

July 16, 2009

Ms. Åse Aulie Michelet, CEO
Marine Harvest
Postboks 1086 Sentrum
0104 Oslo
Norway

Dear Ms. Michelet:

The Pure Salmon Campaign welcomes the newly issued sustainability report by Marine Harvest. We commend the board and management for its clear declaration that the environment should be unharmed by its operations, and that there is much that must be improved to meet this goal.

Whereas too many company reports of this nature become exercises in self-promotion, we commend Marine Harvest's acknowledgement of outstanding environmental and social impacts of salmon farming obliging reform, including:

- Sustainability of raw materials for feed;
- Pollution of aquatic environment from waste feed, faeces, medicine use and antifoulant treatment of nets;
- Visual intrusion of fish farms on lakes and in coastal regions;
- Reduction in biodiversity around fish farms;
- Genetic impact on wild fish by escaped farm fish;
- Spread of diseases and parasites from farmed to wild fish;
- Disruption of coastal economies based on fishing and tourism; and
- Damage to health of employees resulting from inadequate health and safety precautions.

Furthermore, we appreciate Marine Harvest's transparency in recognizing such problems as escapes, which the company reports increased from 2007 to 2008. We also recognize the company for its pledge to continue research on how its farms harm First Nations clam beds, and we look forward seeing the results of such research made public as it "may" lead to the redirection the location of sites.

However, while we acknowledge the considerable attention paid to the "sea lice challenge" and the "potential negative implications for its surroundings, including wild salmon [of salmon farming]," we are disappointed in the lack data of the company's usage of chemical sea-lice controls, such as SLICE, and the corollary problem of sea-lice resistance to these controls (i.e. SLICE resistance). We strongly urge Marine Harvest to make greater note of outstanding peer-reviewed science demonstrating the impacts of its operations, such as SLICE resistance, in guiding its future actions.

Still we recognize the effort towards greater transparency and hope Marine Harvest's report will provide an example for other companies in the industry to follow. As CEO Michelet notes, "Our sustainability report is still not covering all relevant statistics... Our ambition is to improve transparency further in the coming years and to publish more detailed statistics to support the continued improvements of our operations."

We welcome this ambition, and look forward to a subsequent report that will demonstrate progress in achieving the company's environmental goals and addressing the key impacts of salmon farming.

Sincerely,

A handwritten signature in blue ink, appearing to read "Andrea Kavanagh".

Andrea Kavanagh
Director, Pure Salmon Campaign

Cc: Mr. Svein Aaser, Chairman of the Board