon their stunning orange/red colour. Rest assured: we only give our fish the best nutrition, so that you know for certain you're eating the very best salmon.

Take a look at our fish conversion rate: We use 1 kilo of fish feed for 1 kilo of salmon. Mother earth is pleased about that.

Watch the video, scan the QR





We love salmon... all natural salmon

It is why we treat our salmon with care and respect. We use lumpsuckers: natural lice deterrents, instead of chemical or mechanical delousing. Also, we do not use copper treatments: our diver regularly gets to work underwater to prevent growth on the nets.

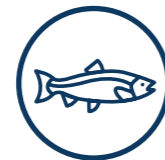
The journey our fish undertakes is 100% traceable. After our salmon have reached harvest weight in the Norwegian fjords, they are caught, carefully packaged and sent on a little trip. To optimise freshness, our salmon is transported to Central Europe before the rigor mortis phase is over. Within 48 hours after being caught, the salmon is processed in a modern factory with the highest standards for food safety to maintain the high quality of the product.

From Central Europe, the salmon then starts its journey to its final destination, which can be anywhere in the world.



Just as you like it

To optimise freshness, our salmon is transported to the Netherlands before the rigor mortis phase is over. After being caught, the salmon is divided into the desired portions - in a modern factory and with utmost focus on quality and food safety.



Fresh



Frozen



Cold smoked

Ask us about our full range of packaging options.

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We believe fish welfare is the most important thing in salmon farming. A happy fish will eventually result in fantastic quality. To avoid stress we don't use aggressive farming methods or additives to make the fish grow faster. The VÅRLAKS Salmon has a good and peaceful life.

This you can notice in the quality of the fish. All the welfare indicators are always above average. Firm meat texture, bright skin, healthy shape, great color and above all a product that tastes fantastic.

Richard Brouwer, Quality Manager

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www.varlaks.no

