



Empowering land-based fish farming

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Chairman Emeritus
Danfoss A/S

- Danfoss is the global leader in energy efficiency
- Danfoss was among the first movers in aquaculture

The Danfoss logo, featuring the word "Danfoss" in a red, cursive script font.The green scale logo, featuring a green infinity symbol above the words "green scale" in a sans-serif font, with "green" in green and "scale" in dark blue.

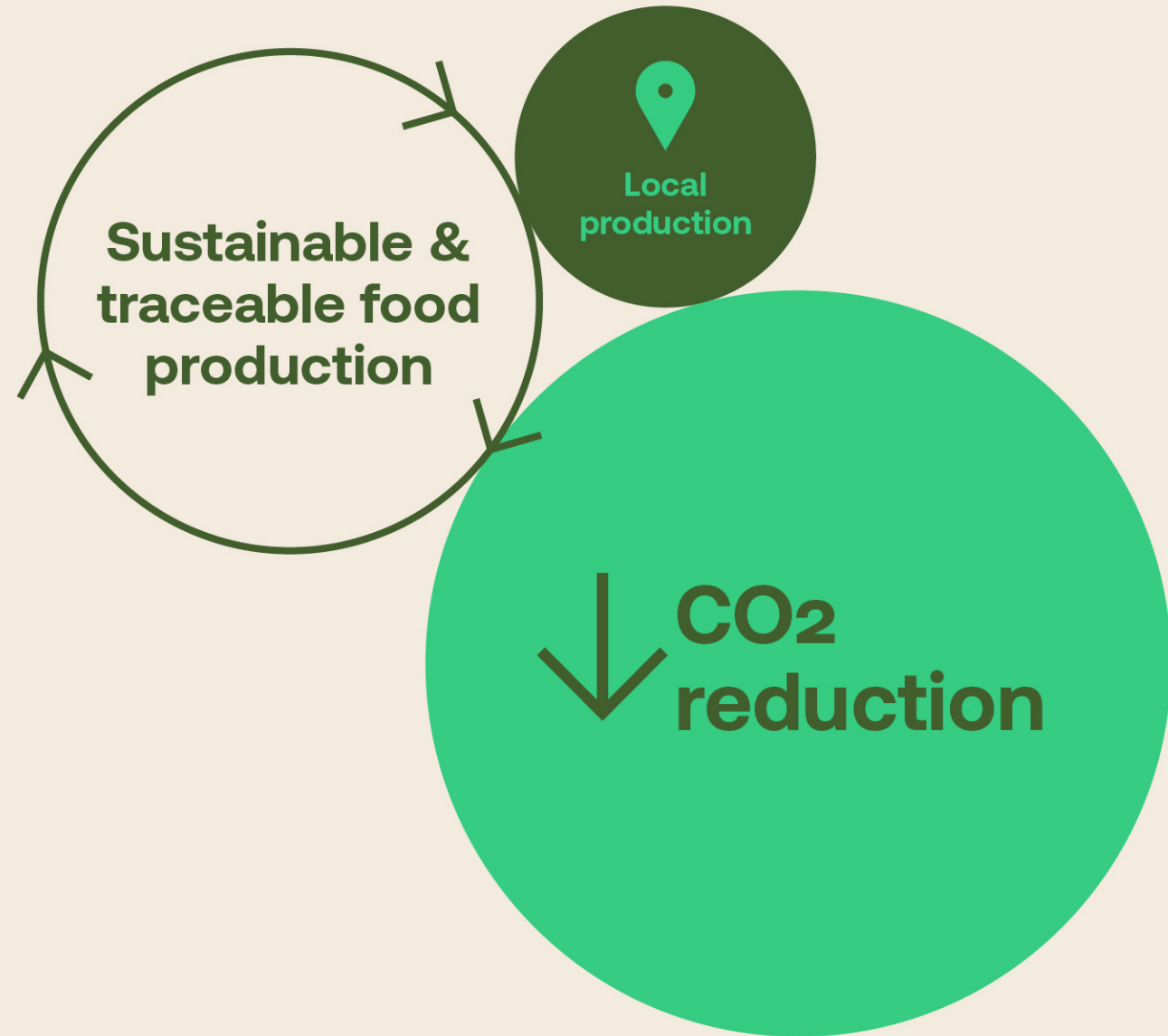
Our goal

To create modern land-based fish farms as a supplement to the strong Danish agriculture.



Mega trends overlap in agri- and aquaculture

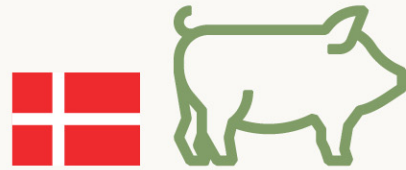
- Growing population and food scarcity
- Sustainable food production
- Food safety
- Local produce
- Traceability



Aquaculture is a *great business case*

- Sales prices of fish are higher than pork
- Selling fish *and* pork will increase the revenue

↑250%

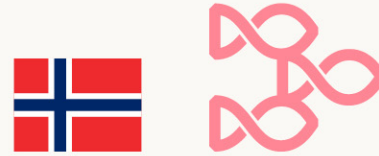


Pig

Revenue per kilo

30

NOK



Salmon

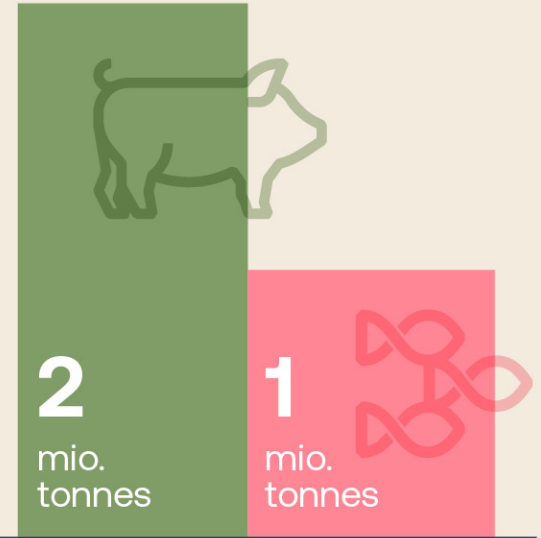
Revenue per kilo

70

NOK

50 billion NOK

100 billion NOK

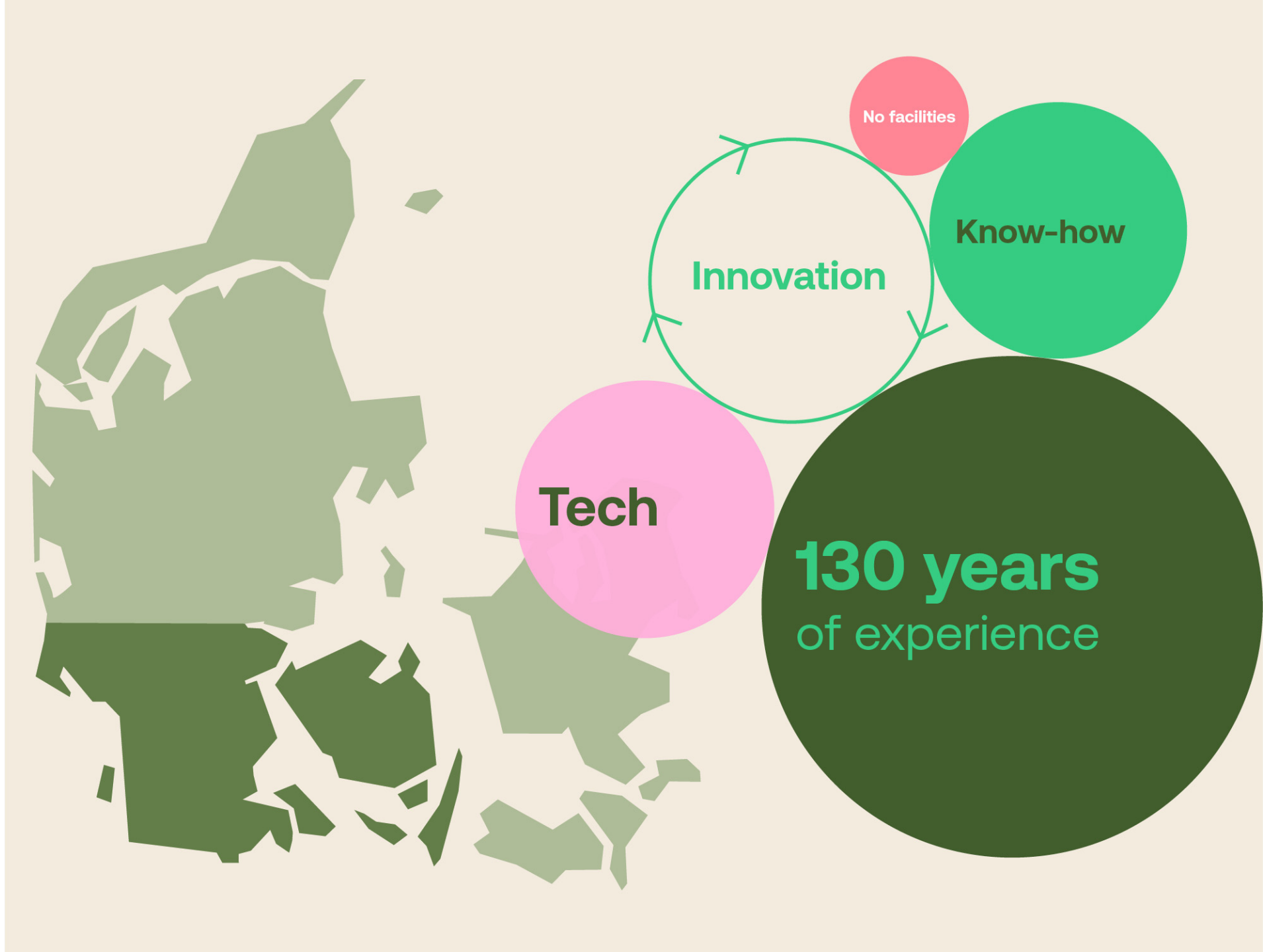


Yearly production

→ Revenue

Denmark has a *unique position of strength*

- Some of the world's leading aquatech-suppliers are Danish
- Denmark has a strong history of agricultural cooperatives
- Combining the agri- and aquaculture creates unique synergies
- *But there is currently a limited home market*

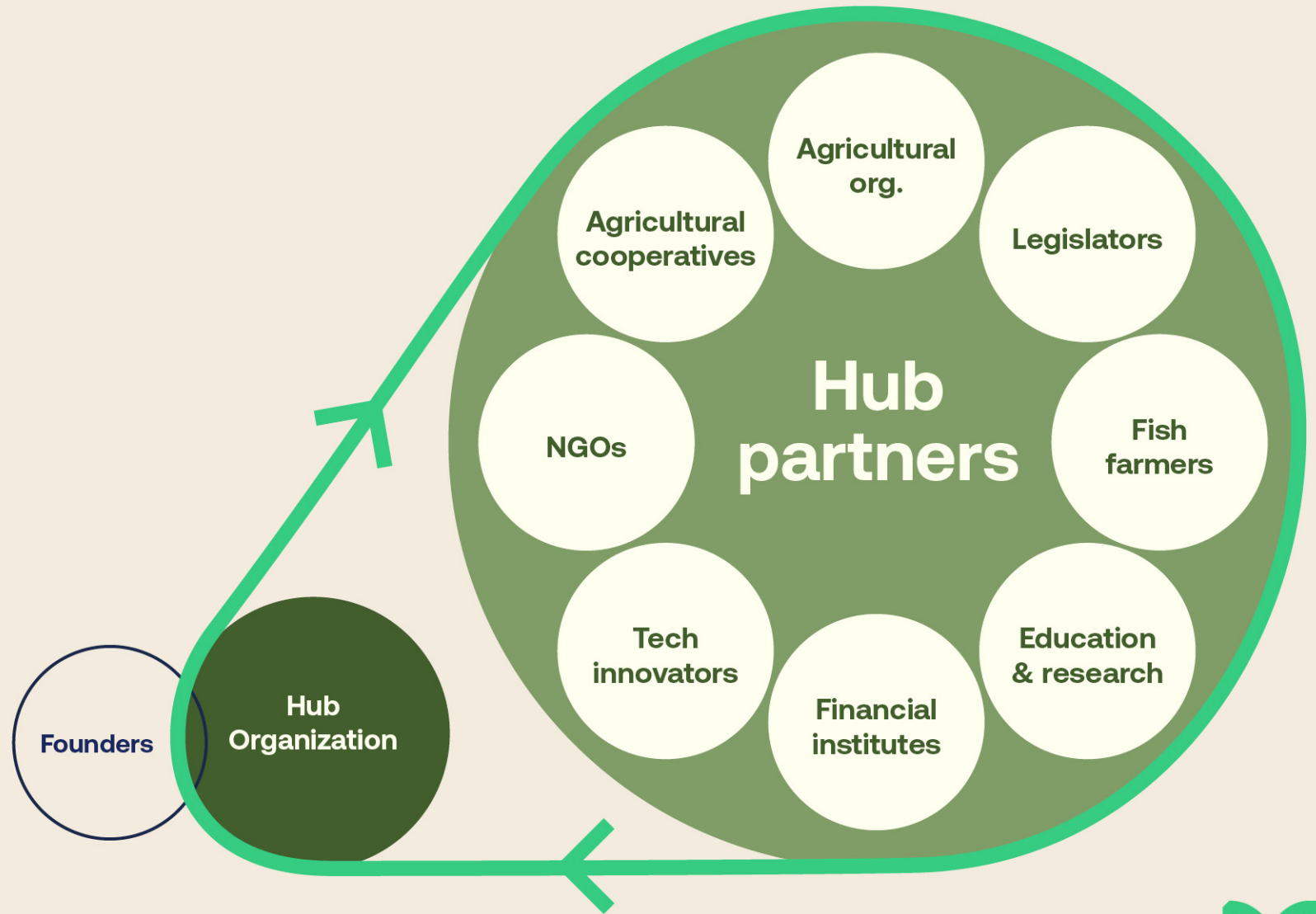


*"The GreenScale organization
will play the role as conductor
and show the way."*



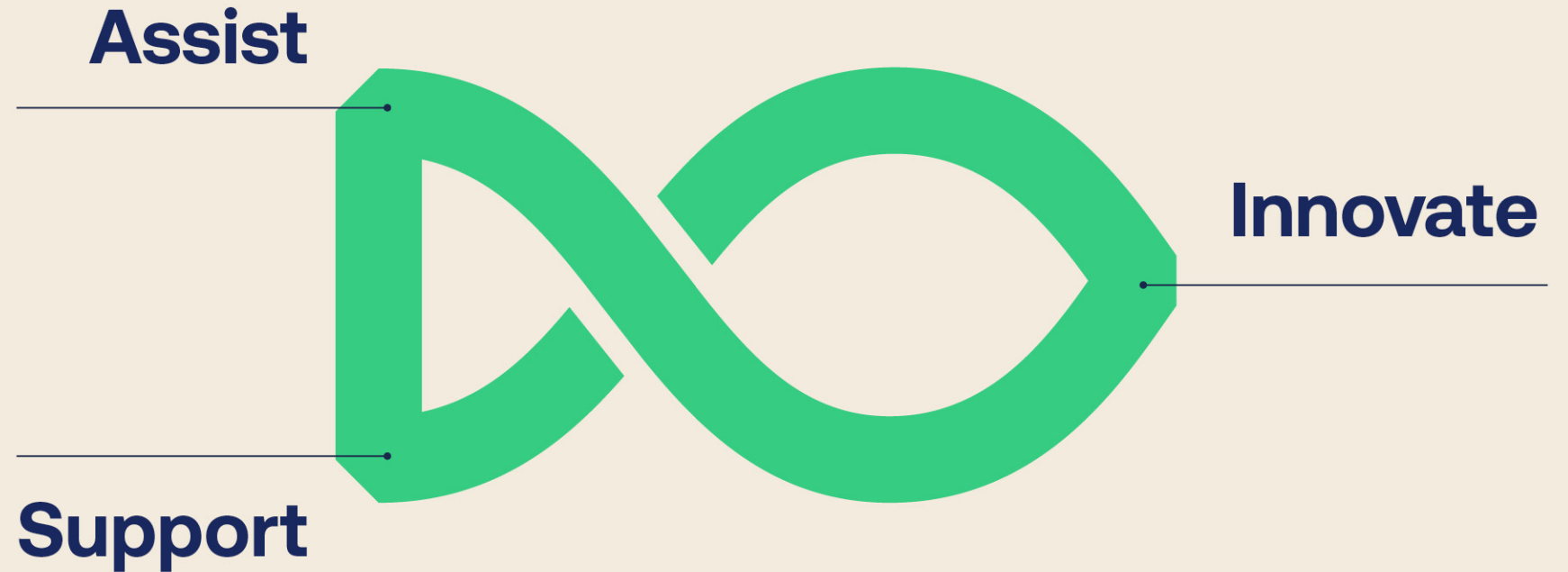
The *GreenScale* hub

- GreenScale is founded by big multiple partners
- The GreenScale office will organize the stakeholders in the hub
- The Hub will support farmers in adding land-based fish farming



Primary *focus areas*

- Assist and support farmers in producing fish
- Support technology export
- Lift innovation, technology, and education



Standardization is key

- There is a great potential in exporting aquaculture technology
- We need to invent standardized facilities, ratios, and scorecards
- By standardizing, we can make the whole work our market

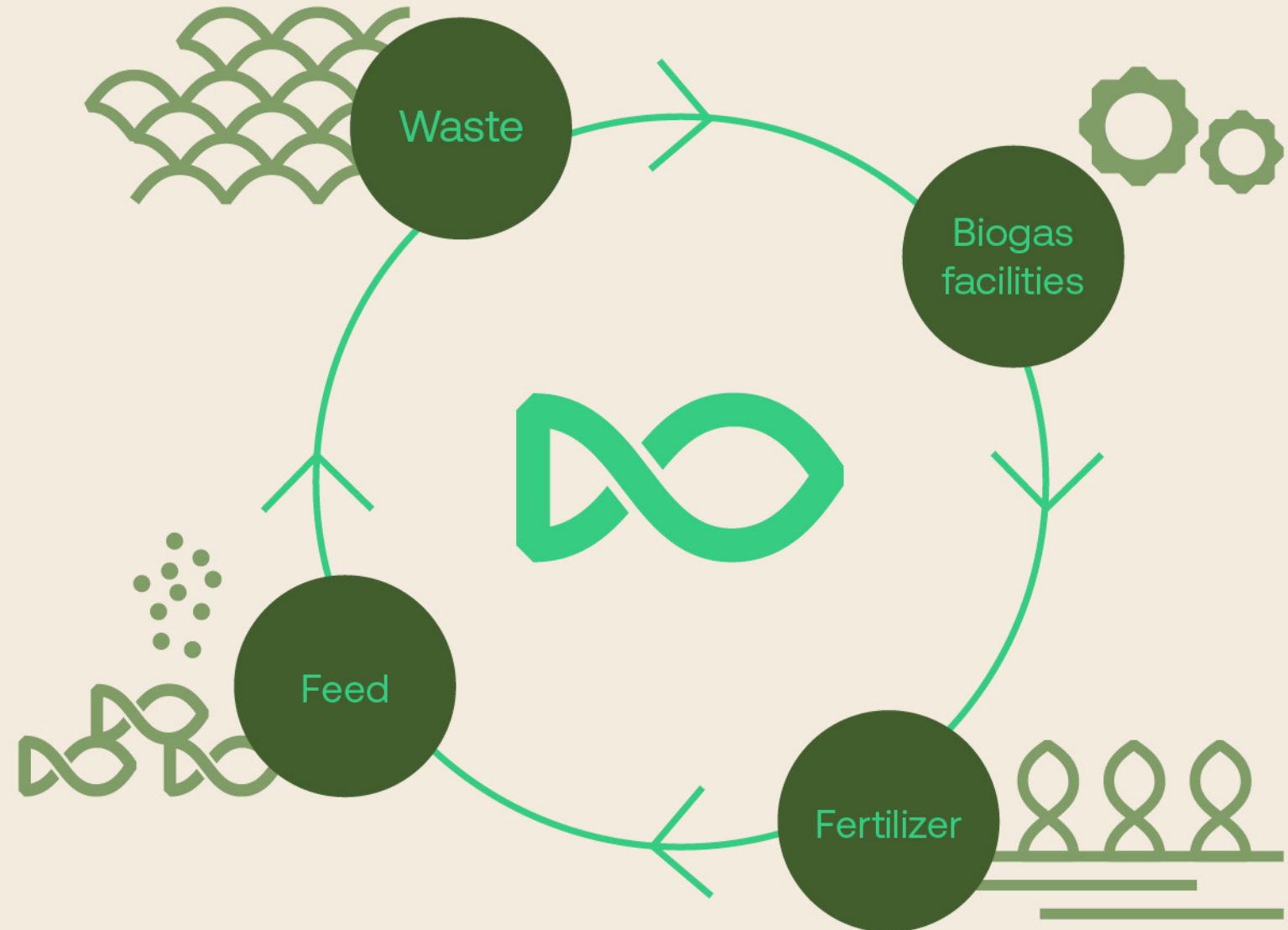
Additional tech exports

↑ € 2 bn
per year



We can make aquaculture *circular*

- Waste is an issue that needs to be addressed
 - Denmark has a strong biogas-infrastructure
 - By reusing the fish waste in biogas production we can ensure circularity
-
- **Minimal CO₂ emissions**
 - **Minimal water consumption**
 - **No antibiotics**
 - **Minimal nutrient emissions**





Finnforel is *a role model*
in circular land-based
fish farming



FINNFOREL

Strengths in the Danish agriculture

- The agricultural organizations are owned by the farmers
- The traditions run deep; from working with national legislators to environmental optimization and education
- Denmark pioneered cooperatives 100 years ago



Next steps

- The GreenScale office and hub will be established i 2025
- The first land-based fish farm is to be established in 2026

2024



June

Initial Analysis and Hub Definition

July–Aug

Commitment from founding members

Sept–Oct

Establishment of association

Nov–Dec

Strategy & Master plan

2025

Invitation of initiatives

2026

First land-based fish farm established



INITIATOR

BITTEN & MADS CLAUSENS FOND

DEVELOPER OF



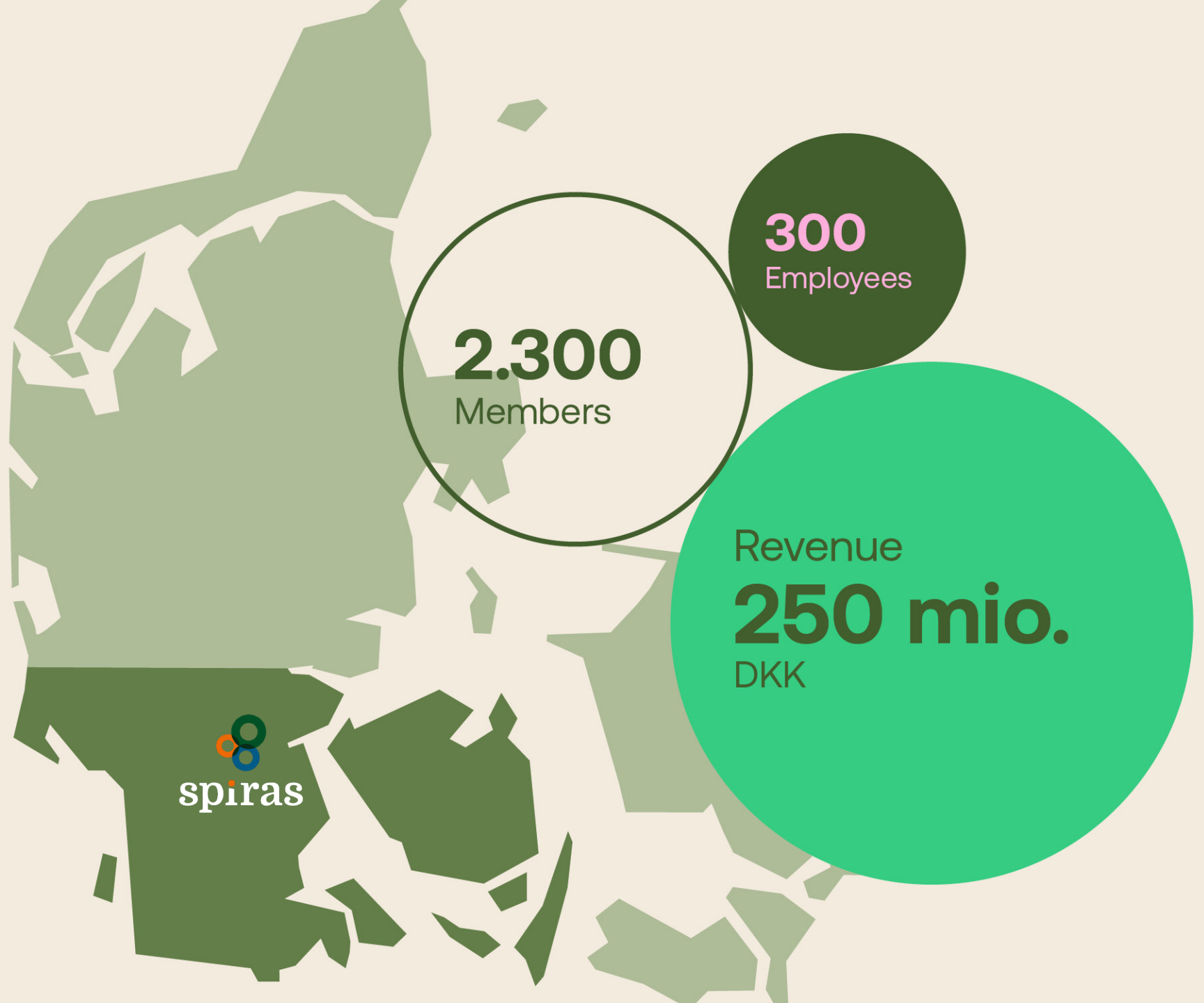
FOUNDING PARTNERS

Sydbank





- Spiras is an independent, highly professional advisory company for farmers – owned by farmers
- Spiras represent the farmers interests by setting a contemporary political agenda
- Spiras helps and advises agricultural businesses in farming, sustainability, application procedures, and more



You are all invited

Thank you.

invitation@greenscale.dk



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