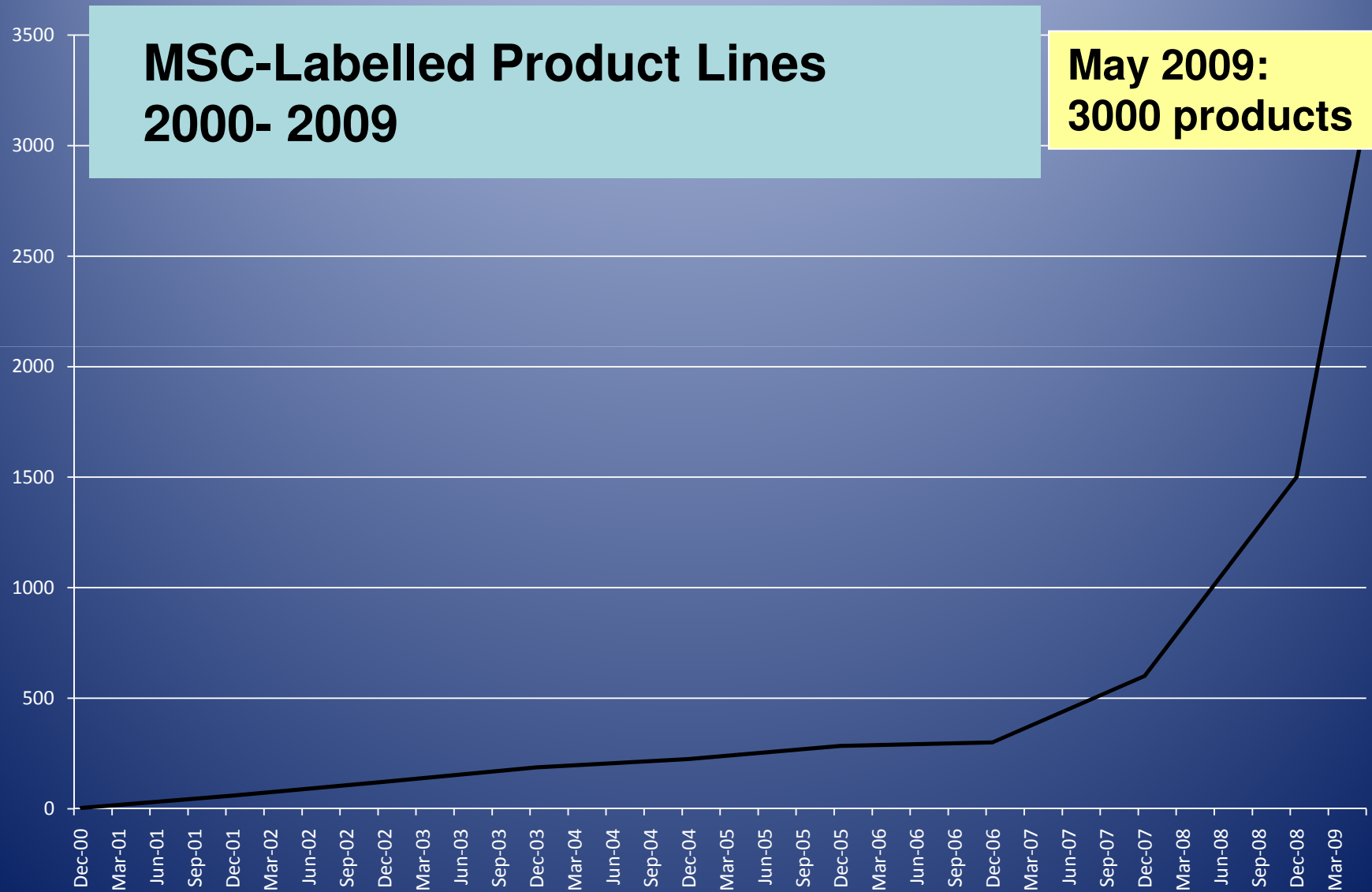




Russian salmon fisheries and MSC



MSC Growth and Momentum



Price Premium?

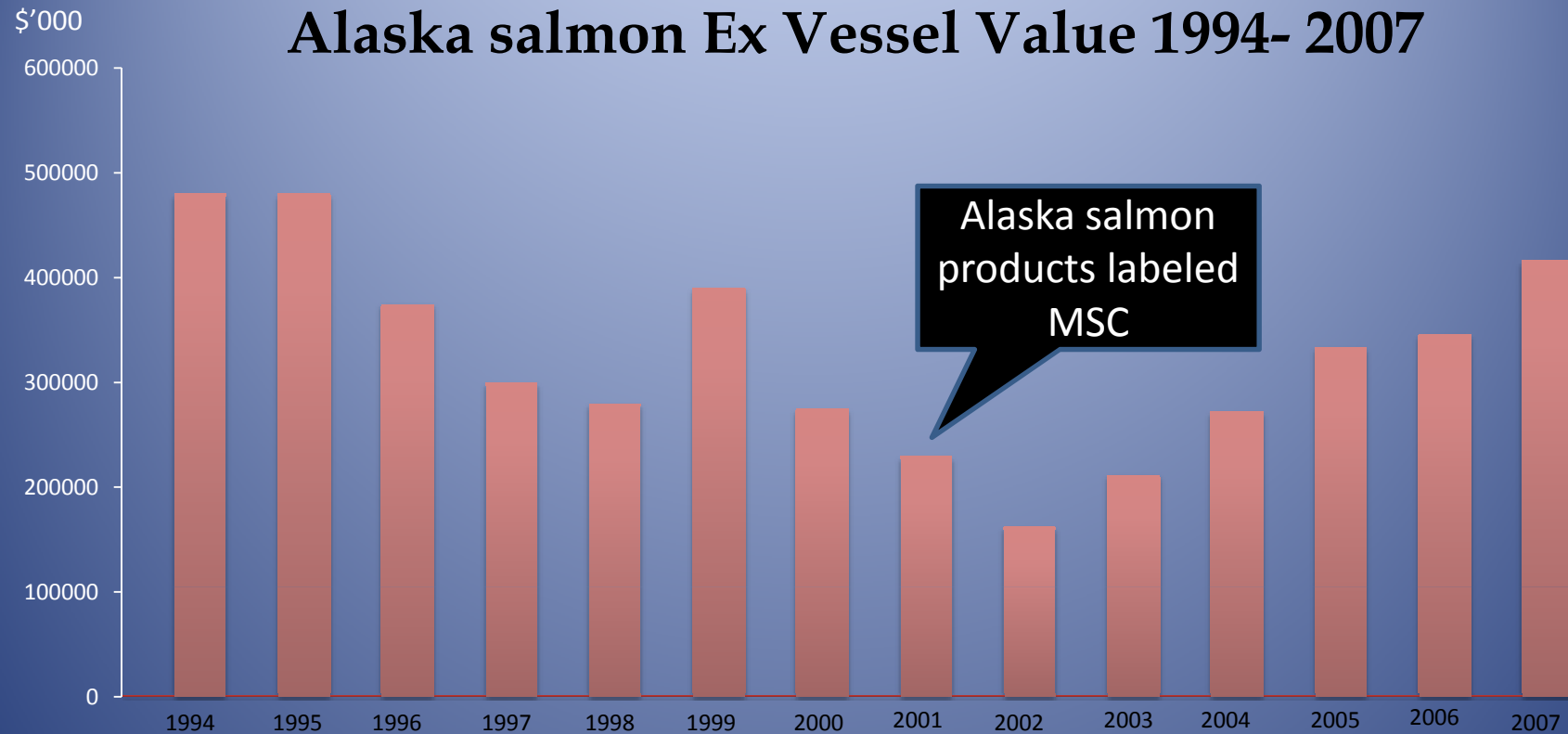
Non MSC
labelled fish
finger- Lidl

MSC labelled
fish finger

.2 EURO per kilo retail premium



Alaska salmon Ex Vessel Value 1994- 2007



Between 1994- 2002, value of Alaska salmon declined nearly 70%

Between 2002-7, value of Alaska salmon recovered by nearly 63%



Corporate commitments- N America, Asia, Africa



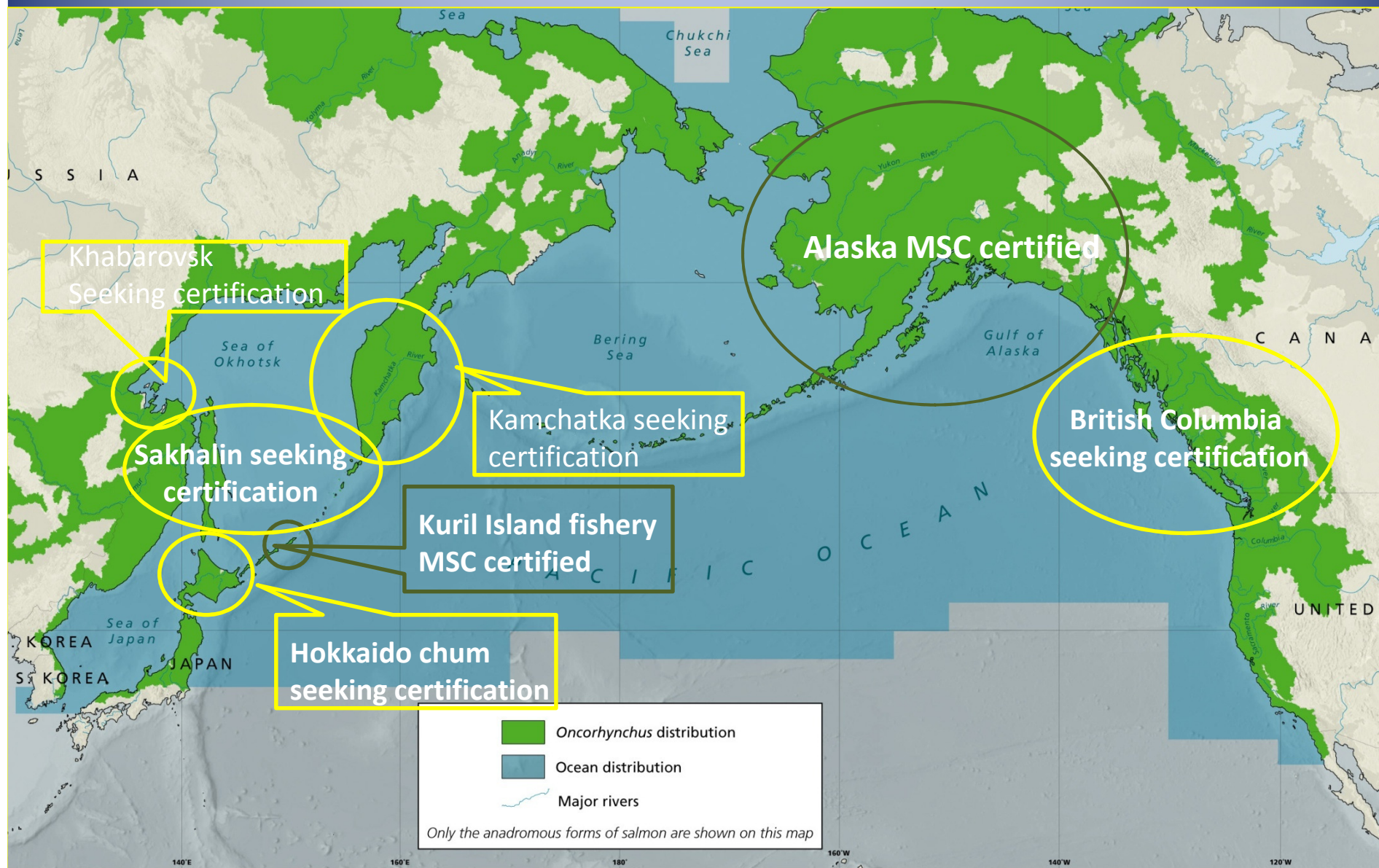
The best environmental choice in seafood



Corporate commitments- Europe



The best environmental choice in seafood



Iturup Island pink and chum fishery Operated by JSC Hidrostroy

- First Russian fishery MSC certified
- Agreed to eight management changes
- Including strictest hatchery management standards in Russia



MSC Principles

