

Press release:

## **Shellfish by ocean freight: Half the price and 30 times more environmentally friendly**

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**Aqualife Logistics have revolutionised the market for ocean freight of live shellfish. This has been done in cooperation with container shipping company Maersk Line. "We have halved the price and made the freight 30 times more environmentally friendly," says CEO Lars Nannerup.**

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The demand for shellfish is rising rapidly on a global level. At the high end this includes lobster and snow crabs and at the lower end, a broad selection of molluscs such as mussels and clams. Shellfish are amongst the fastest growing segment of the aquaculture industry but as they are often bred in more remote parts of the world the freight of live shellfish has been fraught with problems for both producers and distributors, amongst them the impact on the environment. Not so any more: The Danish company Aqualife Logistics have developed a new type of container for freight of living shellfish, in cooperation with the container shipping company Maersk Line. This will revolutionise the whole market for this type of food supply.

"Aquaculture is the world's fastest growing food industry. On a global level we are the first company with a fully integrated logistics solution for the food industry's fresh fish segment. Worldwide the fresh fish segment has a growth of 8.8 percent against the food industry's total of 3.3 percent growth. One reason for this is that aquaculture has a shorter path to the market than wild catch fishing products."

"We are in the wake of this development and are in a position to create the possibility for globalisation of the fresh fish industry. Total export and import from the fishing industry in 2007 was US \$75 billion, of which shellfish, representing 25 percent of the total volume has a value of US \$30 billion and a continuing growth," says CEO Lars Nannerup, Aqualife Logistics.

"After tests of different freight tasks we can prove that the price for our ocean freight of living shellfish often are 50 percent of the price by air freight which until now has been the only alternative."

### **Less environmental impact**

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Analysis of CO2 emissions show that the CO2 impact per ton of living shellfish is just 120 kilograms for our ocean based system - against 3,600 kilos per ton cargo for air freight.

"A variety of environmental problems have been overcome by our freight solution. Besides the radically reduced CO2 impact one can detect more local benefits, such as less noise and traffic around airports and dense populated areas," Lars Nannerup says.

Further, our system creates far less waste. By using Aqualife's patented container solution not just for transportation but land based storage it is also possible for the distributor to minimize waste and keep the shellfish alive under adequate conditions for far longer and until consumption.

"With our system we are able to reduce the waste to a fraction of the amount the distributors and retailers had to previously accept. Formerly they were under a tremendous pressure to sell the shellfish as fast as possible and have the rest destroyed. With our system they can stretch the sales period for much longer – and they can keep the shellfish in their own native ecosystem."



The Aqualife system greatly increases the shelf life of the product, as the shellfish are taken out of water only a few hours before being prepared for meals, while shellfish delivered by air freight have been out of their element and travelling for many days before they are even delivered to the restaurant.

### **Long transport routes**

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To date, Aqualife's experience with ocean freight of living shellfish includes routes from Greenland, Denmark, USA and Canada to a variety of destinations in Europe. The living shellfish are shipped by container ships to shellfish hubs in The Netherlands and Spain and from there they are transported further on in the containers by lorries for destinations in South, Central and Northern Europe, to Moscow in Russia.

“By minimizing the environment impact and optimizing the amount fit for consumption, we have already established a huge amount of goodwill from distributors, and in several cases we have already gained government endorsements,” Lars Nannerup states.

