

## PRESS RELEASE

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### **Veramaris' extensive market research highlights the strong connection between the importance of omega-3 EPA & DHA content in salmon and increased salmon consumption frequency of US consumers**

March 15, 2019

**Media inquiries**

For any questions,  
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BOSTON - Veramaris has developed comprehensive knowledge of salmon consumers and the salmonid industry value chain through innovative product analyses, surveys, interviews and focus groups. From 2016 to 2018, Veramaris conducted extensive market research with more than 14,000 consumers in 6 countries and 50 retailers from 5 countries to understand consumer and retailer perspectives toward salmon in major global markets, including the United States, France, UK and Australia.

Consumer data shows that omega-3 fatty acids are very important to salmon consumers in all of the surveyed countries, with at least 55% of participants responding that omega-3 content of the final salmon product is extremely or very important. Additionally, US consumers who eat salmon at least once per week are twice as likely to care more about the amount of EPA & DHA omega-3s in salmon than those who eat salmon every two or three months.

“Veramaris' extensive body of market research on salmon consumer attitudes relating to omega-3 EPA & DHA fatty acids clearly shows the strong connection between the importance of omega-3 EPA & DHA content in salmon products and increased salmon consumption frequency. Salmon consumers care about omega-3 EPA & DHA content in salmon and this is a driver for increased salmon consumption” noted Christian Martin, Global Business Development Director for Veramaris.

Omega-3 EPA & DHA provide a lifetime of health benefits that support brain cognition and development, eye health, heart health, joint health, and reduce the impact of serious health conditions including cancer and arthritis.

Veramaris senior leadership will share updates on this market research and its innovative natural marine algal oil, rich in the two essential omega-3 EPA & DHA fatty acids, with attendees from around the world at

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Executive Board  
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Veramaris V.O.F. is registered at the Chamber of Commerce (the Netherlands) under number 70276056.

the Seafood Expo North America from March 17-19, 2019 at the Boston Convention and Exhibition Center.

At this top trade event for seafood professionals, CEO Karim Kurmaly and the Veramaris team will discuss how the Veramaris omega-3 EPA & DHA algal oil offers a standardized way to determine and regulate the amount of omega-3 EPA & DHA fatty acids in salmon so consumers are confident they are receiving the full health benefits of the “salmon brand” promise.

For additional market research data insights, meet the Veramaris team at booth #3175 or join the Veramaris’ reception, co-hosted with Seafood Nutrition Partnership and Seafood for the Future, on March 17 from 5 p.m. to 7 p.m. in room #206A – located near the Northwest Lobby on Level 2 – in the Boston Convention & Exhibition Center. Please register for the reception at <http://cvent.com/d/m6ql3b>

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### **About Veramaris**

Veramaris is a 50:50 joint venture of DSM and Evonik for the production of the omega-3 fatty acids EPA and DHA from natural marine algae. Located in Delft, the Netherlands, Veramaris was launched in 2018, because its parent companies shared a vision: to conserve marine life by using a resource the ocean provides – natural marine microalgae. Producing an algal oil rich in the two essential omega-3 fatty acids EPA and DHA through large-scale fermentation at its facility in Blair, Nebraska, USA, Veramaris enables partners along the value chain to become independent from wild-caught fish and meet the growing demand for animal protein responsibly.

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