

Dear Rebekka,

I am writing to you on behalf of myself and Bart van Olphen, the founder of Fish Tales.

As you may have seen, we have just issued a press release to the German media. Our original plan was to share this announcement in September at the launch of our new product. However, given the attention you've brought to our current product, we felt it was necessary to bring this information forward.

For some time now, we have been working with the pioneering Kvarøy Arctic Atlantic salmon in our Dutch and US markets. As we have mentioned to Foodwatch, we are also transitioning our German product to this farmer. We have been working on this transition for Germany for at least a year already. Due to the relatively limited volume available from Kvarøy we have not been able to accomplish this sooner. We are very pleased to announce that we have now secured sufficient volume for the German (and Swiss) market, allowing us to introduce the new product as soon as this September.

Fish Tales was founded 10 years ago with a mission: to ensure that everyone can enjoy seafood, now and in the future. To make this possible, the seafood industry must change. This is an industry long associated with fraud, unsustainable practices, and even illegal activities. That's why we uphold the highest sustainability standards, ensure full traceability and transparency, and challenge others to improve. We take your nomination seriously, precisely because transparency and accountability are at the heart of everything we do.

Changing the seafood industry is not an easy job. We need to be present in the market, from restaurants to supermarkets and keep spreading the need for sustainable choices by consumers. This also means that we need to offer seafood products that consumers know, like and buy. Smoked salmon is one of them.

When we started Fish Tales, farmed seafood was not in our minds. Until we realized that Atlantic salmon is a much loved product by consumers but also one with very negative impacts on the environment. The only way to change this negative impact is to offer a more sustainable alternative and educate consumers about the need make better choices. We introduced smoked salmon with ASC certification. This was the best thing available at that time, and only a view farms had this.

But as always, we aim to go beyond certification. That's why we continued searching for a farm that fully aligned with our mission. That search led us to Kvarøy Arctic. We began working with them in our Dutch and U.S. markets, and now, as we've stated, we are finally ready to introduce their salmon in Germany.

This is why the timing of your nomination is so unfortunate. I had hoped and expected that you would have taken this into account before making your decision. We informed Foodwatch, prior to the press coverage, that we would be switching products on short notice. I hope you, as mentioned in your email, will inform voters that the current product will soon be withdrawn from the market.

We are organizing a press trip to the Kvarøy Arctic farm this fall, you are more than welcome to join.

Specifically on your article, there are some allegations and connections made that are incorrect. I request you to change these as they are harmful for the partners you mention.

Firstly, your article links Alf Knutsen, CEO of Kvarøy Arctic, to the nominated product. However, there is no connection whatsoever between Alf, his company, with this product and the nomination. The

QR code on the packaging leads to our website page about Grieg Seafood and features Sigrun, the ambassador displayed on the pack. There is no mention of Alf or Kvarøy Arctic, and linking them to the product is factually incorrect and damaging. Additionally, the inclusion of company details about Kvarøy Arctic, especially in this context, is unnecessary and misleading given the lack of any connection. It is a small salmon farm and family owned and should not be misrepresented in this way. I strongly urge you to remove this content to avoid further harm.

Our website clearly states that the individuals featured on our packaging are ambassadors for Fish Tales. They work for one of the boats or farms involved in the supply chain. This is stated clearly and consistently across our communication and is easily understood by consumers.

Then at last, about the traceability. Our products are fully traceable to the source. Our source of farming here is Grieg Seafood. As this might not be your understanding of traceability, this is how it works in the seafood industry. When we receive a lot code of a product (which you didn't provide us with) we are actually able to trace it back to the exact farm of production. Aside this, the claim traceable to the source is fully correct and not misleading because we can trace it back to the salmon farmer.

We regret the incidents reported by you at individual farms of Grieg Seafood. We were not aware of these and were not notified by any of our partners. You can be assured that we take this very seriously and will research this immediately as this is against what we stand for.

We are proud to be transitioning to Kvarøy Arctic for the German market. This is a much better fit with our mission to change the world of seafood. They have multiple farm sites all within the same island where the entire operation is managed. We frequently visit them and are in close contact with the CEO, Alf. This transition marks a step forward in traceability, transparency and sustainable farming.

We hope to letter has clarified our position, actions and mostly our mission. I count on your understanding of our position as brand that is working to change the seafood industry every day.

Once again, I urge you to correct the inaccuracies in your article regarding Kvarøy Arctic as the current representation is misleading and harmful.

Given the seriousness of the matter and the impact of your nomination, I would greatly appreciate the opportunity to discuss this with you directly and not only over email as you requested.

You can reach me at: +31 6 461 812 19.

Best regards,

Irene Kranendonk - Impact and fisheries manager at Fish Tales.
Bart van Olphen – Founder of Fish Tales.