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Finnforel introduces ecologically farmed rainbow trout in UAE

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Finnish foodtech and sustainable aquaculture company Finnforel has expanded its clean, convenient, and ecologically farmed rainbow trout to supermarkets in the United Arab Emirates. With the launch of its premium export brand LoHi, local consumers now have access to rainbow trout produced in the companyâ??s land-based production facility in Finland, without the need for parasite treatment, unnecessary antibiotics, or harm to the surrounding environment. The products have already made their debut in the Middle Eastern market with the start of sales in selected LuLu Hypermarket stores in Dubai, one of the regionâ??s largest retail chains. Additional retail partnerships with two other major local supermarket chains are set to begin in the coming months.

With global protein demand expected to increase by 50 per cent by 2050, Finnforelâ??s closed-loop aquaculture technology offers a scalable solution that is among the most sustainable globally. Its farming system, developed in Finland, utilises recirculating aquaculture (RAS) technology, in which the water is continuously purified, and waste is minimised, resulting in a nearly emission-free operation. At the same time, the system prevents farmed fish from escaping into the wild, addressing serious biodiversity concerns associated with open ocean aquaculture.

Finnforelâ??s approach involves rearing rainbow trout for just one year to a 700g harvesting weight, ensuring optimal texture and taste. The company has already experienced considerable success with its domestic brand Saimaan Tuore in Finland, and the introduction of its LoHi export brand in the UAE is a significant milestone for global sustainable seafood production.

â??We donâ??t see ourselves as fish farmers; we are a food tech company,â? says Nora Hortling, CEO of Finnforel. â??Our mission is to change the way fish get on our plates globally. Our model is built on technological innovation and total control of

the value chain, from fish eggs to final fillet, ensuring premium quality and sustainability from start to finish.â?

The LoHi brand, launched in 2025, specifically addresses the lifestyle needs of UAE consumers who prioritise health, convenience, and sustainability. The product is available in carefully portioned 150g individual fillet servings and 340g double packs, designed for quick preparation and optimal nutrition, making it perfect for busy professionals and health-conscious individuals in the regionâ??s fast-paced lifestyle. The name LoHi is a nod to the Finnish word for salmon (lohi) and a statement of its low-waste, high-taste positioning.

â??The UAE represents a natural next step for us as we build towards becoming the worldâ??s first truly global fish brand.â? Hortling continues. â??Even though it is now a cosmopolitan hub in the Gulf, the local cuisine is heavily influenced by its past as a fishing community, and the regionâ??s growing focus on aquaculture innovation makes this market particularly exciting for us.