

# Fighting world hunger

## UN Sustainable Development Goal #2:

End hunger, achieve food security and improved nutrition

There **7.9 billion people** in the world. By 2030, UN expects this to reach **8.5 billion** and by 2100 there will be **11 billion** people on the planet. This population needs feeding.

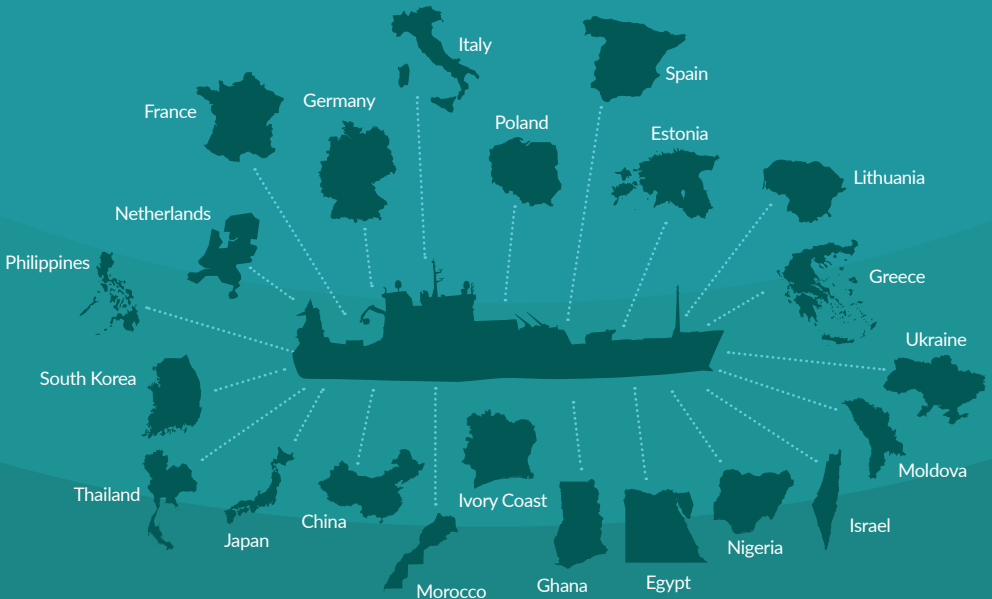
A large part of the world population depends on fish as their main source of healthy animal protein. As the world population grows, so does the demand for affordable, high-protein food.

**We cannot feed the world without fish... a high-protein food with a low environmental impact when resourced and managed responsibly.**



of our fish is caught for human consumption

North Atlantic Fishing Company already exports approximately 90% of its catch to developing nations outside the EU.





285

million fish meals  
supplied every year by our fishermen

North Atlantic Fishing Company deliver **millions of healthy, protein-rich, affordable** meals to consumers **all over the world**. Historically, herring is consumed in all North Sea and Baltic coastal states.

Since the introduction of sea-frozen products, herring and horse mackerel are now exported to Japan. Since the 1970s an increasing part of our catch is exported to the developing regions in Africa and Asia as well.

## Production

About **80%** of the capacity of a freezer trawler is used for **sorting, processing, freezing and cold storage**. Immediately freezing the catch means **optimal freshness**, ensuring a **high-quality and protein-rich** product that is also **affordable**.



## Nutritional value

Affordable fish boosts nutrition in developing populations' everyday diet.

In terms of nutritional quality, **pelagic fish** are among the most **cost-effective** foods available. They're **low in cholesterol**, brimming with **healthy long chain omega-3 fatty acids** and nutrients like **riboflavin, iron and calcium**. Increasing fish consumption among developing populations can add a **nutritionally valuable** component to their everyday diet.



Equals  
**50-60%**  
of an adult's  
daily protein  
requirement

# Meet the Catch

## Pelagic {adjective}:

*(chiefly of fish) inhabiting the upper layers of the open sea.*



## Herring

These oily fish are very high in long-chain omega-3 fatty acids and are a source of vitamin D. These fish are often salted, smoked or pickled after being defrosted. We have MSC Certification for 'North Sea Herring' and 'Atlanto-Scandian Herring'.

### Did you know?

- Found at depths down to 200 metres in the North Sea and along the borders of the Atlantic Ocean.
- A single female produces 20,000-50,000 eggs. After spawning, the low-fat herring migrates back to grounds that are richer in plankton.



## Blue Whiting

A lot of EU Blue Whiting catch goes to fish meal factories, but all of North Atlantic Fishing Company's catch goes directly for human consumption. We have MSC Accreditation for the Northern Blue Whiting stock.

### Did you know?

- Blue Whiting lives in the open ocean at depths of 100 – 1000 metres.
- The female produces 6,000 – 150,000 eggs.
- Often found above the continental slope, mainly at depths of 150 – 400 metres.



## Mackerel

Mackerel is an important food eaten worldwide. As an oily fish, it is a rich source of long-chain Omega 3 fatty acids. We have MSC Accreditation for the Western Mackerel stock.

### Did you know?

- Mackerel is found in the northern part of the North Sea and west of Scotland and Ireland.
- In January the mackerel off the Shetland Islands becomes of importance to the fishing fleet. From there, the mackerel gradually goes south.



## Horse Mackerel

Horse Mackerel can be found in the North-eastern Atlantic from Iceland to Senegal, including the Canary Islands and the Cape Verde Islands.

### Did you know?

- Horse mackerel is mostly caught in the waters off Scotland and Ireland, in the Gulf of Biscay and, since 1996, in the Atlantic Ocean off the coast of Mauritania.
- The female produces up to 140,000 pelagic eggs.
- One of the most important pelagic species for the freezer-trawler fleet. Horse mackerel is a bony fish that is mostly exported to the Russian, Nigerian and Japanese markets.

