



BY APPOINTMENT TO THE ROYAL DANISH COURT

**Royal Greenland®**

# THE NORTH **ATLANTIC** CHAMPION



[www.royalgreenland.com](http://www.royalgreenland.com)





# THE NORTH **ATLANTIC** CHAMPION

Our vision is to be the North Atlantic Champion. To us this means being closest to the fish, closest to the customers and closest to the consumers.

We have direct access to cold-water prawns and Greenland halibut and are among the **largest global suppliers** of the two species – and wish to be so, also for other North Atlantic species in which we can achieve this position.

We are a **truly vertically integrated** company, combining fishing with processing, logistics and sales in order to bring high-quality, North Atlantic seafood products from catch to consumers - implementing our deeply rooted experience of the trade every step of the way.

Royal Greenland's position is based on a thorough understanding of global customer- and consumer needs and we strive for the **strongest market position** and the strongest market presence in all global markets that have long-term potential for our products.



PRODUCT  
PROFIT  
PEOPLE  
PLANET  
**PROMISE**



At the core of our business is high quality seafood that we catch in the endless depths of the North Atlantic oceans or in the pristine fiords of the vast Greenlandic coastline. It is our obligation

to make the most of these unique raw materials in a sustainable way, for the benefit of our owner and the local communities in which we operate.

### ROYAL GREENLAND **FACTS**

- 100% owned by the Greenlandic Self Rule Government
- Greenland's largest employer
- More than 2200 employees in 17 countries
- More than 1800 independent, small scale fishermen supply our Greenlandic factories with fresh seafood on a daily basis
- Fishing accounts for 90% of the total Greenlandic exports
- Greenland is roughly the same size as Western Europe, but only has 57.000 inhabitants
- One in five is dependent on fishery as their main source of income





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# EXCELLENCE AT SEA

The foundation of our business is the North Atlantic and the seafood in it. As a vertically integrated company, we have our own fleet of fishing vessels based in West Greenland. The fleet is spearheaded by our floating factories; the trawlers Akamalik, Tuugaalik, Sisimiut, Avataq and Nataarnaq fishing off shore for prawns, Greenland halibut, cod, haddock and other white fish. Prawns are cooked and frozen on board and fish are either filleted and frozen for high quality frozen-at-sea products or cleaned for further processing ashore.

For the inshore fishery, we own a num-

ber of smaller vessels, supplying our factories along the West Greenlandic coast with fresh prawns and fish on a daily basis. In addition to our own fleet, we co-operate closely with local vessels and small-scale independent fishermen.

We continuously work on reducing fuel consumption onboard our vessels and promote the use of environmentally friendly and sustainable fishing methods and -gear. Our own trawlers are equipped with sorting grids and escape panels in order to limit catch of non-target species.



# PRODUCTION UNITS

The excellent raw material from The North Atlantic deserve the very best handling to preserve their distinct quality. We own more than 30 factories and plants along the West Greenlandic coastline. The size of the units varies from the largest Greenland halibut filleting facility in Qasigiannugit with 130 employees to the small units only open during e.g. the roe- or cod season, as Qaanaaq in the North and Narsaq in the South.

The primary species purchased and processed in Greenland are prawns, Greenland halibut, lumpfish roe, snow crab and cod. These are processed both into finished products and into intermediate goods for further processing in Europe.

Outside of Greenland, we own production facilities in Canada, Germany and Chile.

In Newfoundland, Canada, Royal Greenland owns Quin-Sea Fisheries with a number of production units processing quality cold-water prawns, snow crab, lobster, various fish species, scallops, sea cucumbers and whelk. Additionally, a location in Matane, Quebec and Louisbourg, Nova Scotia produces frozen cold-water prawns and snow crab.

Our three factories in Cuxhaven, Germany are jointly administered. They focus on processing and packaging of prawns and lumpfish roe, production of seafood in brine and packaging of our chain pack ranges.

In southernmost Chile, in Porvenir, we have invested in a processing facility that processes Chilean Seabass, Southern King crab -snow crab and sea urchin.





# STANDING OUT FROM THE **CROWD**

The North Atlantic provides seafood in a class of its own. The cold waters make the seafood grow slower than elsewhere, leaving time for flavour and texture to develop. We see it as our responsibility to preserve this exceptional quality to the best of our ability. This means that we sometimes prefer good old fashioned methods, rather than highly efficient, technologically advanced processing. We are on a journey towards making premium products on a large scale.

The combination of innovation and experience is what makes Royal Greenland's products stand out from the crowd. We try to find our own path, going for the highest possible level of quality.

We cater to most levels in the market – from every day, quick-and-easy meals for quality conscious consumers to the finest natural fish, fit for the creativity of gourmet chefs – and we do our utmost to adapt the products to the needs of the customer and the end user.





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# SHELLFISH & ROE

HIGH-END SHELLFISH OF ALL TYPES



Scan this code to watch a film about prawn fishing





Scan this code to watch a film about Nutaag cod fishing



# NATURAL FILLETS

BROAD RANGE OF SPECIES AND CUTS



Scan this code to watch a film about Greenland halibut fishing





# CONVENIENCE

EASY AND INNOVATIVE QUALITY PRODUCTS FOR CONSUMERS AND PROFESSIONALS





# SMOKED FISH

TRADITIONAL PRODUCTION  
M E T H O D S



• Nuuk

• Boston

• Aalborg • Malmö  
• Manchester • Bremen  
• Paris  
• Milan  
• Porto • Madrid

Santiago •



# MARKET EXCELLENCE

Royal Greenland has experienced representatives and skilled sales divisions all over Europe, North America, Chile and in Asia. Our longstanding experience and market insight are combined with group resources in product development, business intelligence and category management. This combination provides the best support for our customers and assist in developing their seafood business.

Local trend insight is applied in order to develop products fit for market specific flavour profiles and packaging preferences. Traditionally, the European markets have formed the base of Royal Greenland's business.

In the prawn category, the UK and Scandinavia are the main drivers and for Greenland halibut and in roe, France takes the lead.

Overseas, Royal Greenland's office in Tokyo is a serious contender in the quality-conscious Japanese seafood and sushi market. In China, Royal Greenland is present with own sales organisation and local marketing activities targeting professionals as well as consumers.

In the US, Royal Greenland caters to quality conscious customers with an assortment of snow crab, Shrimp, Greenland Turbot, cod and other North Atlantic species.

• Qingdao • Tokyo

# SUSTAINABILITY

## THE NATURAL CHOICE

In Royal Greenland, we acknowledge responsibility for our surroundings. Formulated in our company strategy “The North Atlantic Champion” is a set of concrete sustainability initiatives aiming at minimizing negative impact and maximizing positive impact on the environment and the societies in which we operate.

The foundation for our business is access to marine resources, responsible utilization, and long-term sustainable management of these resources. Our business must continuously be adapted to the conditions in the North Atlantic and Arctic Oceans and other areas where we operate.

Being the largest employer in Greenland we have a special focus on our local workforce and how to provide good working conditions and quality education. Our conduct has considerable impact on the development of a sustainable future for Greenland. Also, we aim for the same mindset in our global activities.

Our sustainability initiatives are based on the UN 2030 Agenda for Sustainable Development, and our goals are aligned with four of the 17 Sustainable Development Goals:

### #14: LIFE BELOW WATER

Our fisheries are managed according to scientific advice, and major fisheries are certified by independent third-party.

We purchase seafood according to the same principles and contribute to knowledge accumulation within sustainable fisheries, -environment and new species.

### #12: RESPONSIBLE CONSUMPTION

We maximize utilization level and create high quality human foods from the seafood we source. We minimize our environmental footprint through responsible consumption and circular handling of non-renewable resources.

### #8: DECENT WORK AND ECONOMIC GROWTH

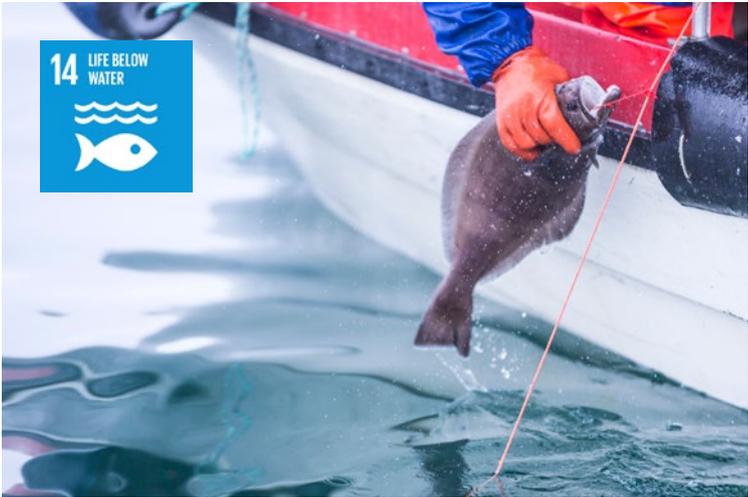
We have a fully integrated system for occupational health and environment, taking care for physical working environment and well-being for all employees. We make the same demands on our suppliers as we do on ourselves.

### #4: QUALITY EDUCATION

We assume responsibility for competence development and education in the Greenlandic society through specific training programs, in close cooperation with the educational institutions, and through our own Royal Greenland Academy.



Scan this code to read more about our sustainability programme





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Global Version - 2021

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