

A SUSTAINABLE SEAFOOD SUPERSTAR

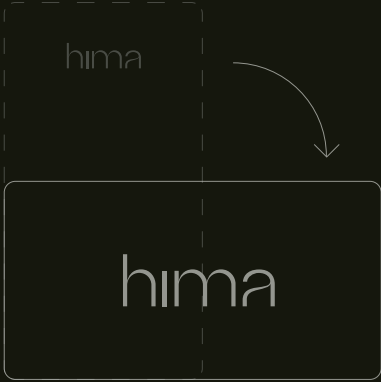
Superior Trout



hima

TABLE OF CONTENT

Who is Hima	page 3
Why Hima	page 4
The Hima Trout	page 6
The Hima production assets	page 7
The Hima Trout journey	page 9
Sustainability and circularity	page 11
Products forms	page 12



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Who is Hima

Hima Superior Trout

Values (purpose, vision)

Hima Seafood is built on a foundation of sustainability, innovation, and excellence. Our purpose is to redefine aquaculture by delivering premium-quality trout while prioritizing environmental responsibility. Our vision is to set new standards for sustainable seafood production, ensuring a healthier planet for future generations.

Strategy (brand positioning)

Hima positions itself as a leader in high-quality, sustainably farmed trout. We combine advanced technology, pristine water sources, and deep aquaculture expertise to deliver a superior product to the global market. Our brand is synonymous with premium taste, transparency, and responsible seafood sourcing.

History

Hima Seafood was founded with the mission to create a better way to farm fish—one that respects nature, nurtures the environment, and delivers unparalleled quality. We have developed our operations using best-in-class practices, drawing from decades of experience in aquaculture and sustainability.

Key people

Our team consists of leading experts in aquaculture, sustainability, and seafood production. From hatchery specialists to logistics experts, every member of Hima Seafood is dedicated to delivering excellence at every stage of production.

Why Hima

The Osland stock. Our trout originate from the renowned Osland strain, known for its resilience, excellent growth rate, and superior meat quality. This carefully selected genetic lineage ensures consistently high-quality fish.

The Water

The groundwater used at Rjukan originates in Telemark's high-altitude mountain lakes. Hima Seafood has identified and secured a license to obtain water from a huge groundwater reservoir in Vestfjorddalen, just below the facility. Key Benefits of Hardangervidda Groundwater:

⁰¹ NATURALLY FILTERED & PURE:

The water has been naturally filtered over decades through layers of rock and sediment, ensuring exceptional purity and stability in temperature and composition.

⁰² CONSISTENT QUALITY & TEMPERATURE:

Unlike surface water sources, groundwater maintains a steady, cold temperature year-round, creating the ideal conditions for slow, controlled fish growth that enhances texture and flavor.

⁰³ MINIMAL ENVIRONMENTAL IMPACT:

Sourced sustainably, this groundwater does not disrupt local ecosystems and requires minimal treatment, reducing the carbon footprint of production.

⁰⁴ FREE FROM CONTAMINANTS & POLLUTANTS:

Unlike river or fjord water, which can be exposed to runoff and pollution, Hima's groundwater is naturally shielded from human and industrial contaminants, ensuring superior food safety.



Hima Superior Trout

The production story. Every stage of our production is designed for efficiency and sustainability. From hatchery to harvest, we use state-of-the-art technology to optimize fish welfare, minimize waste, and ensure the highest quality.

The Feed

Hima Trout is fed high-quality, sustainable feed from Skretting, a global leader in responsible aquaculture nutrition. Designed for optimal fish health, superior taste, and minimal environmental impact, Skretting's feed is built on key sustainability principles:

⁰¹ RESPONSIBLE SOURCING

Prioritizing certified fishmeal and plant-based ingredients to reduce reliance on wild fish stocks.

⁰² LOW CARBON FOOTPRINT:

Unlike surface water sources, groundwater maintains a steady, cold temperature year-round, creating the ideal conditions for slow, controlled fish growth that enhances texture and flavor.

⁰³ NUTRITIONAL EFFICIENCY:

Advanced formulations enhance digestibility, reducing waste and improving water quality.

⁰⁴ INNOVATIVE PROTEIN SOURCES:

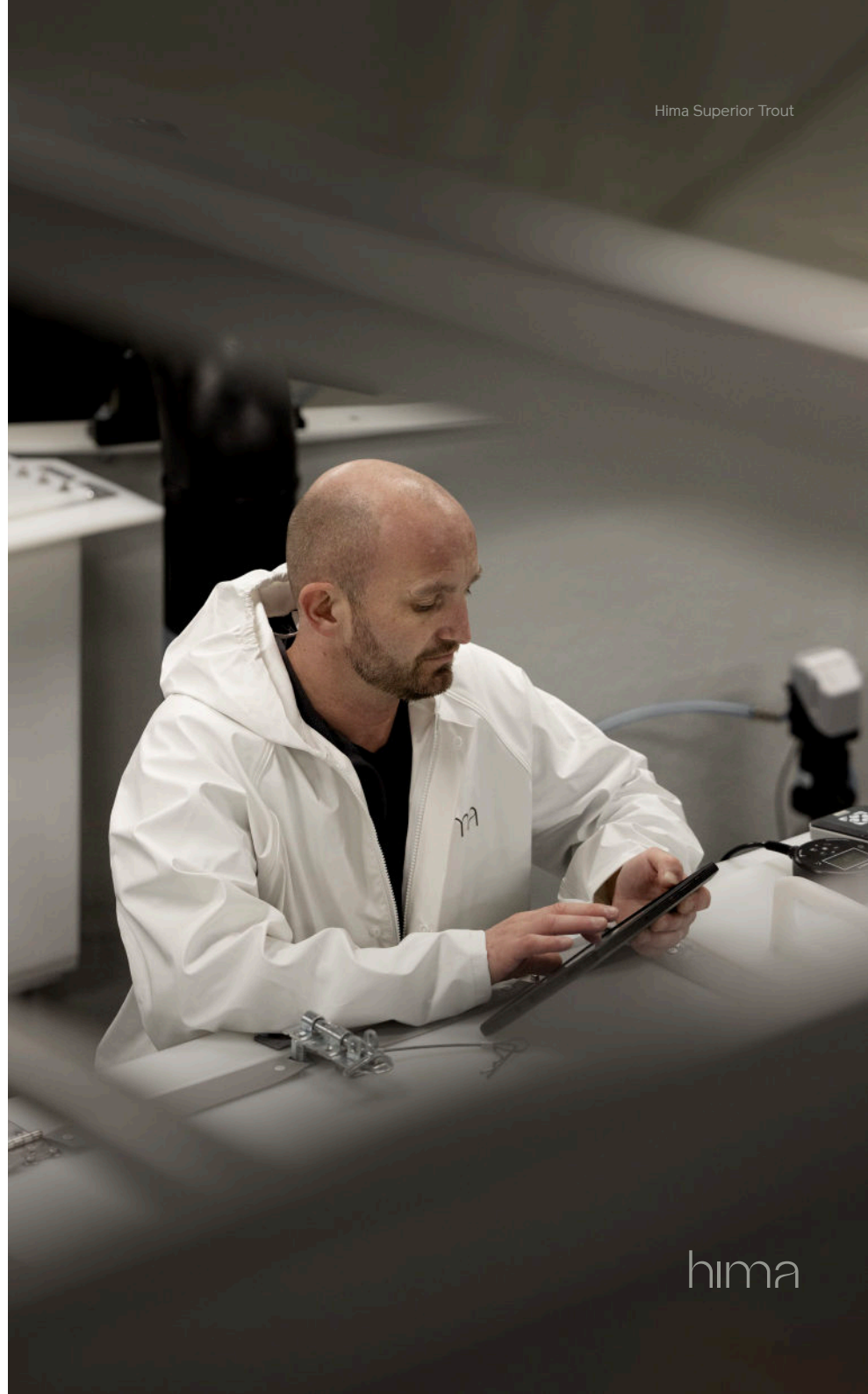
Incorporating microalgae, insect meal, and other novel ingredients for a more sustainable feed industry.

⁰⁵ FULL TRANSPARENCY & TRACEABILITY:

Every ingredient is tracked electronically from raw materials to final feed, ensuring complete supply chain oversight.

Skretting's advanced traceability system enables real-time tracking of feed batches, raw material origins, and certification data. Each purchase, production batch, and sales order is assigned a unique trace key, allowing rapid recall if needed and ensuring compliance with strict sustainability and GMO-free standards.

Hima Superior Trout



The Hima Trout

Hima Superior Trout



Taste

Hima Trout is not only delicious but also a highly nutritious choice, packed with essential nutrients, including:

Protein – A lean, high-protein source for muscle growth and overall health.

Niacin (Vitamin B3) – Supports metabolism and energy production.

Vitamin B12 – Essential for brain function and red blood cell formation.

Omega-3 Fatty Acids – Promotes heart health, brain function, and reduces inflammation.

This combination of pure taste, firm texture, and exceptional nutritional value makes Hima Trout a top choice for chefs, food enthusiasts, and health-conscious consumers alike.

Look

Firm, deep-colored flesh with a vibrant, appealing appearance that reflects its premium quality.

Utilisation

Hima Trout is versatile, suitable for sushi, grilling, baking, smoking, and more.

Food safety

Strict quality control measures ensure the highest standards of food safety and traceability from hatchery to harvest.

Enjoyment

Hima fosters an inclusive workplace where everyone is welcome. At our facility in Rjukan, we have a diverse team that includes both professionals with aquaculture education who have relocated to the area and individuals from different backgrounds. As a company, we believe in providing opportunities for all and work closely with employment offices to help people enter the workforce. This includes hiring team members through work training programs, ensuring that even those without prior experience in aquaculture have the chance to build a meaningful career. Our commitment to inclusivity and diversity strengthens our team and creates a supportive work environment for all.

The Hima production assets

The Land

The Rjukan valley in Telemark is surrounded by nature and protected by mountains. This is the valley of shadows, where the high mountains hide the sun for up to five months every year, and where a low mist creates a protected environment with its cold embrace. This is a land known as Norway in miniature.

With its landscape of misty woodlands, high waterfalls, lakes of crystal-clear water, and fast-flowing rivers that tumble down from high mountains – it is the perfect place for premium trout to thrive.

But this beautiful unspoiled environment is also one of the most popular recreational areas in Norway – famous for its untouched nature, its culture, its history, and its people. Where both locals and visitors have long enjoyed the Norwegian outdoor life, summer and winter.

Strategic locations ensure minimal environmental impact while maximizing efficiency.

The know how

Hima Seafood leverages decades of expertise in aquaculture, sustainability, and fish welfare to create an optimal environment for premium trout farming. Our team consists of leading professionals in fish biology, environmental science, and engineering, ensuring that every aspect of our operations meets the highest standards.

By combining traditional aquaculture knowledge with cutting-edge innovations, we optimize fish health, water quality, and resource efficiency. Our approach focuses on precision farming, ensuring each trout thrives in the best possible conditions, leading to superior quality and consistency.

Hima Superior Trout



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Hima Seafood integrates state-of-the-art technology developed in collaboration with Eyvi, a leader in sustainable aquaculture solutions.

Our facility employs:

01 ADVANCED RECIRCULATING AQUACULTURE SYSTEMS (RAS)

Designed for optimal water quality, reducing waste and ensuring controlled, biosecure environments for fish growth.

02 PRECISION MONITORING & AI-DRIVEN INSIGHTS

Real-time tracking of oxygen levels, temperature, and fish health, allowing us to adjust conditions instantly for maximum efficiency.

03 ENERGY-EFFICIENT WATER TREATMENT

Using Eyvi's cutting-edge filtration and disinfection technologies, we ensure minimal water use while maintaining pristine conditions.

04 SUSTAINABLE RESOURCE MANAGEMENT

Integrated waste-recycling solutions convert organic matter into valuable by-products, supporting a circular economy in aquaculture.

Through Eyvi's innovative solutions, Hima Seafood ensures sustainable, high-performance trout farming, delivering superior fish quality while minimizing environmental impact.

The energy

All the energy that is used at Rjukan are produced with hydropower. The Rjukan valley produces a lot of renewable energy using hydropower and is one of the areas in Norway with most energy production. The technology that is being used has also one of the lowest consumptions in the market. Facility has been designed with using as little power as possible.

Synergies with local industry

In the same area as our fish farm, Green Mountain operates a data center, and we have collaborated with them to create an innovative and sustainable energy exchange system. Together, we have installed underground pipelines that allow for efficient resource sharing: Green Mountain utilizes cold water from our facility to cool their data center, while we repurpose the warm water from their operations to heat our facility or dry sludge when needed. This synergy ensures that no energy is wasted, aligning with our strong commitment to ESG principles and sustainable resource management.

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The Hima Trout journey

Hatchery

The hatchery process at Hima Seafood is a delicate and meticulously controlled stage that lays the foundation for healthy, high-quality trout. Every step is designed to ensure optimal fish welfare, starting with disease-free broodstock selection and biosecure breeding environments.

Advanced water filtration and monitoring systems maintain stable and pristine conditions, minimizing the risk of contamination and ensuring that our trout develop in a healthy, stress-free environment. Strict biosecurity protocols prevent the introduction of pathogens, safeguarding the entire production cycle.

This rigorous approach guarantees that each Hima trout starts life in the best possible conditions, ensuring superior growth, resilience, and overall quality.

Smolt

During the smolt stage, Hima Trout are carefully monitored to ensure optimal growth and health. Advanced systems continuously track key environmental factors such as water quality, oxygen levels, and feeding strategies, allowing precise adjustments to maintain the best conditions for the fish.

To promote uniform growth and minimize stress, fish are kept in appropriate tank environments where they can develop in a controlled setting. As they prepare to transition into the grow-out phase, they pass through a grading room and fish counter, where they are automatically measured and sorted based on size. This ensures they are moved into the correct grow-out tanks with similarly sized fish, optimizing access to resources, preventing competition, and maintaining a stress-free environment for continued growth.

Advanced monitoring systems continuously track the health and development of the fish, adjusting key environmental factors such as water quality, oxygen levels, and feeding strategies. By grouping fish of similar size, we promote uniform growth, reduce aggression, and minimize the risk of injuries, ensuring strong and healthy trout as they move into the grow-out phase.

Grow out

During the grow-out phase, Hima Trout are carefully managed to ensure steady development and optimal health. As they grow, they are moved into tanks based on their size, ensuring that similarly sized fish remain together. This practice reduces stress, prevents competition, and creates an environment where the fish can thrive. Automated feeding systems and continuous environmental monitoring ensure that each trout reaches its full potential with optimal texture, taste, and nutritional value before the final stages of production.



Fish Transport System

Hima has made a significant investment in the latest and most advanced fish transport system available, ensuring the highest standards of animal welfare in our RAS (Recirculating Aquaculture System) facility. This state-of-the-art system is designed to move fish in the gentlest way possible, significantly reducing stress and improving overall fish health.

Unlike traditional methods that rely on suction, which can cause unnecessary strain, our system utilizes gravity to transport fish smoothly and naturally. Additionally, all transport pipes are filled with water, maintaining optimal oxygen levels throughout the process. This ensures a safe and comfortable journey for the fish, minimizing handling stress and contributing to their well-being. By integrating this cutting-edge technology, Hima reaffirms its commitment to responsible aquaculture, where efficiency, sustainability, and animal welfare go hand in hand.

Harvest

Hima Seafood has implemented an automatic pre-processing line from MMC, featuring the latest harvesting technology available. This investment enables Hima to deliver consistent, high-quality HOG trout to Villa Seafood, where it will undergo further processing.

To ensure the best possible animal welfare, Hima utilizes electric stunning, minimizing stress and optimizing handling throughout the process. With this upgrade, Hima strengthens its processing efficiency while maintaining a strong focus on quality and sustainability.

Sustainability and circularity

Efficiency

At Hima, we operate a highly efficient and sustainable aquaculture system that maximizes resource utilization. Each year, we use approximately 10,000 tons of high-quality feed to produce 10,000 tons of whole fish. In addition to our primary production, we also focus on circular economy principles by repurposing by-products. As part of this effort, we generate around 4,500 tons of organic fertilizer, ensuring that valuable nutrients are not wasted but instead reintegrated into agricultural systems.

TONS OF HIGH-QUALITY FEED (APPROX.)

10.000

TONS OF WHOLE FISH

10.000

TONS OF ORGANIC FERTILIZER

4.500

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Products forms

Hima Superior Trout

The initial focus is on delivering premium-quality whole Hima Trout and fillet cuts. In the future, the range will expand to include specialized portions such as Back Loin, Mid Loin, and Belly Loin, all sashimi grade, alongside versatile options like fillet portions, poké cubes, and gourmet burgers.

The Hima Superior Trout (*Oncorhynchus mykiss*)



Hima Trout Loins are set to be featured in the future range.

