

Marine Harvest changes to Mowi

19 November 2018 | News

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Marine Harvest launched a global brand called MOWI, and further to this is changing its company name to Mowi. The company, Marine Harvest was originally founded as Mowi by Norwegian aquaculture pioneers more than 50 years ago.

"I am really excited that we are now taking the company to the next level. Through implementing our MOWI branding strategy, we can communicate our integrated value-chain from feed to the consumer's plate. We are looking forward to announcing our new MOWI product line in the coming months," says Alf-Helge Aarskog, CEO of Marine Harvest.

The company will launch the MOWI brand into selected markets. The branded product line - yet to be announced - will provide customers added value in taste, convenience, nutrition and traceability.

"Mowi is an inspirational name that recalls our pioneering spirit that has developed over the past 50 years," says Aarskog. "Since the first salmon was farmed in 1964, we have grown into a global fully integrated company, including breeding, feed, farming, processing and sales. Throughout the past 50 years, we have always remained true to our core value - the care we have for our people, our fish, our customers and the environment."

The proposed name change is subject to shareholders' approval, and the company has summoned an Extraordinary General Assembly to resolve the name change with effect from 1 January 2019.

