Generative AI for the Aquaculture industry

Marianne Hønsi
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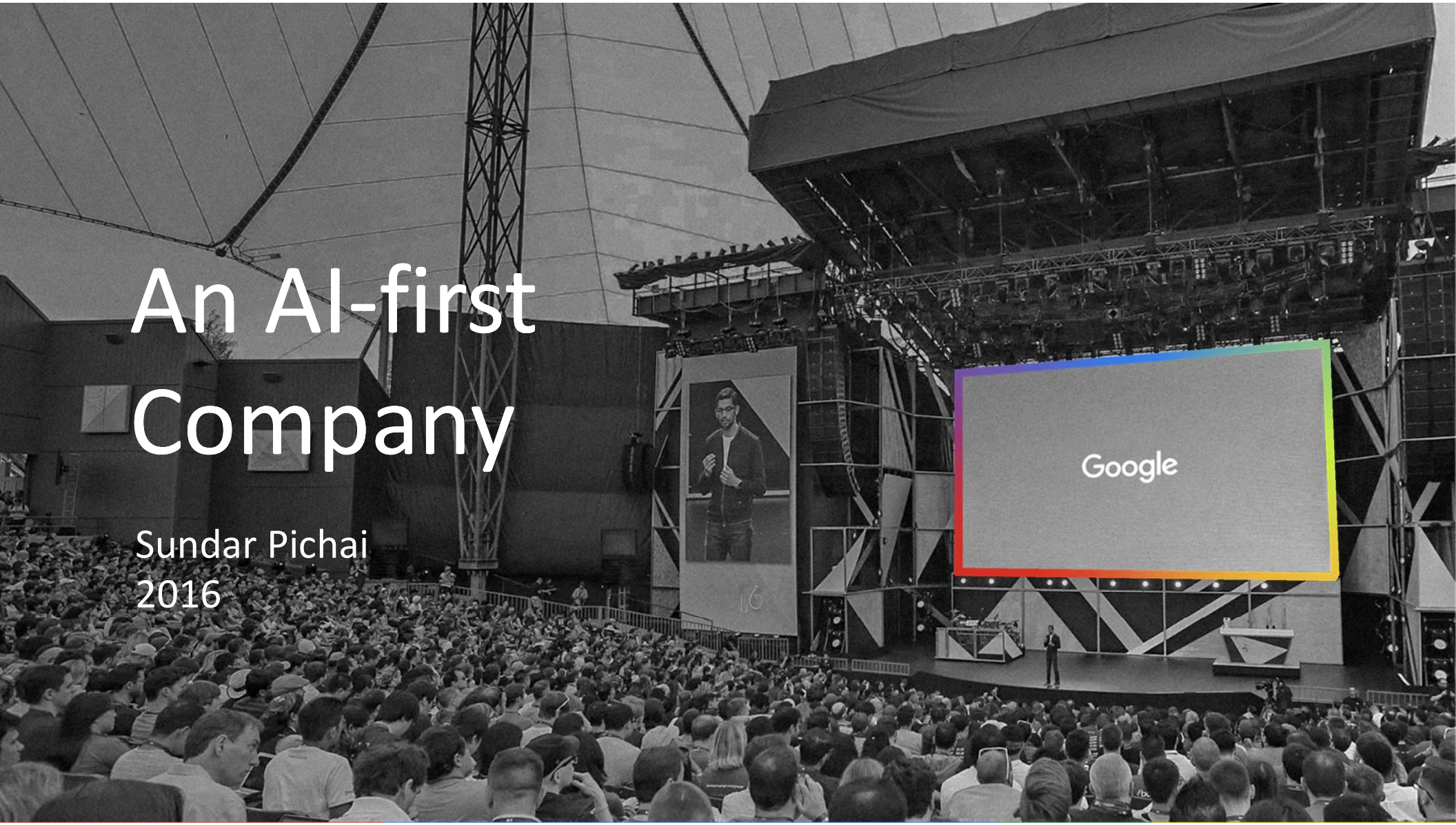
mahonsi@google.com

Google Cloud


An AI-first Company
Sundar Pichai
2016
Google

AI is in our **DNA**

Leverage our deep AI expertise from delivering AI products and experiences to billions of consumers worldwide

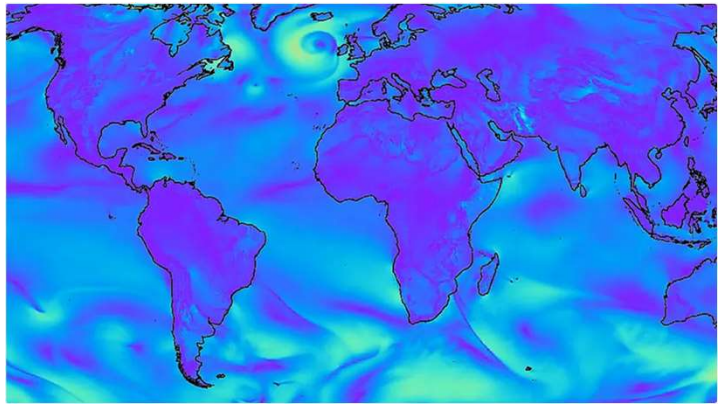
Stay at the cutting-edge with access to **Google DeepMind's** rigorously tested AI breakthroughs

*Outperforms traditional models in **99.7%** of use-cases in less than a minute vs. hours/days*

Google GraphCast AI

next generation model for faster and more accurate global weather forecasting

*Predicts weather conditions up to **10 days in advance** with unprecedented accuracy.*



Google Cloud

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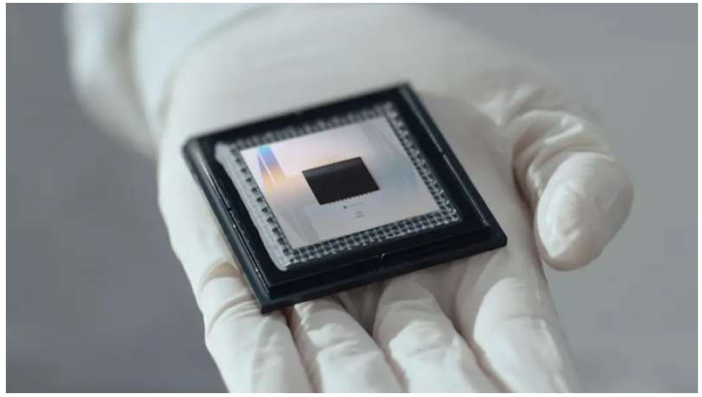
*"What takes a supercomputer **10 septillion** years - Willow can do in 5 minutes."*

Google Willow the world's most powerful Quantum Computing Chip

*"It lends credence to the notion that quantum computation occurs in many **parallel universes.**"*

Hartmut Neven, Quantum Physicist, Google



Google Cloud

Google **AlphaFold**

AI uncovers the building blocks of life

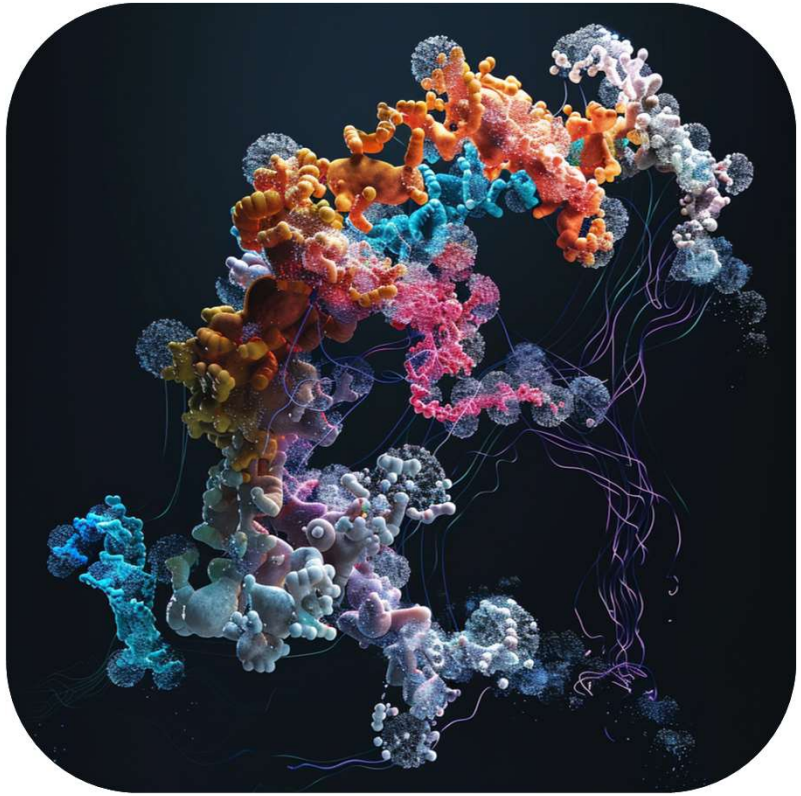
Folding proteins play a central function in understanding diseases and in developing medicines

There are **hundreds of millions** of proteins in nature

Takes a PhD student **5 years** to fold one

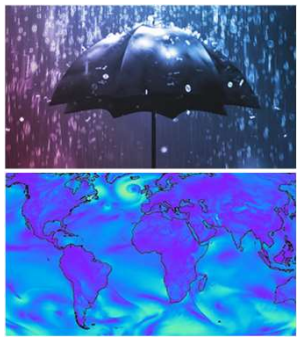
In 2021 Google create **AlphaFold** and has since then folded **+200M** proteins and shared the results openly with the world

This represent **one billion years** of research



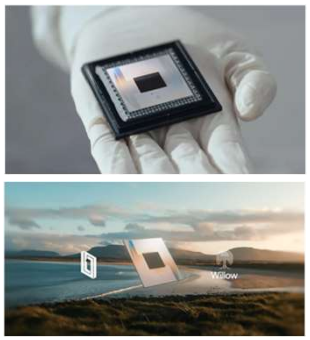
Google Cloud

How does this connect to **my business?**



Google GraphCast AI

Integrates into Google Cloud Data Warehouse Platform (BigQuery) for **AI-powered business predictions** (inventory planning, route mapping etc.)



Google Willow

Engineering discoveries propel our own cloud engineering across our purpose built cloud infrastructure incl. our own **custom built AI-chips**

Google AlphaFold

Algorithm discoveries and new technology leaps in large langue model understanding became the **foundation for Google Gemini**

Google Cloud

Forrester Wave™ 2024

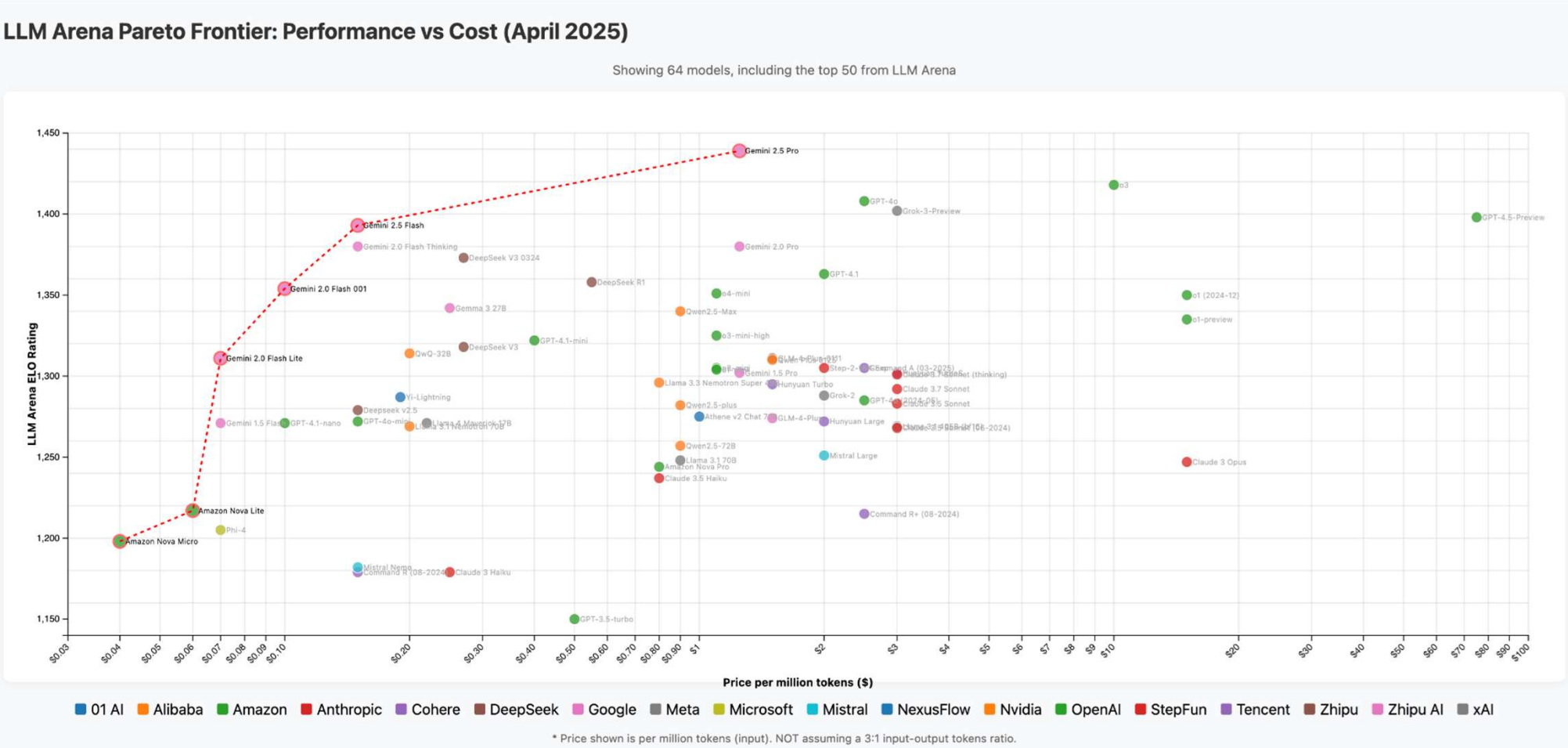
AI Foundation LLMs
Q2 2024

+

AI Infrastructure Platform
Q2 2024

Google Cloud

https://winston-bosan.github.io/llm-pareto-frontier/

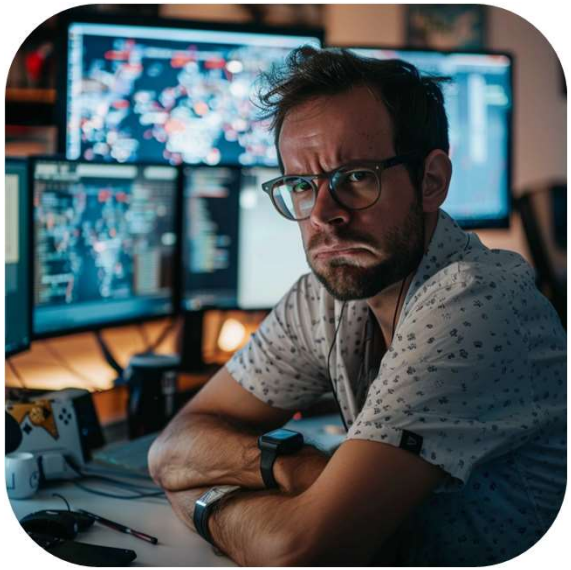


2023

Creating really cool demos & POCs with GenAI!

vs.

2024



Balancing **cost** to business **value** solving **real problems** moving from POC to **production**

Google Cloud

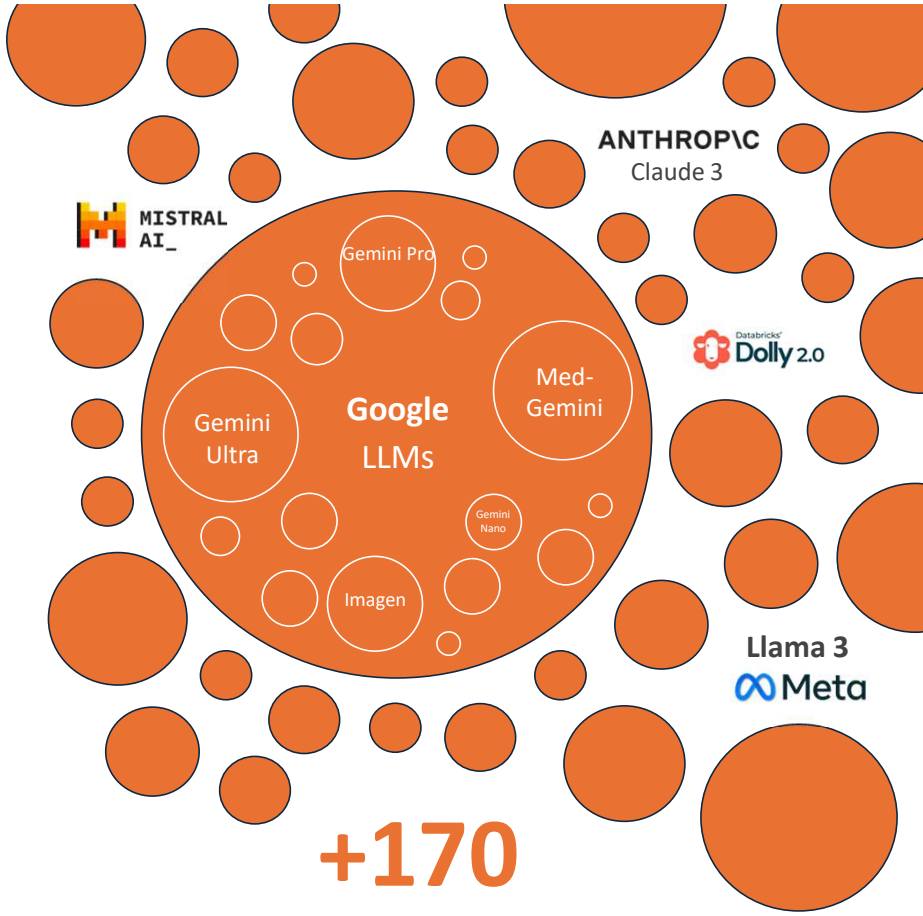
There is **no one LLM** to rule them all.

Different **LLMs** have different **strengths** and **weaknesses**

Different LLMs have very **different** processing **cost**.

To find **the right model** for the right use-case at the right cost will be a **key to success**.

Google Cloud



+170

Models and sizes **hosted** in **Google Cloud**

Google Cloud
AI Business Trends
2025

Two of the top five trends

Industry-leading multimodal AI

Industry-leading agent platform

Proprietary & Confidential

Introducing our state-of-the-art Veo 3 model, and new creative capabilities for Veo 2.

Re-designed for greater realism

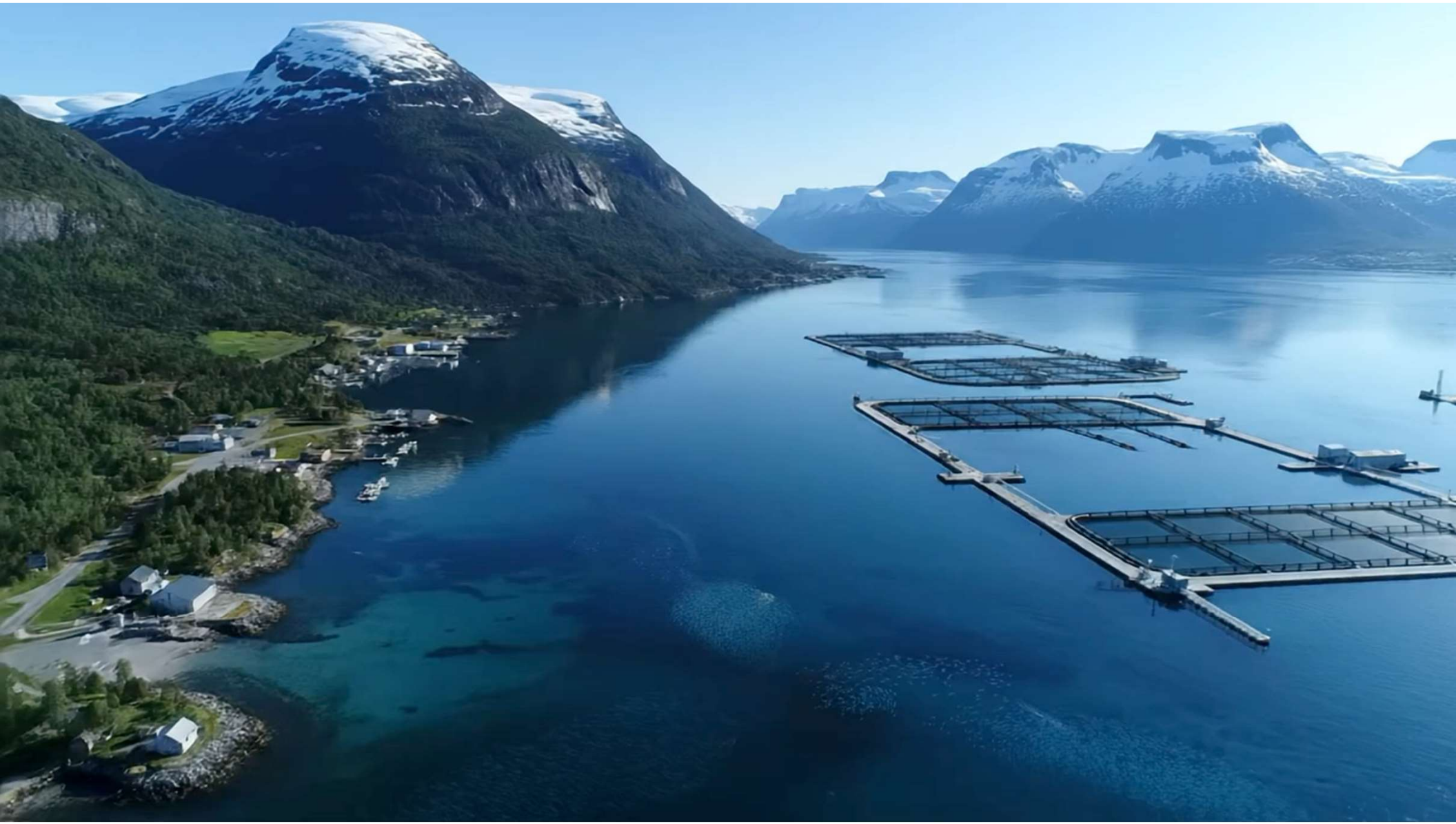
Greater realism and fidelity, including 4k output and Veo 3's real world physics and audio

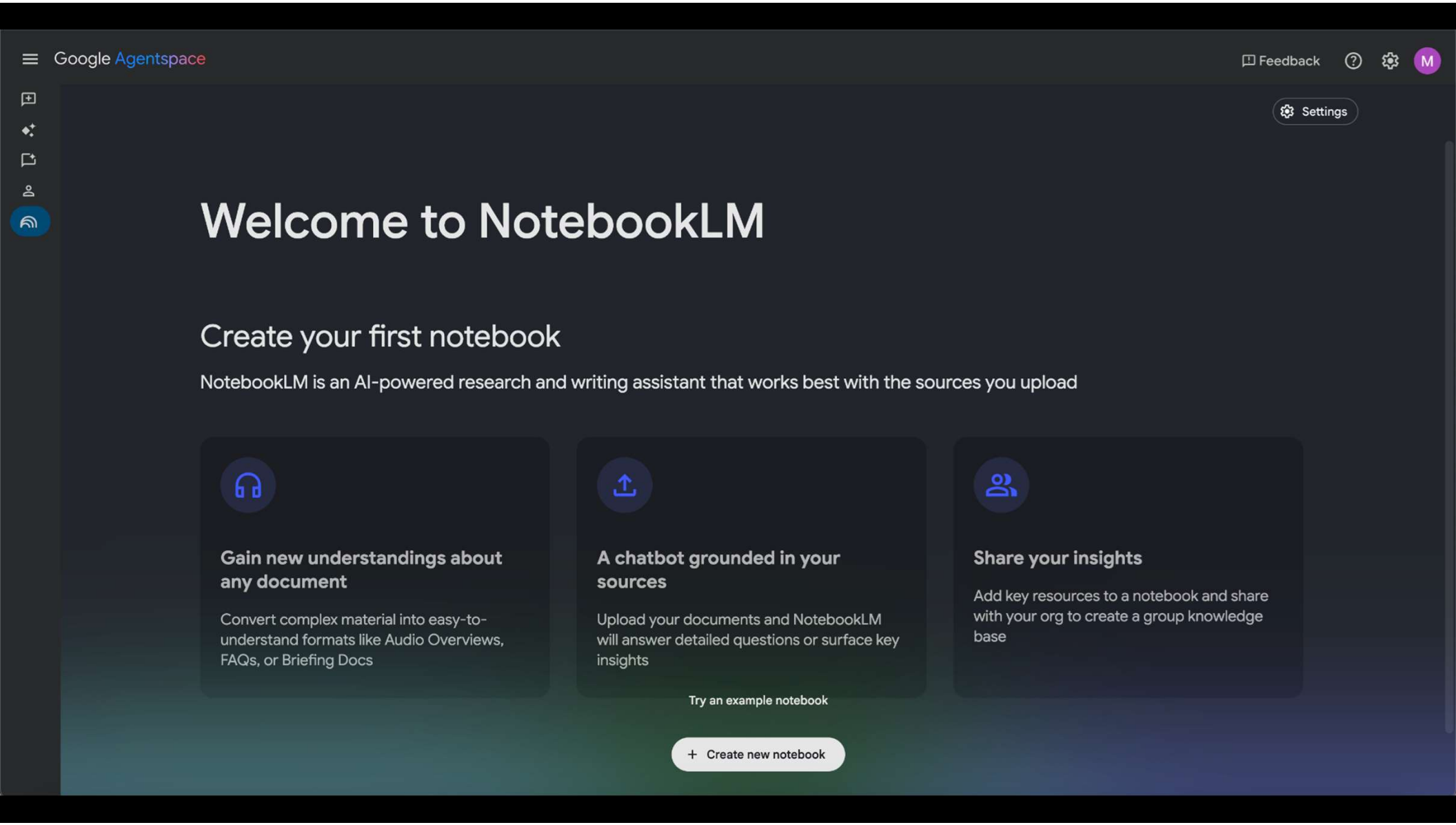
Follows prompts like never before

Improved prompt adherence, meaning more accurate responses to your instructions.

Improved creative control

New capabilities to achieve new levels of control, consistency, and creativity.




Google Agentspace
Feedback
M
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Welcome to NotebookLM
Create your first notebook
NotebookLM is an AI-powered research and writing assistant that works best with the sources you upload
Gain new understandings about any document
Convert complex material into easy-to-understand formats like Audio Overviews, FAQs, or Briefing Docs
A chatbot grounded in your sources
Upload your documents and NotebookLM will answer detailed questions or surface key insights
Share your insights
Add key resources to a notebook and share with your org to create a group knowledge base
Try an example notebook
+ Create new notebook

Norwegian Aquaculture Industry Analysis 2024: Trends and Outlook

Analytics | Share | Settings | M

Sources

+ Add

Select all sources

- Fish Health Report 2024.pdf
- ey-the-norwegian-aquaculture-analysis-2024.pdf

Chat

Norwegian Aquaculture Industry Analysis 2024: Trends and Outlook

2 sources

The **Fish Health Report 2024** from the Norwegian Veterinary Institute examines the health status and welfare of farmed fish in Norway, covering salmonids and cleaner fish. It **analyzes mortality rates, diseases, biosecurity measures, and welfare challenges**, emphasizing the impact of sea lice, gill health issues, and handling-related injuries on fish quality. The report **assesses the efficacy of vaccines and treatments**, while also advocating for improved data collection and standardized welfare indicators to reduce mortality and enhance fish well-being. Conversely, the **EY Norwegian Aquaculture Analysis 2024** investigates the financial and strategic aspects of the Norwegian aquaculture industry, discussing revenue trends, production costs, and the impact of factors like the resource rent tax, along with highlighting the rise of land-based farming, the use of AI in the aquaculture field and technology, and merger and acquisition activity in the sector. It **explores financial performance and key industry trends**, and finally analyzes the performance of these pure production companies compared to similar companies that have not undergone a similar structure.

Save to note

Add note | Audio Overview | Mind Map

Start typing... 2 sources

How did fish health, market trends, and taxation shape aquaculture performance in 2024?

Studio

Audio Overview

Norwegian Aquaculture Industry Analysis 2024: Trends an...

00:00 / 19:41

Interactive mode BETA

Notes

+ Add note

Study guide | Briefing doc

FAQ | Timeline

Norwegian Aquaculture: Health, Economy, and Sustainability in 2024
Okay, here's a briefing document summarizing the key themes and ideas from the provided sources, combining information from the "Fis...

Fish Health and Aquaculture Report 2024
Click to open the Mind Map

NotebookLM can be inaccurate; please double check its responses.

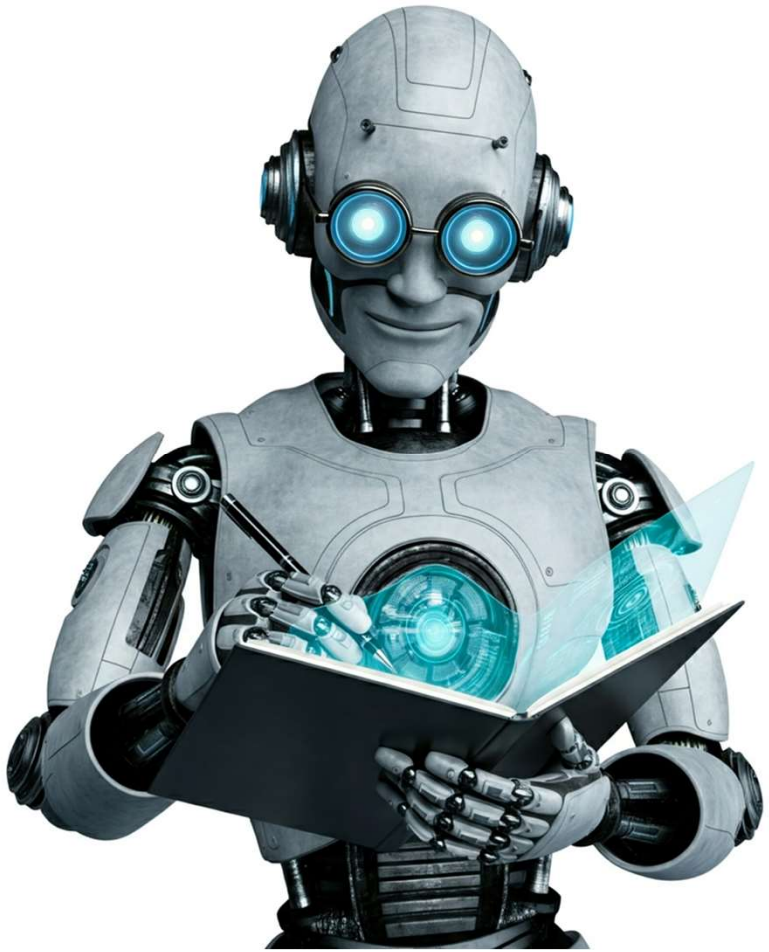
Gemini **Deep Research** AI powered research

Your **personal** AI research **assistant**

An AI that **explore** **complex topics** on your behalf and provide you with **findings** in a comprehensive and easy-to-read **report**

True native **multi-turn reasoning**:

1. Collects data
2. Synthesises data
3. Analyzes data
4. Generates findings
5. Creates report



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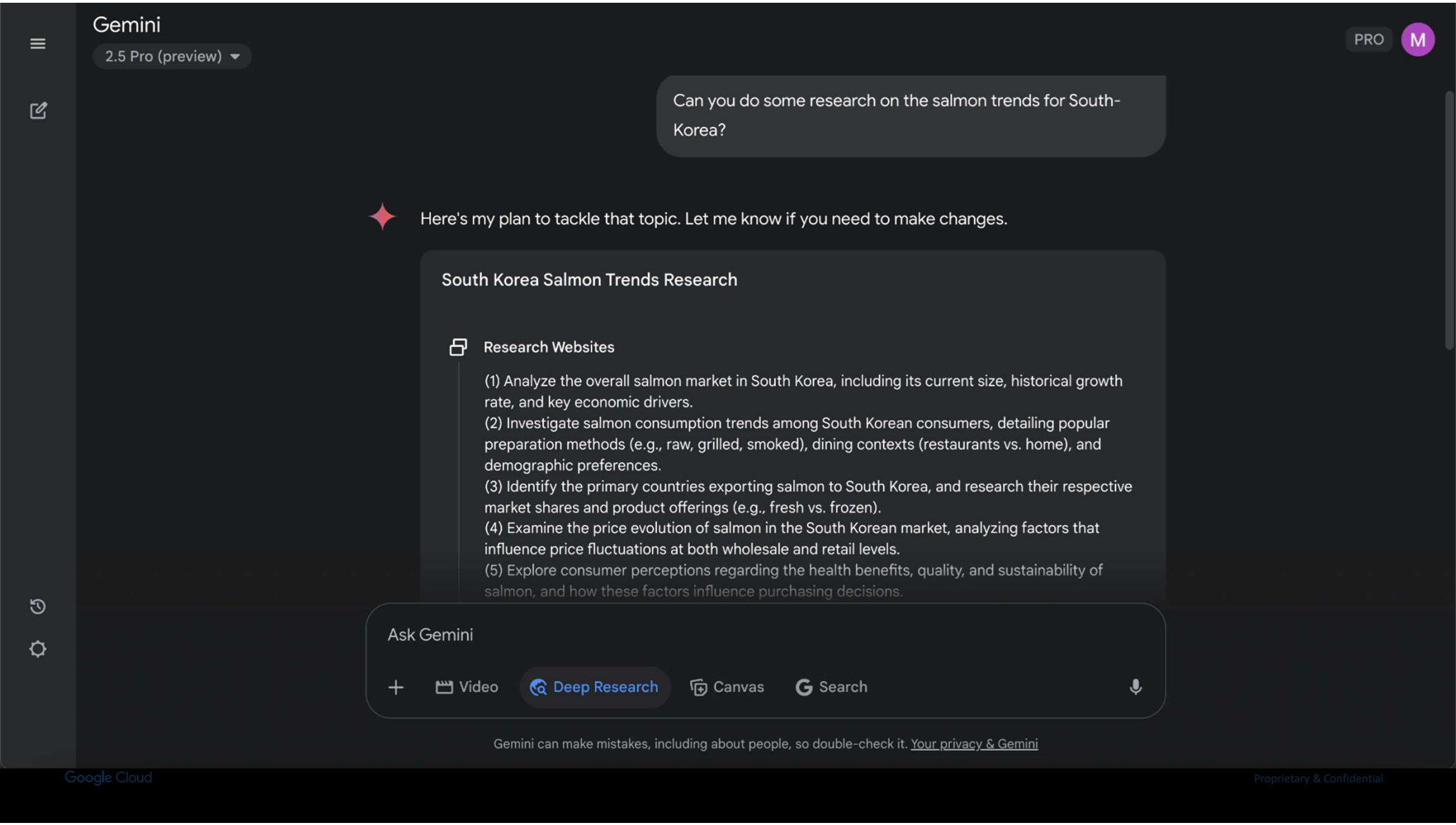
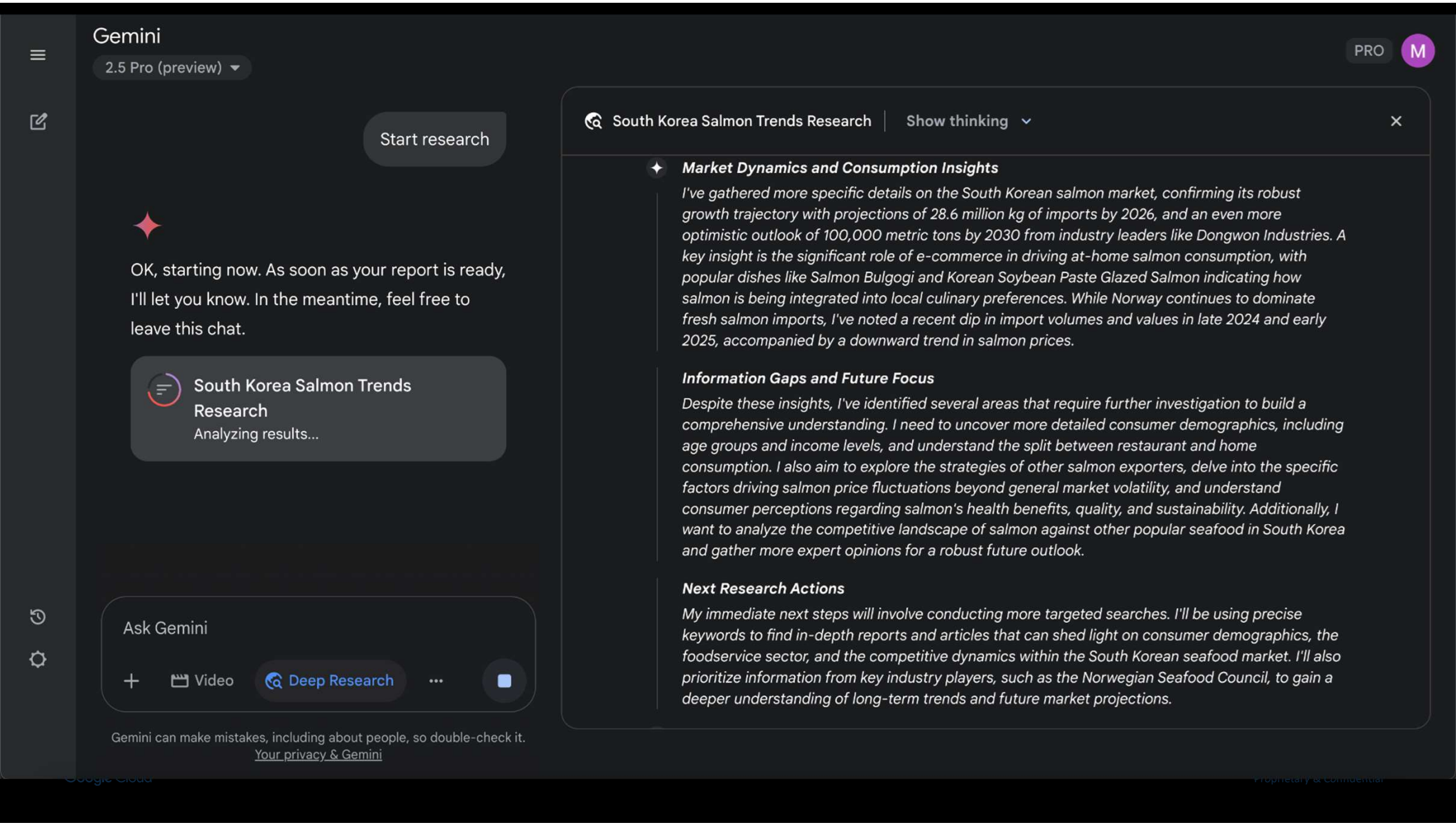


Proprietary & Confidential


Gemini
2.5 Pro (preview)
PRO
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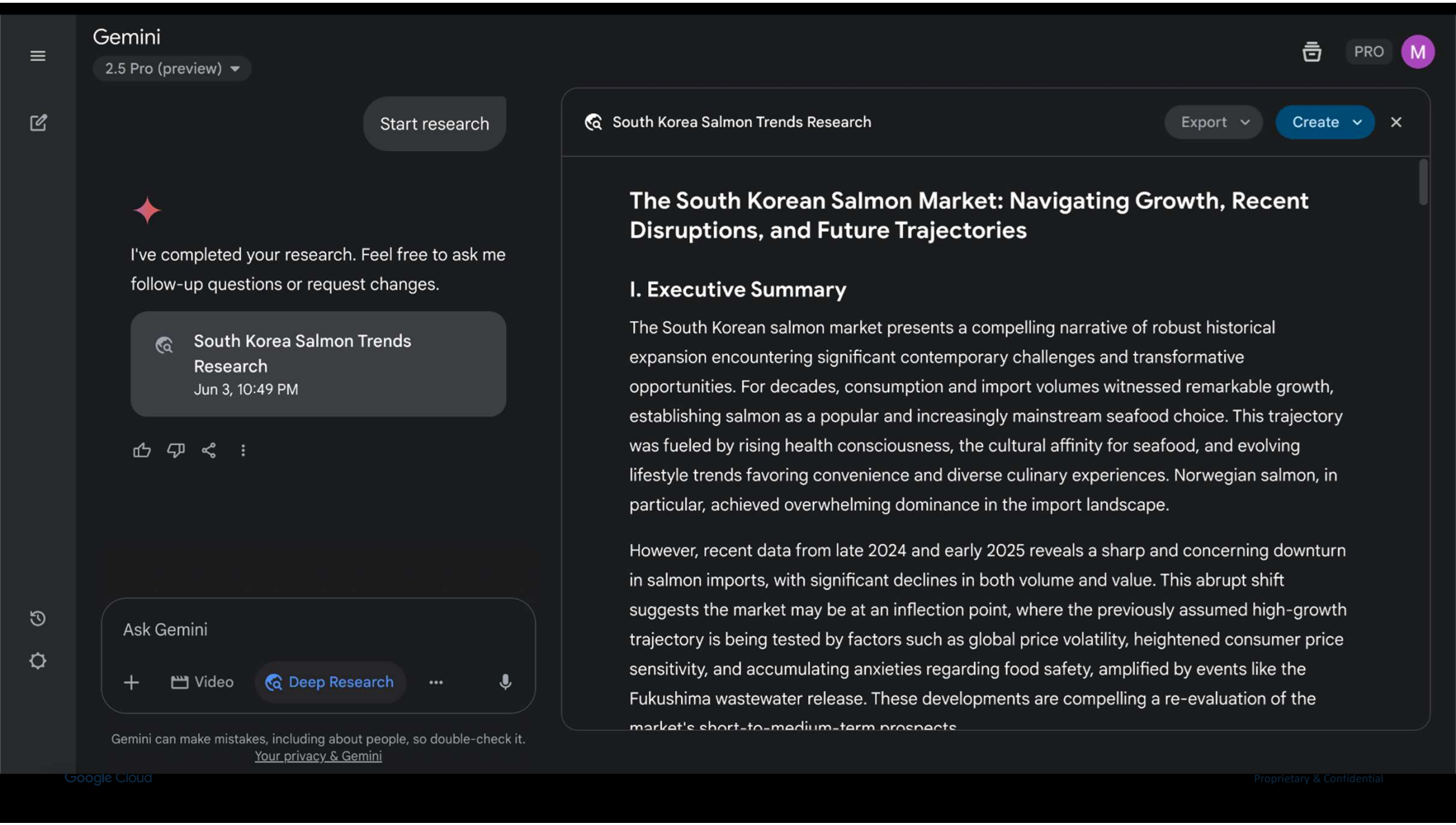
Start research
OK, starting now. As soon as your report is ready, I'll let you know. In the meantime, feel free to leave this chat.
South Korea Salmon Trends Research
Analyzing results...
Ask Gemini
Video
Deep Research
Gemini can make mistakes, including about people, so double-check it.
Your privacy & Gemini
South Korea Salmon Trends Research
Show thinking
Market Dynamics and Consumption Insights
I've gathered more specific details on the South Korean salmon market, confirming its robust growth trajectory with projections of 28.6 million kg of imports by 2026, and an even more optimistic outlook of 100,000 metric tons by 2030 from industry leaders like Dongwon Industries. A key insight is the significant role of e-commerce in driving at-home salmon consumption, with popular dishes like Salmon Bulgogi and Korean Soybean Paste Glazed Salmon indicating how salmon is being integrated into local culinary preferences. While Norway continues to dominate fresh salmon imports, I've noted a recent dip in import volumes and values in late 2024 and early 2025, accompanied by a downward trend in salmon prices.
Information Gaps and Future Focus
Despite these insights, I've identified several areas that require further investigation to build a comprehensive understanding. I need to uncover more detailed consumer demographics, including age groups and income levels, and understand the split between restaurant and home consumption. I also aim to explore the strategies of other salmon exporters, delve into the specific factors driving salmon price fluctuations beyond general market volatility, and understand consumer perceptions regarding salmon's health benefits, quality, and sustainability. Additionally, I want to analyze the competitive landscape of salmon against other popular seafood in South Korea and gather more expert opinions for a robust future outlook.
Next Research Actions
My immediate next steps will involve conducting more targeted searches. I'll be using precise keywords to find in-depth reports and articles that can shed light on consumer demographics, the foodservice sector, and the competitive dynamics within the South Korean seafood market. I'll also prioritize information from key industry players, such as the Norwegian Seafood Council, to gain a deeper understanding of long-term trends and future market projections.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2.5 Pro (preview)
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M
Start research
I've completed your research. Feel free to ask me follow-up questions or request changes.
South Korea Salmon Trends Research
Jun 3, 10:49 PM
Ask Gemini
Video
Deep Research
Gemini can make mistakes, including about people, so double-check it.
Your privacy & Gemini
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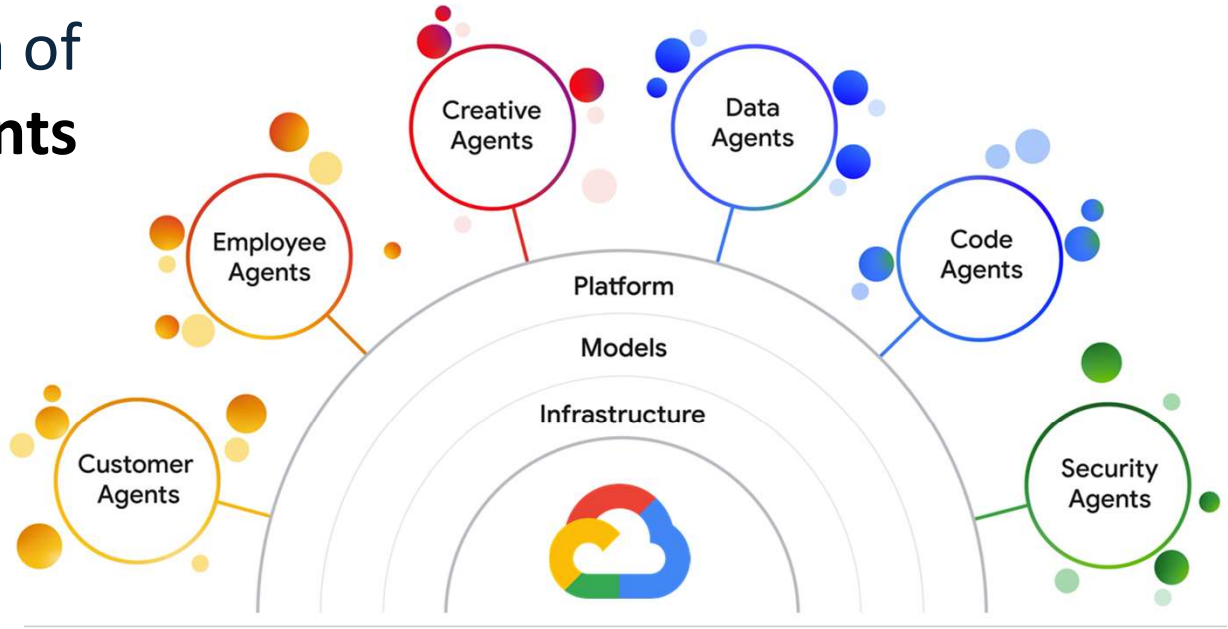
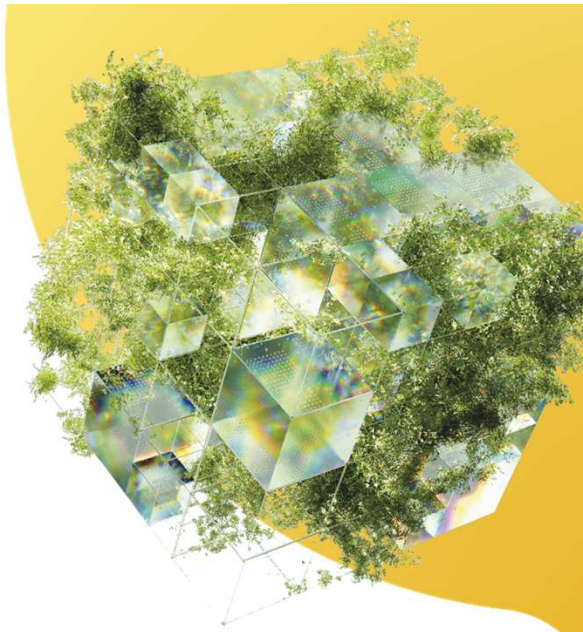
Create
The South Korean Salmon Market: Navigating Growth, Recent Disruptions, and Future Trajectories
I. Executive Summary
The South Korean salmon market presents a compelling narrative of robust historical expansion encountering significant contemporary challenges and transformative opportunities. For decades, consumption and import volumes witnessed remarkable growth, establishing salmon as a popular and increasingly mainstream seafood choice. This trajectory was fueled by rising health consciousness, the cultural affinity for seafood, and evolving lifestyle trends favoring convenience and diverse culinary experiences. Norwegian salmon, in particular, achieved overwhelming dominance in the import landscape.
However, recent data from late 2024 and early 2025 reveals a sharp and concerning downturn in salmon imports, with significant declines in both volume and value. This abrupt shift suggests the market may be at an inflection point, where the previously assumed high-growth trajectory is being tested by factors such as global price volatility, heightened consumer price sensitivity, and accumulating anxieties regarding food safety, amplified by events like the Fukushima wastewater release. These developments are compelling a re-evaluation of the

The era of **AI agents**





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Google Agentspace Illuminate your enterprise.

Unlock your organization's collective brilliance

Information discovery across the enterprise
Agentspace gives employees a single, company branded multimodal **Search** portal as a central source of enterprise truth for the organization.

New ways to engage with your enterprise data using **NotebookLM** help users make sense of complex information, uncover insights, and enjoy new ways of engaging with data

Expert agents automating your business functions with custom **AI agents** empowering employees in marketing, finance, legal, sales, and more to automate repetitive tasks, including multi-step workflows.

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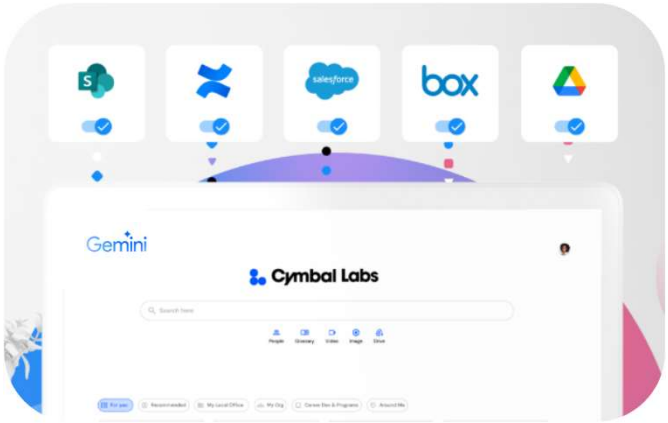
+100 pre-built integrations

box Confluence Jira slack



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Search + NotebookLM + Gemini Agents

Thank you!

Marianne Hønsi
mahonsi@google.com

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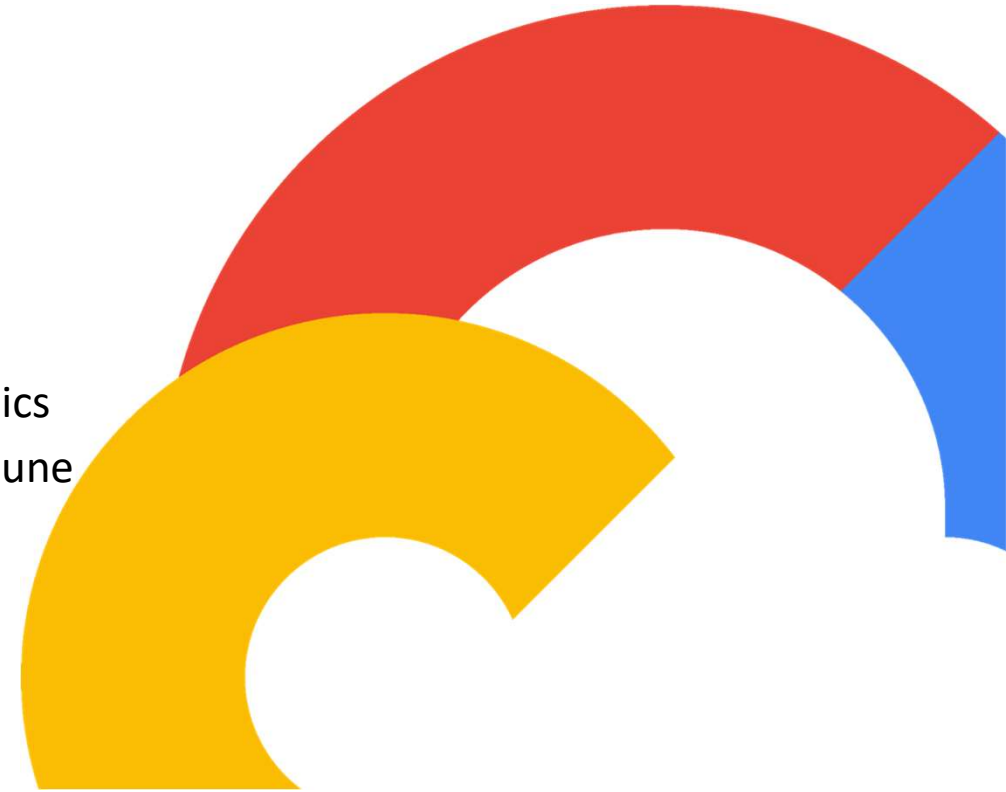
Sign up (digitally) to our Nordics Cloud Summit next week on June 11th

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