

Key learnings marketing KUTERRA (The good, the bad and the ugly)

Aquaculture Innovation Workshop
November 29, 2017
Guy Dean – VP/CSO
Albion Farms and Fisheries Ltd.

Our Challenge

Sell land raised farmed salmon for
a premium
and distinguish ourselves from
open net pen aquaculture.

Branding 101

Branding

Definition: *The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products*

An effective brand strategy gives you a major edge in increasingly competitive markets. But what exactly does "branding" mean? Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from that of your competitors.

Brand Recognition

A brand which is widely known in the marketplace acquires **brand recognition**. When brand recognition builds up to a point where a brand enjoys a critical mass of positive sentiment in the marketplace, it is said to have achieved **brand franchise**. Brand recognition is most successful when people can state a brand without being explicitly exposed to the company's name, but rather through visual signifiers like logos, slogans, and color



KUTERRA

SUSTAINABILITY HAS LANDED

Brand style guide

Logo Usage Restrictions

The KUTERRA logo must appear by itself and in full colour; it may not be combined with any other graphic or textual element and may not be used as a design element of any other logo or trademark. KUTERRA should be always be uppercase.

The logo must always be scaled proportionately. Never squish it horizontally or vertically or distort it in any way. To scale the logo graphically, grab a corner and drag to desired size.



Logo + Secondary Colour Palette

The black and red were chosen specifically for their versatility. A close match is possible between PMS spot color, 4-color printing and online applications as long as the correct CMYK, RGB or HEX values are employed. The logo has good contrast and is easily legible against light backgrounds.

PMS 426C
CMYK 0C 0M 0Y 100K RGB 0R 0G
0B

PMS 200
CMYK 18C 100M 91Y 9K RGB 186R
18G 43B

Brand Fonts

All branded materials should employ the use of the fonts showcased in the specified weight.

HEADING/TITLE FONT

Verkh, Extra Light
SUB Heading Font

Museo, 300

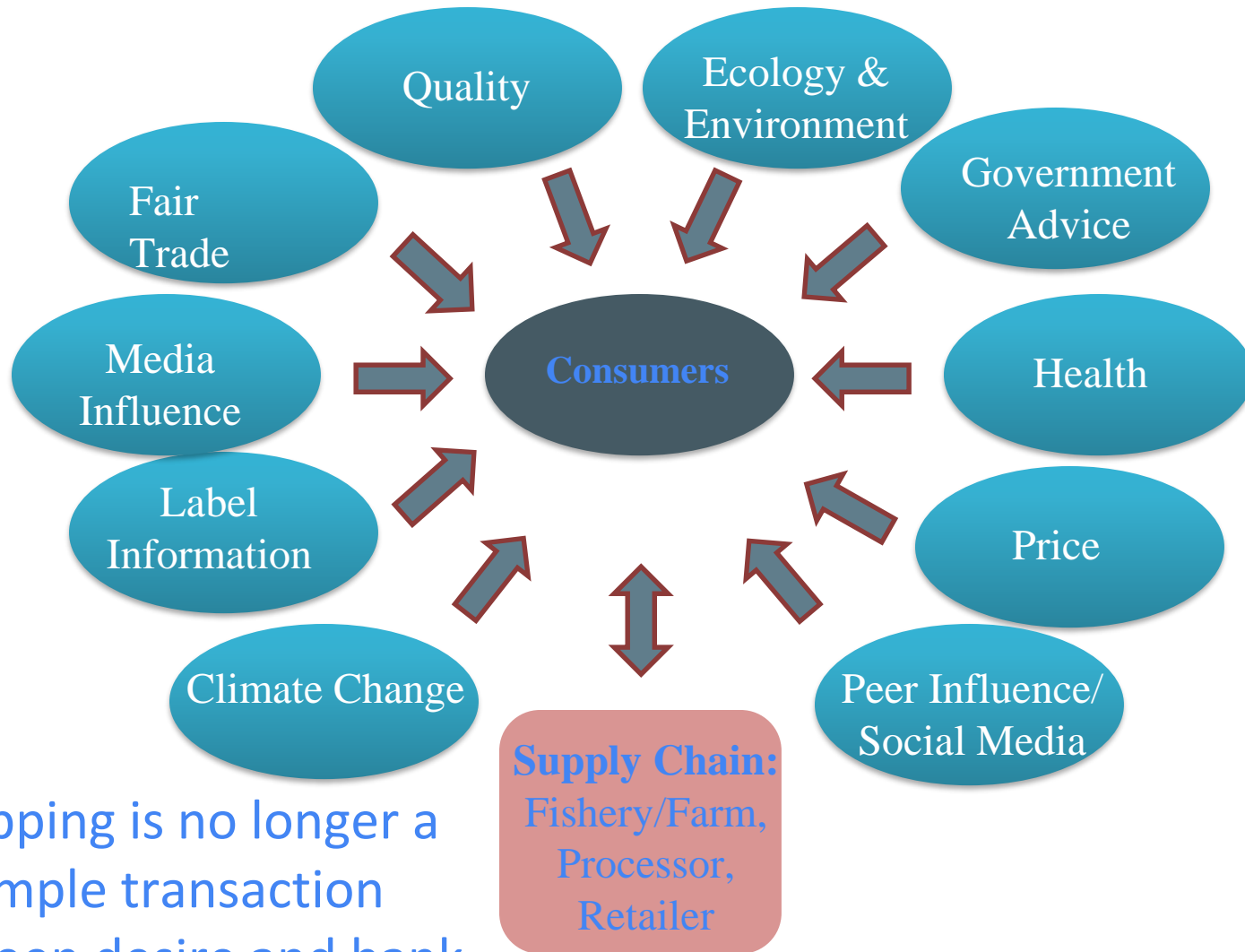
Body Font

Logo Spacing

For maximum legibility and prominence, the logo will have a minimum white space around it equal to one third its height.

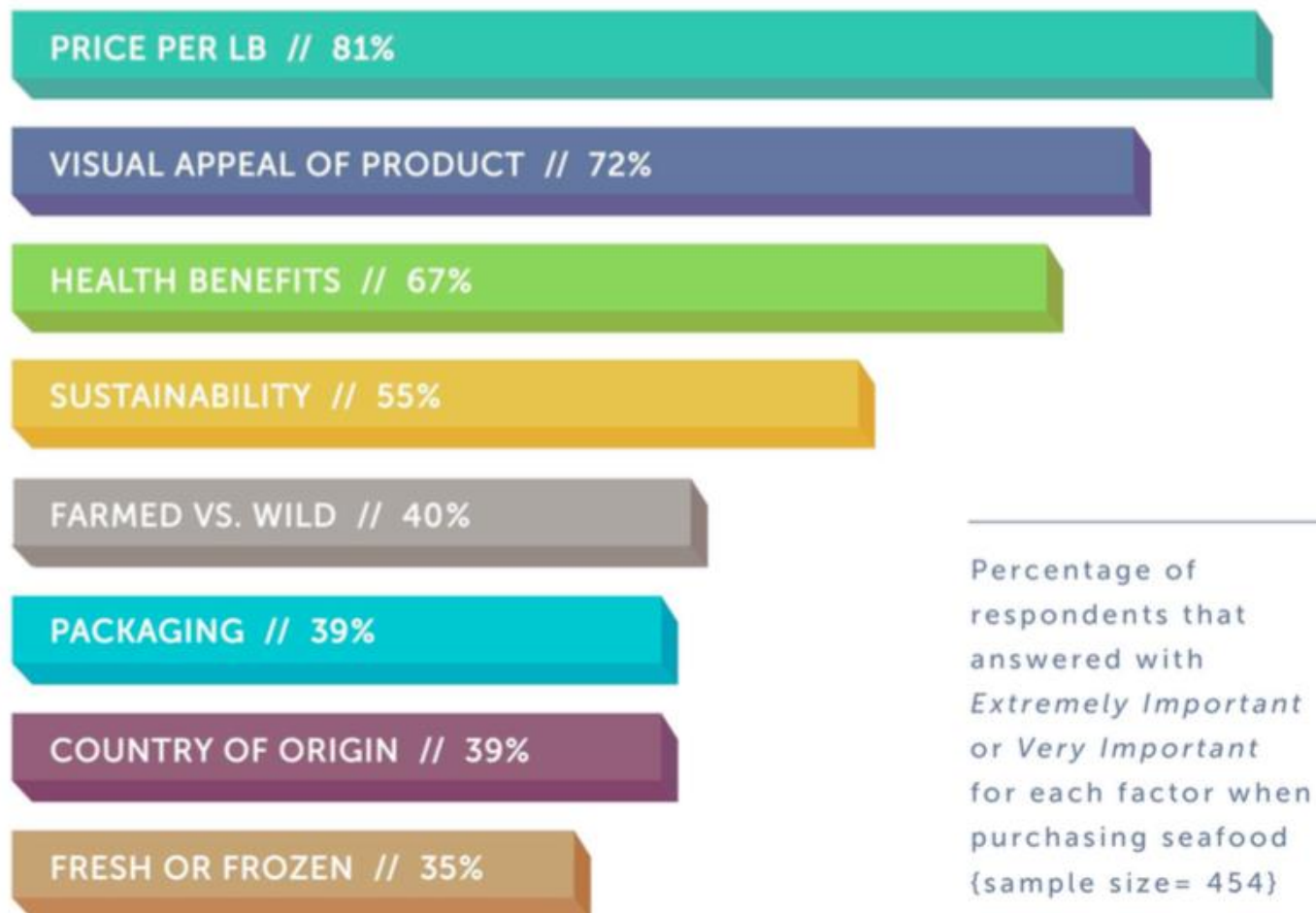


Seafood Market Influences



Shopping is no longer a
simple transaction
between desire and bank
balance

PURCHASING PRIORITIES OF CONSUMER



What are our key attributes?

- Produce consistent high quality fish with a great taste
- First sustainable farmed salmon in Canada
- Raise salmon without antibiotics and pesticides (safe and healthy)
- Sold fresh year round
- Consistent supply
- Prevent interaction with marine environment
- Protect wild salmon stocks
- Create a completely traceable product to source
- Not genetically modified

Key attributes cont.

- Control all waste
- Preserve water
- Support regional economy
- First Nations owned
- Stress free harvest - humane
- Raise the happiest salmon on the planet (ethical farming practices)



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Focus Group





KUTERRA™



Land Raised Salmon

Sustainable,
Environmentally Friendly,
Superior Quality

- Kuterra is Canada's first land raised Atlantic Salmon facility located on Vancouver Island.
 - Environmentally friendly as they are grown in an energy efficient, bio secure, sustainable operation.
 - There is no possibility for escapement.
 - No antibiotics, or chemicals are used in growing this specific Salmon.
 - High in heart healthy, Omega 3's.
 - Firm texture and exceptional flavor.
- www.Kuterra.com



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Scan this code to learn more about our salmon.

KEEP REFRIGERATED



KUTERRA

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The Good

- First in Canada
- Most Sustainable Farmed Atlantic salmon available
- Antibiotic and therapeutant Free
- Consistent weekly supply
- Traceable - opportunity to tell the story
- Kudoa Free
- Local community
- Waste reduction
- Protect natural environment
- First Nations

The Bad

- Inconsistent deliveries at beginning - bi weekly
- All sizes being harvested
- GMO based feed, Poultry protein based feed
- Perception of crowding
- Perception of RAS being unnatural
- Lack of vertical integration causes gaps in marketplace
- FARMed
- First Nations
- Sustainable competition is growing



Salmon

Atlantic

SEARCH AGAIN

Seafood Watch

Eco-Certifications

Atlantic Salmon

REFINE YOUR SEARCH

What kind is it?

Atlantic

Is it farmed or wild?

Select one





Where's it from?

Select one

✕ Reset filters



BEST CHOICE	Type	Method	Location
	Salmon, Atlantic	Indoor recirculating tank	Worldwide
	Sake, Salmon		
GOOD ALTERNATIVE	Type	Method	Location
	Salmon, Atlantic	Marine net pen	Chile (Verlasso® brand)
	Sake, Salmon, Verlasso®		
GOOD ALTERNATIVE	Type	Method	Location
	Salmon, Atlantic	Marine net pen	Canada British Columbia
	Sake, Salmon		

<p>GOOD ALTERNATIVE</p>  <p>▼</p>	<p>Type</p> <p>Salmon, Atlantic Sake, Salmon</p>	<p>Method</p> <p>Marine net pen</p>	<p>Location</p> <p>Maine</p>
<p>GOOD ALTERNATIVE</p>  <p>▼</p>	<p>Type</p> <p>Salmon, Atlantic Sake, Salmon, Blue Circle Foods®</p>	<p>Method</p> <p>Marine net pen</p>	<p>Location</p> <p>Norway Kvarøy and Selsøyvik Farms (Blue Circle Foods® brand)</p>
<p>GOOD ALTERNATIVE</p>  <p>▼</p>	<p>Type</p> <p>Salmon, Atlantic Sake, Salmon</p>	<p>Method</p> <p>Marine net pen</p>	<p>Location</p> <p>Scotland (Orkney Islands)</p>
<p>GOOD ALTERNATIVE</p>  <p>▼</p>	<p>Type</p> <p>Salmon, Atlantic Sake, Salmon, Sixty South</p>	<p>Method</p> <p>Marine net pen</p>	<p>Location</p> <p>Chile (Sixty South brand)</p>



Type

Salmon, Atlantic

Sake, Salmon

Method

Marine net pen

Location

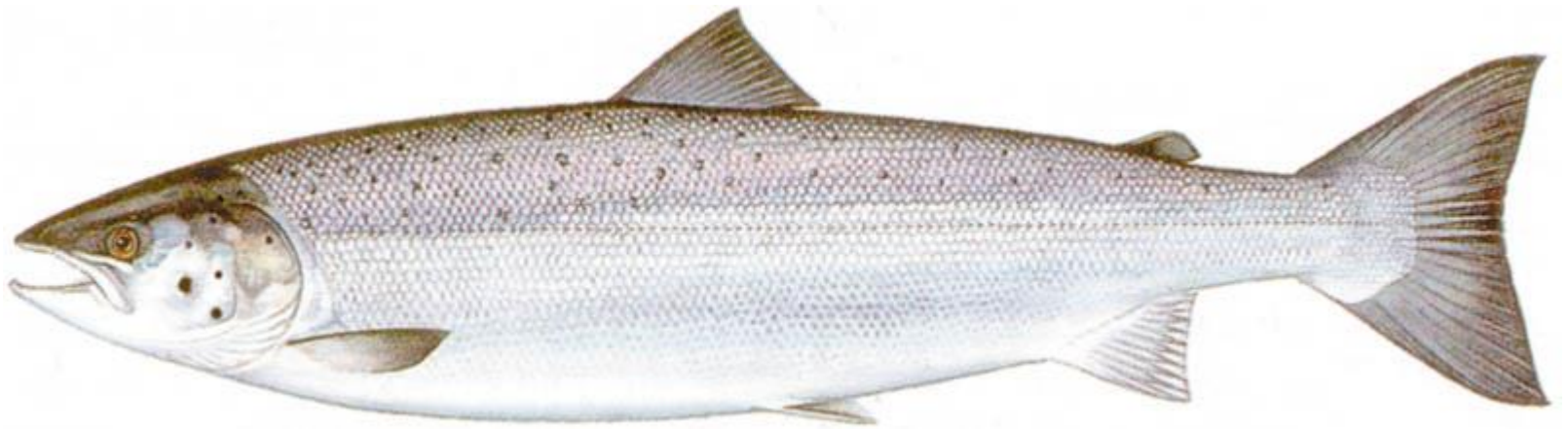
Aquaculture Stewardship Council Certified Salmon Farms

Summary

Seafood Watch recommends you purchase seafood from [Aquaculture Stewardship Council \(ASC\)](#) certified salmon farms. Seafood Watch conducted an [eco-certification benchmarking study](#) to identify which standards are consistent with our sustainability criteria. We identified the ASC standard as equivalent to at least our yellow "Good Alternative" recommendation.

Learn More

- [Aquaculture Stewardship Council Salmon Benchmarking Report \(PDF\) \(PDF\)](#)
- [Eco-Certification Benchmarking Project \(PDF\)](#)



The Ugly

- Undersized fish
- Early maturation
- Off flavour



Take aways

- Make the investment in marketing
- Don't put all your Fish (eggs) in one basket
- Be highly focused on multiple positive attributes to engage with as many consumers as possible but stay true to the brand
- Know your end user and insure you have the quality, quantity and availability to support the business
- Pay attention to your feed

More takeaways

- Health benefits and food safety are top of mind with consumers
- Consumers are paying increased attention to the “story” behind their food
- The ability to deliver consistent quality of product is mandatory and regular supply is also very important
- A strong branding and marketing program will optimize price premiums but need to stay true to the brand no matter what happens

