

CSR - PR ŁOSOŚ SP. Z O. O.



QUALITY MANAGEMENT, SUSTAINABLE FISHING

The company is committed to the highest quality of the products it offers, while also paying attention to environmental issues and respect for the planet's natural assets, which are the oceans.

Great emphasis is placed on transparency in the supply of raw material, so that it comes from legal, proven fisheries where the natural resources of the water bodies have been taken care of.

The supply chain of fish and other ingredients in PR Łosoś products is strictly controlled.

They only come from proven companies. Confirmation that these requirements are met is provided by certificates awarded to the company: **IFS, BRC, MSC and ASC.**



PROTECTING THE ENVIRONMENT AND COMBATING CLIMATE CHANGE



PR Łosoś is making a conscious effort to reduce the negative impact of industry on our planet's greatest treasure, the environment. Measures have been taken to protect the planet, and new investments are planned in relation to ecology in broader terms.

The company fully segregates materials for 100% recycling. The whole thing is strictly recorded in the BDO system.

Full use is also made of post-production waste which is transferred as per contracts to biogas plants where it is used to produce electricity.

F-gas-based (Freon) refrigeration systems were decommissioned to contribute to the protection of the planet's ozone layer.



PROTECTING THE ENVIRONMENT AND COMBATING CLIMATE CHANGE



As optimal water consumption is one of the ecology aspects it is under strict control at PR Łosoś. The company draws water from its own deep wells.

Reducing the emission of greenhouse gases into the atmosphere is one of the most important elements of environmental protection, which is why a modern gas boiler that produces less CO2 was invested in.

Heat recuperation equipment is in operation at the company.

A photovoltaic farm is currently under construction which, once operational, will cover 15% of the company's electricity needs.

There are also plans to upgrade the post-production wastewater treatment plant.



photovoltaic farm under construction

DECENT WORKING CONDITIONS, LOOKING AFTER THE WELFARE OF EMPLOYEES



PR Łosoś takes care of its employees, offering them and their families plenty of additional benefits to improve their quality of life.

These include:

- multisport card for the employee and his/her family
- private health care package for the employee and his/her family
- free transport to and from the workplace
- refreshments and regeneration meals
- numerous training courses to improve the person's qualifications
- company events aimed at integrating employees and their families
- subsidised holidays for current and retired staff
- funding of cultural events, e.g. concerts for employees and their families

At PR Łosoś, a very strong emphasis is placed on health and safety, which is why the company carries out numerous additional activities in addition to those required by law. This is, for example, the purchase of three defibrillators and the training of selected people to use them. Additional training in first aid and fire evacuation is also included in these activities. Regular occupational health and safety training for production staff is provided.



PROMOTION OF HEALTHY LIFESTYLES THROUGH SPONSORSHIP OF SPORTS CLUBS



PR ŁososŲ supports a healthy, active lifestyle by being a sponsor of local sports clubs. In these clubs, passionate young people develop their skills in a particular sport. The company sponsors, among others, Judo Gryf Słupsk Sports Association, the Young Athlete Academy in Słupsk and the OPTY Ustka Water Sports Centre. Thanks to the company's support, the aforementioned clubs gain the means to participate in competitions and to purchase the necessary equipment.



CHARITY

The company works extensively on the subject of charity by supporting various institutions and associations. Assistance is provided, among others, to refugees from Ukraine, the Słupsk Fire Brigade Unit, numerous foundations supporting the poorest such as: Przyszań Foundation, “Pomocna Dłoń” Chorzów Association or Monar Markot Gajki.



EDUCATION ON HEALTHY EATING AND THE BENEFITS OF EATING FISH

PR Łosoś attaches great importance to the topic of healthy eating and educating the public about it. The products on offer are rich in nutritional values and beneficial vitamins. This information is included on product packaging. Advertising campaigns are carried out to make consumers aware of the importance of the nutritional value, Omega-3 acids and vitamins that fish contain for the body.

Warto JEŚĆ RYBY!

Ryby dzięki swoim wartościom odżywczym mają bardzo korzystny wpływ na zdrowie człowieka.

Ich mięso zawiera dużo białka, witamin oraz kwasów tłuszczowych z grupy omega-3. Jedzenie ryb zmniejsza ryzyko występowania wielu chorób m. in. nowotworowych, korzystnie wpływa na pracę mózgu, zapewnia prawidłowy rozwój i funkcjonowanie organizmu, dlatego warto na stałe włączyć je do naszej diety.

KWASY OMEGA-3 **LATWO PRZYSWAJALNE BIAŁKO** **WITAMINY** **SKŁADNIKI MINERALNE**

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Konserwa rybna - DOBRY WYBÓR!

Dla osób ceniących zalety spożywania ryb, wygodnym i bezpiecznym rozwiązaniem są konserwy rybne, które nie tylko dostarczają wyższej wymiarowej wartości odżywczych, ale również smakują wyśmienicie.

Dzięki tego typu produktom możemy cieszyć się smakiem różnorodnych gatunków ryb skomponowanych z idealnie dobranymi dodatkami.

Zaletą konserw jest możliwość przechowywania ich przez długi czas. Ten wydłużony okres przydatności niepotrzebnie budzi obawy Konsumentów. Konserwa mylnie jest utożsamiana z konserwantami. Obróbka cieplna, brak dostępu powietrza oraz odpowiednie składniki, jak sól czy oleje roślinne, wytarcająco zabezpieczają konserwę rybną przed zepsuciem. Dzięki temu, tego typu produkty nie wymagają dodatkowego stosowania konserwantów, co jest niewątpliwie ich zaletą. Proces sterylizacji konserwy, poza unieszkodliwieniem drobnoustrojów, ma za zadanie ugotowanie ryby, czyniąc ją łatwo strawną i smaczną.

Konserwa mylnie jest utożsamiana z konserwantami.

example of an advertising campaign