Tell THE STORY: Environmentally friendly fish
We told our story

From $10,000 and a big vision in 1980, today we:
• Serve customers in more than 120 countries
• Have a growing global team of more than 5,000 people
• Are proud to be a family business, 100% privately owned
Generate brand ambassadors

- Boots on Ground - Send into key international markets (Origin Green model)
- Visit supermarkets and restaurants to teach how to cook and explain the value of fish to the consumers
- Screens at counters – Like Alltech ONE Booklet
How to do it?

• Partner with retailers
• Ten young people
• Placed in HQ of the largest food firms in the world
• Learning about sustainability in world’s best firms
• Educating the biggest food buyers in the world about Origin Green
Learn From Others
Create Experiences!
PEARSE LYONS

DISTILLERY®

at St. James

BUS TOUR

Contact our rep in Croke Park Hotel reception for booking
Goal
What fish do we need to produce in 20 years?
Technology is here today
Tell THE STORY:

1. Replace fish oil
2. Replace fish meal
3. Fix sea lice
4. Sustainable - RAS
5. Minimize pollution - RAS
Now we have the Gene Chip, Anything is possible!
The opportunity of a lifetime.

But only in the lifetime of the opportunity.
What will you do on Thursday morning?
Thank You.
We appreciate your time.