



## FOR IMMEDIATE RELEASE

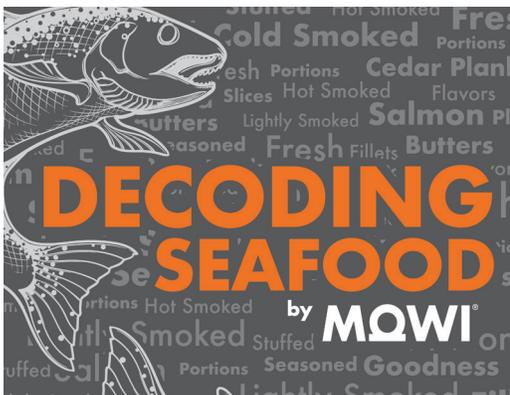
March 12th, 2023

### Mowi Launches "Decoding Seafood" Podcast

*Mowi CP of Americas releases its first podcast, "Decoding Seafood," in conjunction with the Seafood Expo North America show. The show brings together the perspectives of Mowi experts, foodies, chefs, pop culture influencers, scientists and more, to educate US Consumers about the bounties of eating blue foods from the Ocean.*

MIAMI, FL — We are delighted to announce that Mowi CP of Americas has launched Decoding Seafood, a new podcast that explores the supply chain, production, nutrition, and cultural beliefs that impact and influence the consumption of seafood in America and beyond.

Featuring the perspectives industry leaders, chefs, pop culture influencers and more, Decoding Seafood demystifies each layer of the seafood industry, so consumers can separate fact, fiction, and opinion, for themselves.



"Our market research has shown us that there is a lot of confusion, as well as concern surrounding the seafood that makes it to our tables," says Diana Dumet, Marketing Director of Mowi CP of Americas. "People care about where their food comes from, the practices used to raise and harvest it, as well as the nutrition. As industry leaders, we saw an opportunity for our brand to provide a channel to amplify industry voices and viewpoints, so that topics that are understood at the trade and scientific level can be made accessible to consumers."

Launched on March 9th, 2023, "Decoding Seafood" is available wherever consumers access their podcasts, including Apple Podcasts, Spotify, and Google Podcasts.

Through the course of the first season, the show explores the science, trends, controversies, and facts surrounding seafood production, aquaculture, nutrition and more.

"In today's world, more and more Americans are listening to podcasts. In fact, one-quarter of Americans listen to this type of audio content weekly and the audience is incredibly diverse", according to <https://www.audiogo.com/blog/4-audio-trends-for-2021> . Mowi intends to embrace podcasts as a new way to stand out from cluttered digital and linear advertising and explore new ways to continue encouraging US Consumers to eat more blue foods from the ocean.

"Leading the Blue Revolution is at the core of our practices, and from the marketing perspective, using the power of content and media outlets continues to be the amplifier of Mowi's Initiatives. We hope to

build with the “Decoding Seafood” Podcast, a fast-growing listener base that will become supporters of farm raised Atlantic Salmon and champions of sustainable seafood practices in a circular economy” said Diana Dumet, Marketing Director of Mowi CP of Americas. “What’s important in this content initiative, is to stay true to Mowi values and to share seafood topics that at trade or scientific level are well understood, but not necessarily at the consumer level”.

Mowi’s approach to a new communication platform such as Podcasts, further emphasizes its’ position as an industry leader and its’ commitment to leading the Blue Revolution by encouraging consumers to eat more blue foods from the Ocean. For more information about the Podcast “Decoding Seafood” by Mowi visit <https://www.mowiamericas.com/mediakit>

### **About Mowi:**

Mowi, a Norwegian company, has consistently delivered healthy and delicious seafood since 1964, and has become a leading aquaculture company. Mowi works with the ocean to produce nutritious, delicious, and supreme-quality seafood, while striving to achieve the highest sustainability standards. Fulfilling one-fifth of the global demand for farm-raised Atlantic salmon, Mowi is determined to reduce environmental impact of seafood production and works exclusively with farmers who follow the most responsible harvesting practices. Mowi has operations in 25 countries and more than 14,000 employees. Go to <https://mowi.com/about/> to learn more about the world’s largest supplier of Atlantic salmon. As the world’s leading salmon producer, Mowi works to help preserve the ocean and work in harmony with the sea to help feed a growing world population.

Mowi has been ranked as the world’s most sustainable protein producer for the fourth year in a row by the FAIRR Initiative.

Coller FAIRR Protein Producer Index assesses the world’s 60 largest publicly listed animal protein producers, worth a combined USD 338 billion. Firms are ranked against ten environmental, social and governance (ESG)-related criteria including GHG emissions, deforestation, antibiotic usage and working conditions. Coller FAIRR Protein Producer Index – Summary Report.

You can read more about the index here: <https://www.fairr.org/index/>

Learn more about our We Care element of MOWI Brand: We care - MOWI Salmon US