

# VISSCHER

SEAFOOD GROUP





# The Visscher Vision

Fishing isles' culture, worldwide view. Like many of the aquaculture and fishing companies we own or cooperate with, our company's origins lie in a small North Atlantic fishing community with strong cultural values.

We are a producer of farm-raised salmon and whitefish products from the North Atlantic Ocean. Through our Organic salmon farms in Scotland and our sustainable farming concept in Norway, we manage the salmon value chain from egg to plate. Our three fish processing plants use state-of-the-art technology to ensure premium quality seafood products.





## OUR MISSION

Our mission is to build coastal communities by bringing our pure North Atlantic seafood to the world.

## OUR STRATEGY

We have a strong belief in the future of our seafood as the most healthy and sustainable source of protein for the world. Therefore, our strategy is to invest ourselves in the three key elements of the seafood value chain: aquaculture, processing and international sales & marketing.

### VISSCHER SEAFOOD GROUP

#### AQUACULTURE



#### PROCESSING



#### INTERNATIONAL





# Salmon

Walk into any sushi place in the world and you're guaranteed to see salmon on the menu. A great example of how salmon has found its place in centuries-old dishes. Italian pasta and Hawaiian poke bowls are two more examples. In less than twenty years, farm-raised salmon has become indispensable in many kitchens all over the world.

A development Visscher Seafood is proud to be part of. Since hand-filleting our first salmon in the early '00s, we've become a vertically-integrated salmon company with farming, processing and sales locations across the globe.



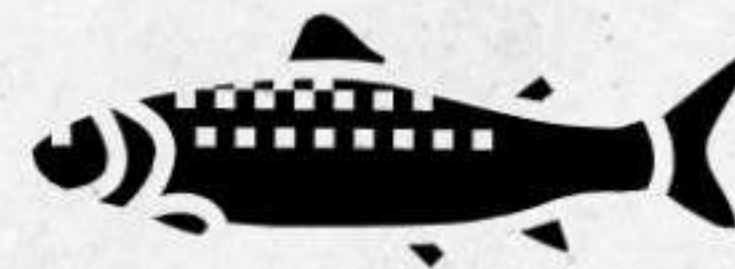
**PHASE 1:**  
Roe (fish eggs)



**PHASE 2:**  
Fry



**PHASE 3:**  
Smolt



**PHASE 4:**  
Mature salmon



**PHASE 5:**  
Processing







# Salmon Norway

Producing the world's favorite fish takes more than determination and skill. It requires perfect natural conditions. Norway is a long country, with a coastline stretching more than 100,000 kilometers. Its plentiful cold fjords and coastal waters provide the perfect conditions for year-round production of salmon of the highest quality.

The thriving local communities dotting the entire coastline provide efficient infrastructure, ensuring swift and reliable logistics, thereby preserving the salmon's pristine quality – every day, all year round.

Visscher Seafood is the founder of the natural salmon farming concept VÅRLAKS used in the north of Norway and the owner of salmon export company Norwegian Seafood AS in Kristiansand. This ensures our supply for the near and more distant future. The total volume of Norwegian salmon handled by Visscher Seafood exceeds 50,000 metric tons.

## ORIGIN:



## AVAILABILITY:

Year round

## CERTIFICATION:





**NORWEGIAN  
SEAFOOD A/S**

  
**VÅRLAKS**  
NATURAL SALMON





# Salmon Scotland

Located in the northern part of the United Kingdom, Scotland is known for its rugged coastlines with rolling hills. The cold, clean waters around Scotland provide an ideal environment for the farming of Atlantic salmon. Scottish farm-raised Atlantic salmon is known for its high quality and red color. The country has strict regulations and guidelines in place to ensure the sustainability and control the environmental impact of its salmon farming industry.

Visscher Seafood is a partial owner of salmon farming company Organic Sea Harvest, located on the famous Isle of Skye. Organic Sea Harvest has multiple farming licenses with a maximum allowed biomass of 7,500 metric tons.

## ORIGIN:



## AVAILABILITY:

Year round

## CERTIFICATION:









# Salmon Iceland, Ireland, Faroe Islands

Special salmon for niche markets. Visscher Seafood has longstanding partnerships with salmon farmers from Ireland, Iceland and the Faroe Islands. These countries still have relatively small aquaculture industries, but boast high-quality salmon farmers like Glenarm with which we have a long-term supply agreement. Artisan salmon farming combined with our processing and distribution makes it possible to supply this great product all over the world.

## ORIGIN:



## AVAILABILITY:

Year round

## CERTIFICATION:









# Steelhead Salmon Trout

Visscher Seafood has a long-term partnership with Kames Fish Farming, a Scottish family company founded by Stuart Cannon that produces world-class steelhead trout. We are the exclusive processor and distributor of Kames' steelhead in northern Europe. Our speed-oriented supply chain and our modern processing facilities ensure the optimal freshness a product like this deserves.

Our steelhead is a fantastic fish that looks very much like salmon but has the firm texture you would expect from tuna. The firm flesh in combination with its slightly sweet, delicate flavor make steelhead a delicious fish. If you like salmon, you will love our steelhead.

## ORIGIN:



## AVAILABILITY:

Year round

## CERTIFICATION:

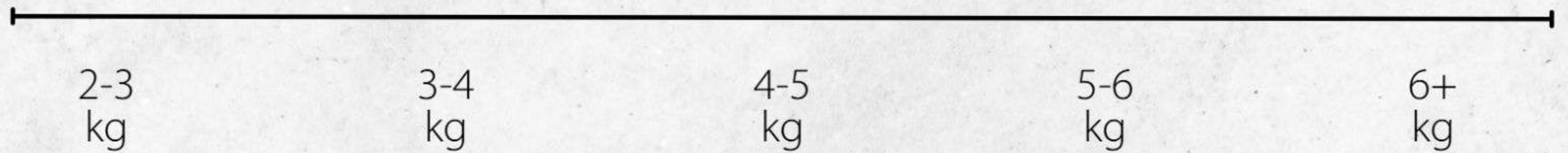
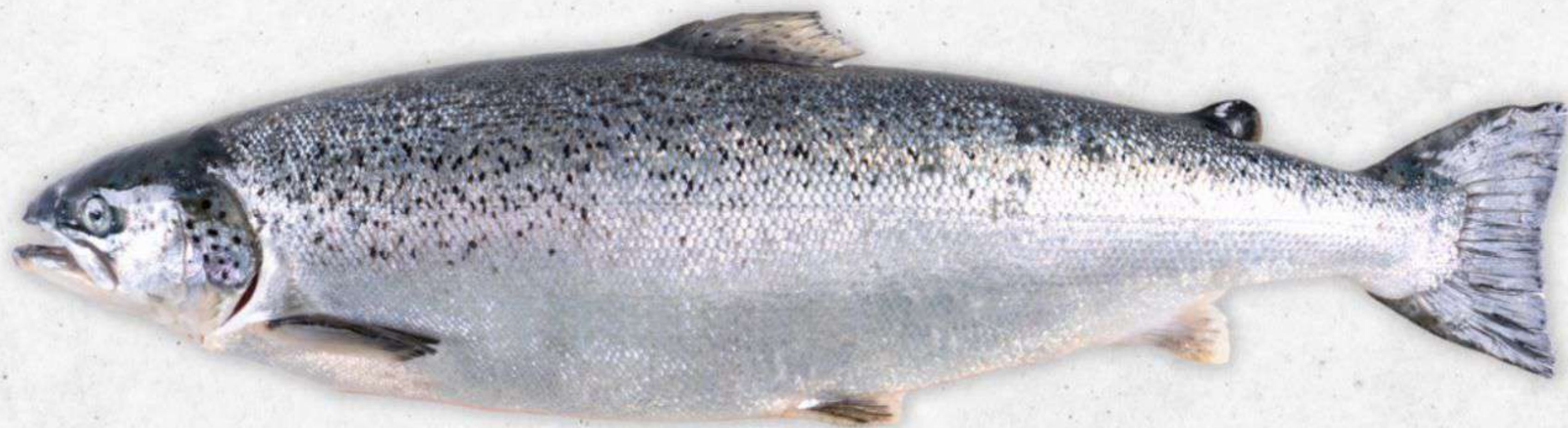








# Salmon Sizes





# Salmon Trims



## Trim C

Removed: backbone, belly bone, belly fin, practically all back fat line, pin bones, tail tip.



## Trim D

Removed: backbone, belly bone, belly fin, practically all back fat line, belly fat line, pin bones, tail tip.



## Trim D+

Removed: backbone, belly bone, belly fin, back fat line, belly fat line, extra belly trim, pin bones, tail tip.



## Trim E

Removed: backbone, belly bone, belly fin, back fat line, belly fat line, pin bones, tail tip, skin.



## Trim E-DSK

Removed: backbone, belly bone, belly fin, back fat line, belly fat line, pin bones, tail tip, deep skin.



## Trim F - V CUT

Removed: backbone, belly bone, belly fin, back fat line, belly fat line, pin bones, tail tip, deep skin, brown meat.

0.6-1  
kg

1-1.4  
kg

1.4-1.8  
kg

1.8-2.2  
kg

2.2 +  
kg



# Salmon Fresh



**Whole salmon**



**Salmon fillets**

With/without skin



**Salmon portions**

With/without skin



**Salmon steaks**



**Salmon fillets**

Vacuum Packed  
Vacuum Packed on Goldboard



**Salmon portions**

With/without skin  
Vacuum Packed



**Salmon top loins**



**Salmon mid loins**





**Whole Salmon**

Fresh HOG



**Whole Salmon**

With Ice



**Salmon Fillets**

With Icepacks



**Salmon Fillets**

Vacuum Packed



**Salmon Fillet**

With/without skin



**Salmon Portions**

With/without skin

All of the above can be packaged in different EPS options, with weights ranging from 3.5 kg to 25 kg.



# Salmon Bulk Frozen

For the longest possible shelf life, we keep the fish cool and as dry as possible. To achieve this we have several types of bags and cooling options.



## **Whole salmon**

Individually quick frozen



## **Salmon fillets**

Individually quick frozen



## **Salmon fillets**

Individually vacuum packed



## **Salmon portions**

Individually vacuum packed.  
Individually quick frozen



## **Salmon portions**

Individually quick frozen



## **Salmon chainpacks**

All of the above can be packed in various options, ranging from 3.5 kg to 25 kg, including 3, 5, and 10 kg.



# Salmon Retail



**Retail packaging**



**Retail ziplock bag**



**Smoked salmon retail packaging**



**Chainpack with rider**



**VÅRLAKS –  
Retail packaging**



**VÅRLAKS –  
Retail ziplock bag**



**VÅRLAKS –  
Smoked Salmon**



**VÅRLAKS –  
Chainpack with rider**

All of the above are also available as private label options and come in a variety of weights.



# Salmon Specials



**Salmon Skewers**

Marinated



**Salmon portions**

Marinated



**Salmon Burgers**

with spices



**Salmon Poké bowl**

Microwave-ready



**BBQ Salmon**

On Cedar Plank



**Salmon Portions**

Pre-cooked











# White Fish









































































Ever since our founding, Visscher Seafood has been processing whitefish species. With our processing facilities located near the biggest fish auction in Europe, we have daily access to fresh landings of the highest quality whitefish.





# Nordic White Fish


Nordic whitefish has always been a sought-after and exclusive commodity. Not only because they are such magnificent creatures of the sea, but mostly because of their tasty and snowy white flesh, which is both juicy and firm. Cod, haddock, halibut and monkfish are excellent food fish and they are rich in protein, vitamin D, vitamin B12 and selenium. They are extremely versatile, and can be boiled, steamed, grilled, fried or baked. Even the skin is tasty and healthy! When Nordic whitefish are in season, we hand-fillet these wonderful species every day.

## AVAILABILITY:

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Halibut												
Monkfish												
Cod												
Saithe												
Ling Cod												
Haddock												

 Best availability, high quality

 Available

 Poorly available

## ORIGIN:







**Halibut**

5-40 kg



**Halibut fillet**

400-700 g



**Monkfish tail**

1-2 kg / 2-4 kg / 4-6 kg



**Cod**

1-2 kg / 2-4 kg / 4-6 kg / 6-8 kg



**Cod fillet**

200-400 g / 400-600 g / 600-900 g /  
1+ kg / 1.5+ kg



**Cod loin**

200-400 g / 400-800 g / 800+ g / 1+ kg



**Saithe**

1-2 kg / 2-4 kg / 4-6 kg / 6-8 kg / 8+ kg



**Saithe fillet**

200-400 g / 400-600 g / 600-900 g /  
1 kg / 1.5 kg



**Saithe loin**

200-400 g / 400-800 g / 800+ g / 1+ kg



**Ling cod**

1-2 kg / 2-4 kg / 4-6 kg / 6+ kg



**Ling cod fillet**

300+ g / 600+ g / 1+ kg



**Ling cod loin**

300+ g / 600+ g / 1+ kg



**Haddock**

0.5-1 kg / 1-1.5 kg / 1.5-2 kg / 2-3 kg



**Haddock fillet**

200-400 g / 400-600 g / 600+ g



**Haddock loin**

200+ g / 400+ g



# North Sea White Fish

Once the core business of Visscher Seafood, North Sea fish are now a premium addition to our extensive range of North Atlantic seafood. We will always remember the fish that defined our local culture. We are therefore proud to supply our customers with these delicious fishes.

## AVAILABILITY:

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Dover Sole	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟
Plaice	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟
Turbot	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟
Brill	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟	🐟

🐟 Best available, high quality

🐟 Available

## ORIGIN:







**Dover sole**

100-150 g / 160-200 g / 200-250 g / 250-300 g / 300-400 g  
/ 400-500 g / 500-600 g / 600-700 g / 700-800 g / 800+ g



**Dover sole fillet**

80+ g



**Plaice**

300-400 g / 400-600 g / 600-800 g / 800+ g



**Plaice fillet**

50-70 g / 80-120 g / 100+ g



**Turbot**

200-500 g / 0.5-1 kg / 1-2 kg / 2-3 kg / 3-4 kg /  
4-6 kg / 6+ kg



**Turbot fillet**

100-200 g / 200+ g



**Brill**

0,5-2 kg



**Brill fillet**

100-200+ g



# Mediterranean White Fish

This is Visscher Seafood's fastest-growing product range! Starting from scratch a couple of years ago, we now process and pack fish from the Mediterranean Sea every day in our facilities. Seabass and seabream, as well as corvina and pagrus are highly versatile fish species that can be prepared either whole or as fillets and served baked, grilled, fried, or steamed – or even used to prepare sashimi, sushi and ceviche.

## ORIGIN:



## AVAILABILITY:

Year round

## CERTIFICATION:







**Sea bass**

300-400 g / 400-600 g / 500-600 g / 600-800 g /  
800-1000 g / 1-1.5 kg / 2-3 kg



**Sea bass fillet**

100-140 g / 140-180 g / 180-220 g



**Sea Bream**

300-400 g / 400-600 g / 500-600 g / 600-800 g /  
800-1000 g / 1-1.5 kg



**Sea Bream fillet**

100-140 g / 140-180 g / 180-220 g



**Pagrus**

400-600 g / 600-800 g / 800-1000 g / 1+ kg



**Pagrus fillet**

80-120 g / 120-160 g



**Corvina**

2-3 kg / 3-4 kg / 4-5 kg



**Corvina fillet**

400-600 g / 600-1000 g



# White Fish Packaging



**Fresh whole fish**



**Fresh fillets**



**Packed with ice**



**Packed with gelpacks**



**Fillets or loins**

Individually packed quick frozen



**Retail box**



**Retail ziplock bag**

## PREFERRED PARTNERS













# **Dutch Aquaculture**

Support your local farmers! Visscher Seafood helps local aquaculture companies by processing, packing and distributing their products to its customers worldwide. Classic products like oysters and mussels, but also newbies like kingfish and omega bass have found their way to our customers.



# Mussels & Oysters

The shallow coast of Zeeland provides the perfect conditions for growing shellfish. Having the oyster- and mussel banks so close to our facilities guarantees unparalleled freshness.



**Mussels**



**Oysters**

## ORIGIN:



## AVAILABILITY:

Year round

## CERTIFICATION:





# Kingfish & Omega Bass

Land-based farming has taken off in the Netherlands and Belgium. Various researchers have spent decades choosing the perfect subspecies of popular fish and creating the best living conditions to sustainably farm them on land. This has resulted in a kingfish RAS facility and a new fish species called omega bass. A fish with a completely plant-based diet.



**Yellowtail kingfish**



**Omega Bass**

## **ORIGIN:**



## **AVAILABILITY:**

Year round

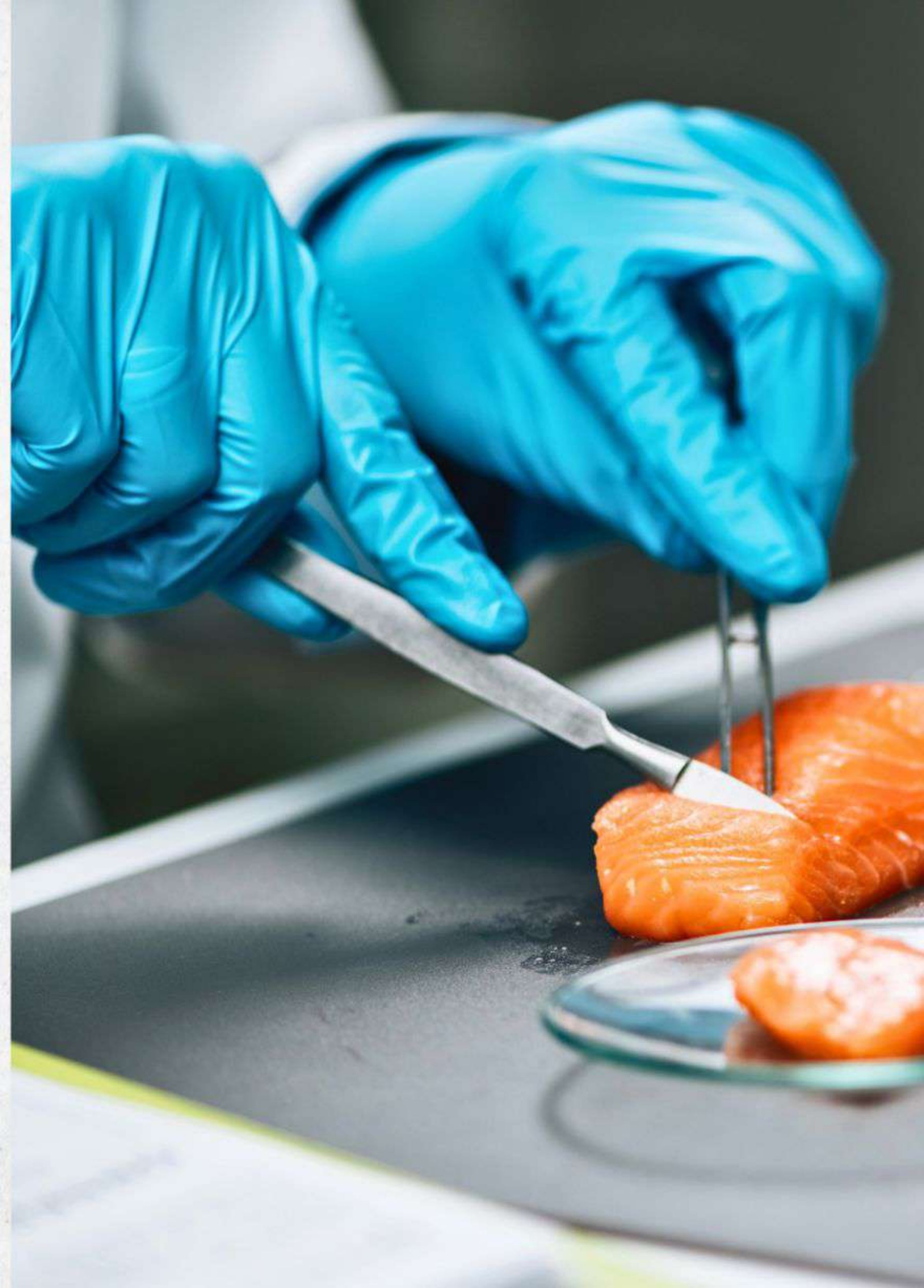
## **CERTIFICATION:**





# Quality Assurance

As a worldwide seafood distributor, millions of seafood lovers worldwide enjoy our products every year. We have a reputation to uphold when it comes to the quality of our salmon and other seafood products. Visscher Seafood has been a reliable supplier to wholesalers and traders around the world for more than 30 years. Both internal and third-party verified lab tests are done every day in all our facilities. Our certifications prove that we can live up to our promise.









# Distribution

With cold storage capacity at the airport Visscher Seafood goes to great lengths to ensure the cool chain is never broken. Just one hour's drive from both the biggest seaport and airport in the EU, we are in pole position to supply customers in all markets. Distance is nothing, time is everything!



## PREFERRED PARTNERS

**avi air.**  
your partner in fresh freight

**UNITED**  
Cargo 

CUSTOM & TRADE AGENCY

**FLEVO TRADE SERVICE**

★ ★ ★ ★ ★

  
**americold**

**M**  
**MULDERGROEP**







# **VISSCHER**

SEAFOOD GROUP

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