

THE HIMA SUPERIOR TROUT

A Sustainable Seafood Superstar



hima



HIMA SUPERIOR TROUT

It takes a certain amount of darkness to see the stars.
In a valley in Telemark, it's pitch-black five months a year.
Here, tall mountains protect the deep crystal-clear waters.
This is the birthplace of a real seafood superstar.



Sustainably Cultivated for Superior Flavour

The Hima Trout is a premium seafood product originating from the unique Osland trout strain in the Sognefjord. Cultivated in the pure, cold mountain waters, this high-quality trout offers chefs and consumers a more natural flavour experience. This it is the ultimate taste of the Norwegian highlands.

Another Hero from Telemark

From this land of historical heroes comes a new hero: Hima's Superior Silver Trout (*Oncorhynchus mykiss*).

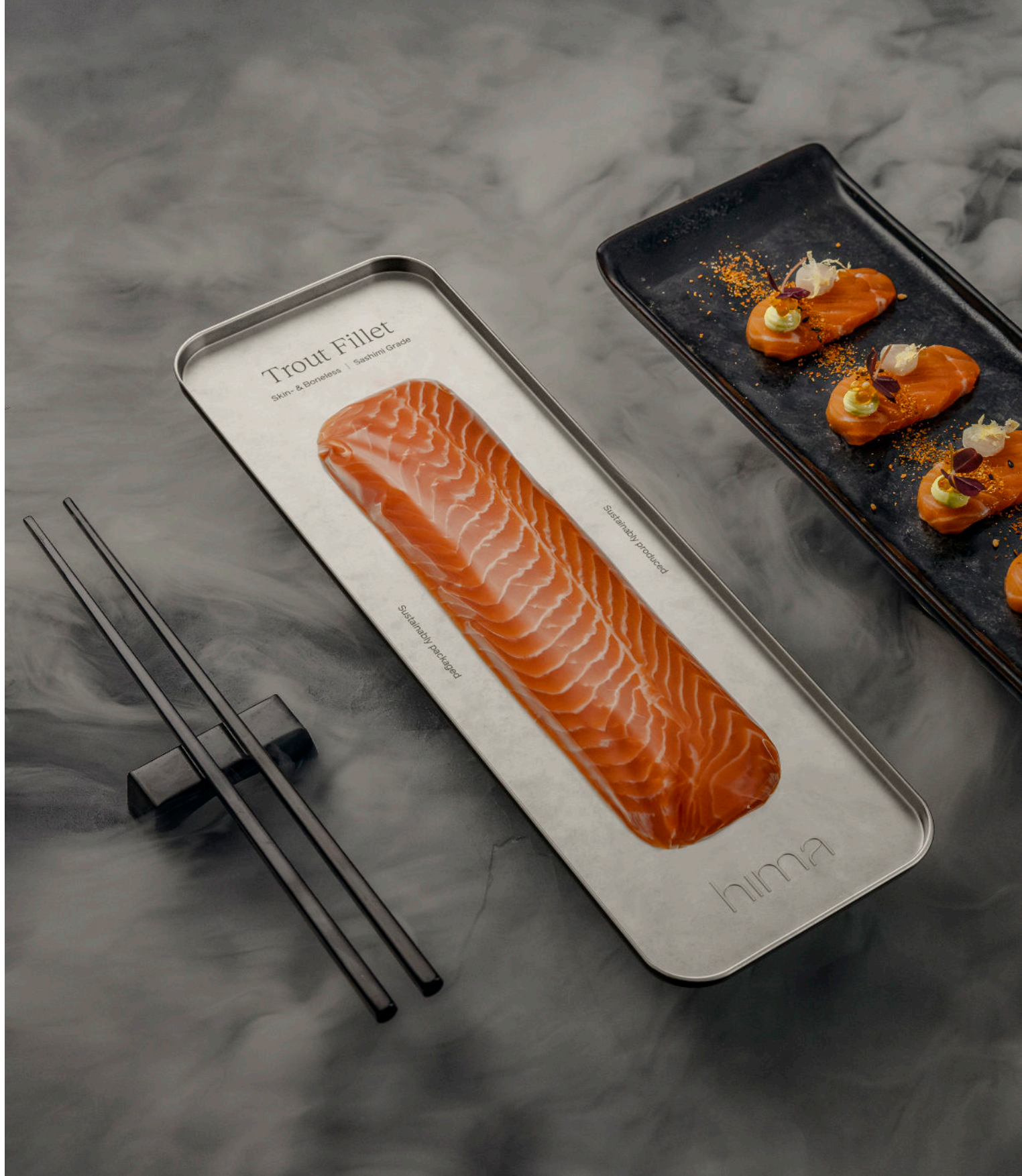
Rjukan, renowned for its spirited past, from the daring "Heroes of Telemark" to its vital role in the industrial revolution, embarks on a new chapter with the Hima Trout.

The stories of heroes blend with the commitment to preserve, ensuring the spirit of the past fuels our sustainable future.

Strong global population growth has intensified the need for sustainable, nutritious protein. Hima's cutting-edge technology responds by producing scalable quantities of superior trout with a deep commitment to the environment. The most scalable and sustainable form of aquaculture.

A Holistic Circular Production Cycle

The Hima Superior Trout is sustainably cultivated and thoughtfully packaged. We maximise every part of the fish, ensuring the trimmed waste segments are carefully dried and repurposed into organic fertiliser. This premium fertiliser is then used to enhance the soil, yielding fresh agricultural products for both human and fish consumption – in a regenerative and fully circular production cycle.



Bred to Shine

The Hima Trout embodies superior taste and health benefits. This careful breeding and quality legacy reflect our unwavering commitment to purity and excellence.

Hima's Trout has been perfected over sixty years to become a symbol of excellence. Achieved through selective breeding, it boasts a radiant silver skin and rich red flesh, making it both a feast for the eyes and the palate.

The Hima Trout stands out for its superior taste and texture, offering a versatile culinary experience with a unique mouthfeel and a hint of umami.

⁰¹ Milder Flavor

The Hima Trout boasts a mild and delicate flavour. Its clean and subtle taste appeals to seafood lovers who prefer their dishes without an overpowering flavour.

⁰² A Different Mouthfeel

The Hima Trout has a soft, tender texture. The flesh is flaky and less oily, providing a different mouthfeel and eating experience.

⁰³ Freshness

The Hima Trout is fresh and can be enjoyed raw or smoked, as well as fried or cooked. Locally sourced, it is of superior quality.

⁰⁴ Crafted Carefully

The Hima Trout is carefully prepared for raw consumption, smoked, grilled, pan-fried, or baked with just a touch of seasoning to enhance its inherent flavour.

⁰⁵ Unveiling Umami

The taste of the Hima Trout is delicately complex, offering a palette of subtle, nutty flavours with a slightly sweet undertone, enhanced by its upbringing in Norway's pristine waters. This natural umami essence, enriched by the trout's environment, makes it uniquely versatile. Due to its mild flavour, trout pairs beautifully with simple seasonings and herbs, complementing its inherent taste.

A Perfect Place for Trout to Thrive

The Rjukan valley is the perfect environment for trout to thrive. With plentiful supplies of cold, pure water, Hima is harnessing innovative new land-based fish farming technology to produce premium, sustainable trout.

Sustainably Feeding a Growing World

Strong global population growth has intensified the need for sustainable, nutritious protein. Hima's cutting-edge technology responds by producing scalable quantities of superior trout with a deep commitment to the environment. The most scalable and sustainable form of aquaculture.

In a world grappling with climate change, resource depletion, and a rapidly growing population, the challenges we face are daunting. Yet, with innovation and commitment, solutions are within reach. Hima stands at the forefront of this endeavour, offering a sustainable path forward.

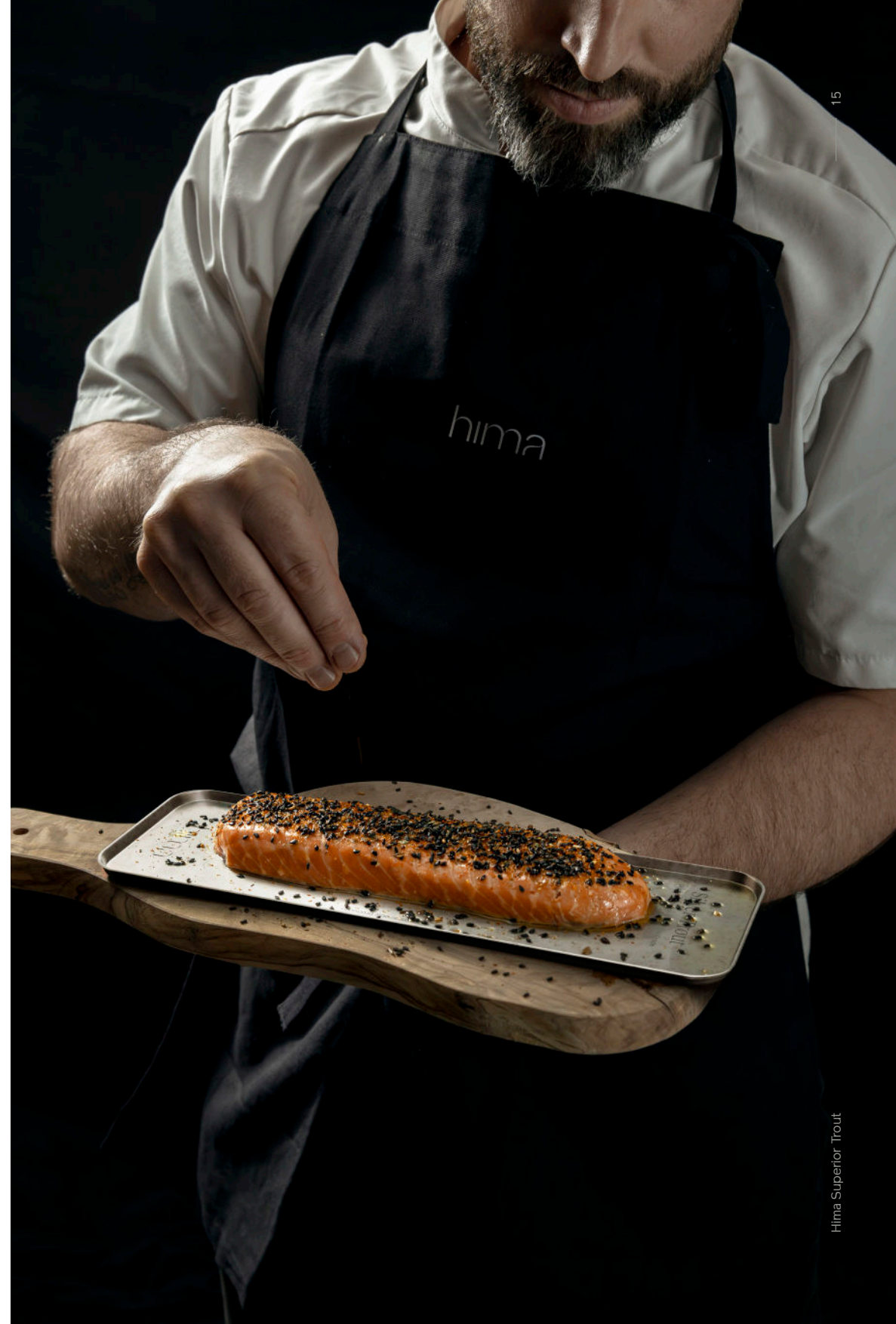
Our approach significantly reduces CO₂ emissions, aligning with global efforts to combat climate change. Using innovative techniques, Hima ensures a reduced water footprint, which is vital in preserving this scarce resource for future generations.

Additionally, our commitment to locally produced food, or 'close-to-market' philosophy, minimises transportation emissions, supports local economies, and provides fresher, more nutritious offerings.

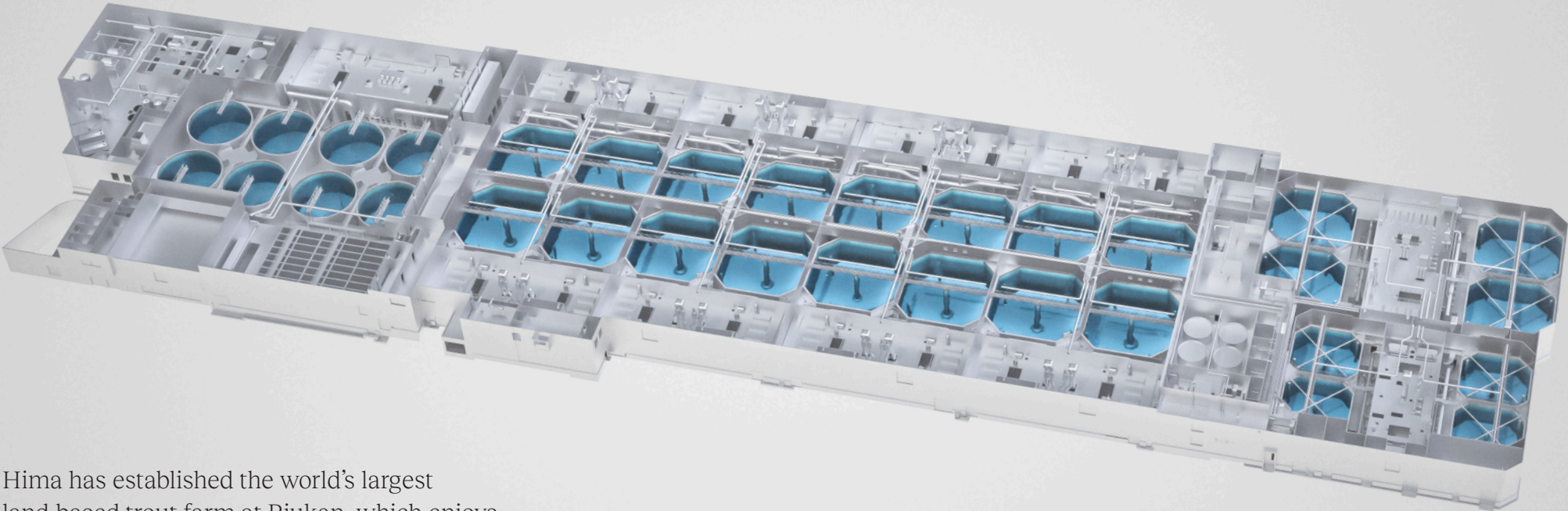
Scalability is at the heart of Hima's operations, allowing us to meet the nutritional needs of a growing global population without compromising the planet's health. Our focus on healthy proteins presents an efficient, environmentally friendly alternative to traditional meat production, which often requires extensive land use and contributes to deforestation.

Moreover, Hima's practices demand less agricultural land, freeing it for other uses or allowing ecosystems to regenerate. We also contribute to soil regeneration by producing fertiliser from by-products, closing the loop in our production processes.

Hima is pioneering full-circle solutions to today's environmental challenges. By embracing sustainable aquaculture, we provide healthy proteins, reduce our ecological footprint, and support the regeneration of our planet.



The World's Largest Land-based Trout Farm



Hima has established the world's largest land-based trout farm at Rjukan, which enjoys excellent access to seafood distributors and markets. Work is also underway on the planning and development of several significant facilities in the USA.

RAS technology ensures that large quantities of fish can be produced in a sustainable manner, with low water consumption and regulated waste management. Furthermore, RAS technology provides stable conditions and optimal water quality to ensure excellent fish health.

With a strong focus on fish welfare, full control over production, and the best water recycling system, Hima aims to ensure Superior Trout is the freshest, healthiest, and tastiest trout on the market.

MEALS PRODUCED PER YEAR

25.000.000

TONNS OF PRODUCTION PER YEAR

12.500	8.000	3.400	1.100
Totalt Production Trout and By-products	Premium Trout (HOG)	Organic Dried Fertilizer	Organic Fish Emulsion

The Most Sustainable and Scalable Form of Aquaculture

Our mission is to cultivate premium trout via the most sustainable and scalable aquaculture method available. Leveraging RAS technology, we achieve minimal water usage, manage waste efficiently, and maintain optimal conditions for fish health.

RAS operates in a closed-loop system, recirculating and treating water within the facility, minimising environmental impact, and reducing water usage compared to traditional open-net pens. By closely monitoring water quality and maintaining optimal conditions, we can always ensure the health and welfare of their fish stocks.

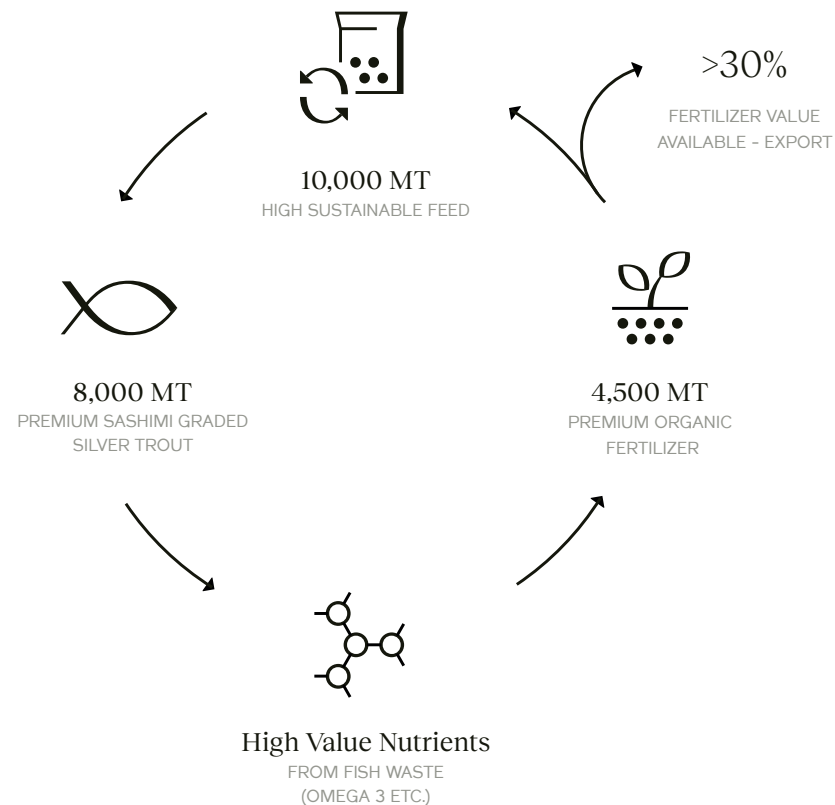
RAS also allows precise control over temperature, feeding and water quality to help optimise growth rates. This efficiency translates to higher productivity and profitability for producers, making RAS the most financially viable option for sustainable seafood production. With a strong focus on fish welfare, full control over production, and the best water recycling system, Hima aims to ensure our Trout is the freshest, healthiest, and tastiest trout on the market.



Full Circle Regeneration



Freshwater Hima RAS Ecology



Fish Waste Does Not Go To Waste

The waste from land-based RAS facilities is transformed into a high-quality fertiliser tailored for agriculture and eco-friendly markets.


Land-based fish farms can play an essential role in tackling the planet's most pressing challenges – preserving soils and boosting food production – by manufacturing a premium organic fertiliser from fish waste. They also significantly support our commitment to a circular economy and ensure our solutions are among the most energy-efficient globally.

The Savory Depths of Hima's Superior Trout

Savour the sublime taste of Hima Superior Trout, a culinary delight with a delicate flavour and tender texture. Experience the clean, subtle notes that define this exceptional seafood sensation with each bite.

JOIN US AT THE SEAFOOD EXPO IN BARCELONA,
6TH - 8TH OF MAY, 10:00 - 18:00
HALL 4, STAND 4C301,
FIRA BARCELONA GRAN VIA VENUE,
BARCELONA, SPAIN





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