



marineharvest

Logistic viewpoint from the buyer's side

21/11/2013 Reykjavik

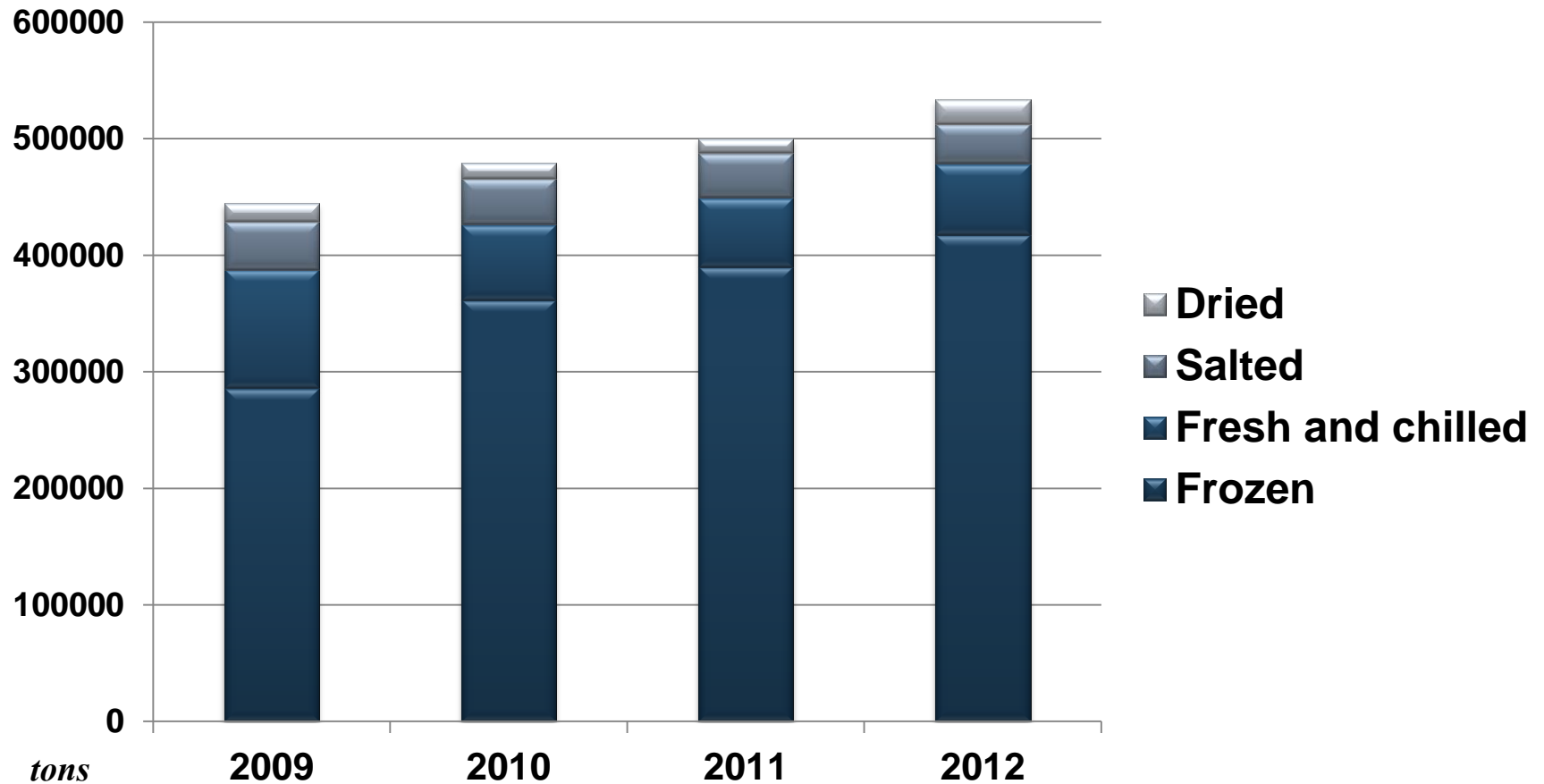
Marine Harvest at a glance





Right time
Right place
Right price
Right quality

Icelandic seafood export

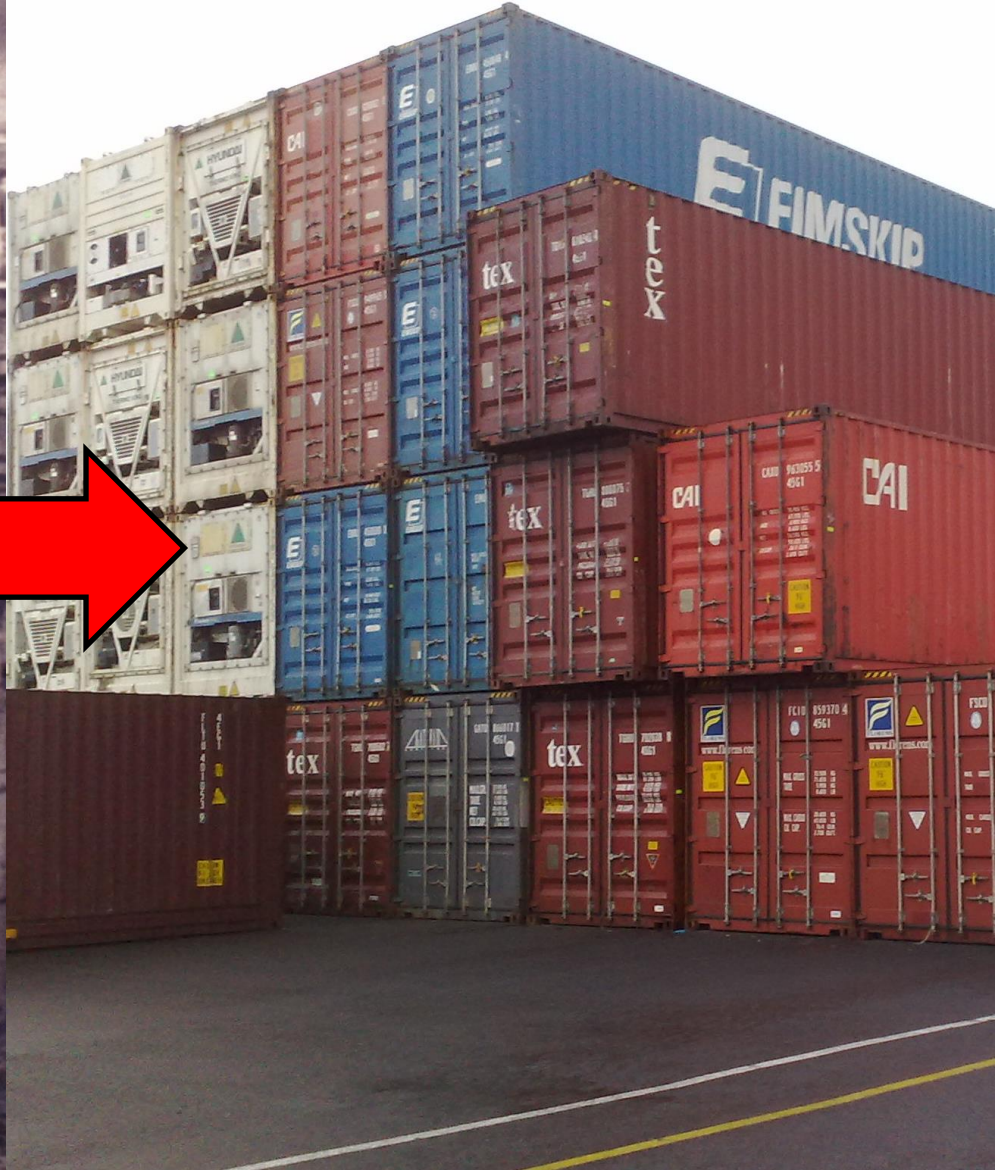


An underwater scene showing several large fish, likely Atlantic salmon, swimming in clear blue water. The fish are the central focus of the left half of the image.

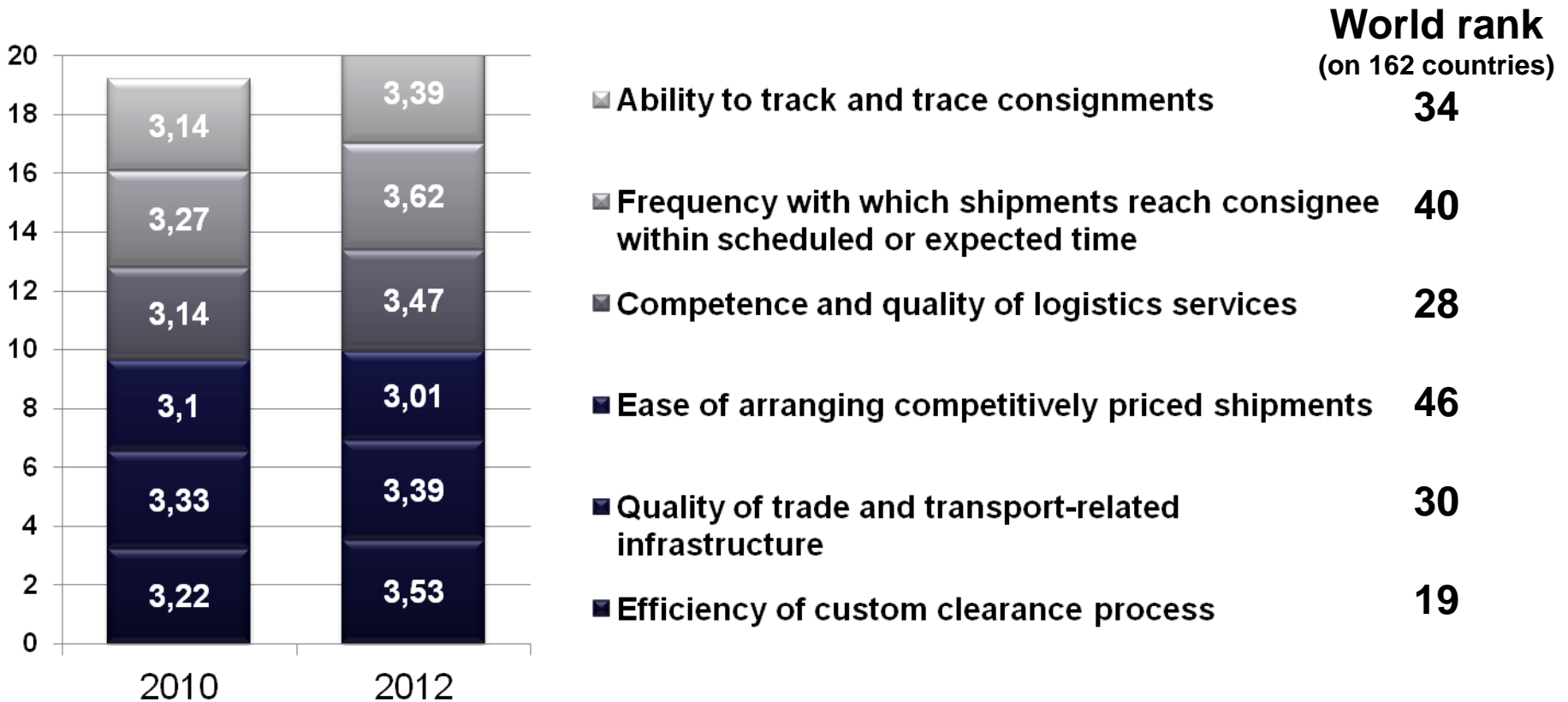
**FISHERY
PROVIDES
70% OF
ICELANDIC
EXPORT
INCOME**

A close-up, vertical shot of a thick, dark rope with a complex knot, possibly a mooring or anchor rope, set against a light blue background. The rope is the central focus of the right half of the image.

**HIGH DEMAND
FOR EFFICIENT
COLD CHAIN
LOGISTICS**



Icelandic logistics: global evaluation



Seafood cold chain logistics: a complex one

Risks

Physical product safety
Microbiological product safety
Temperature control
Reliability
Security

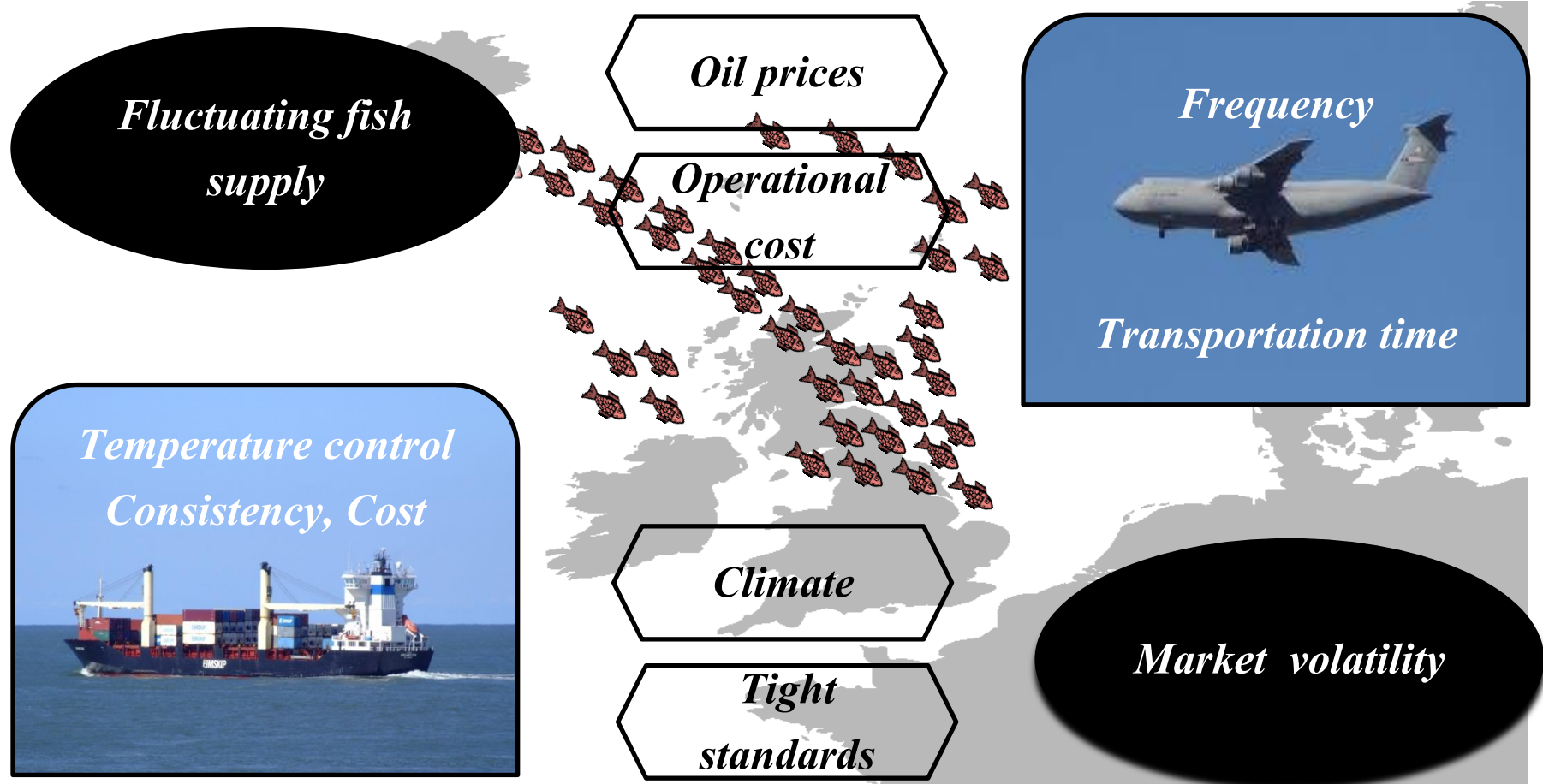
Environment

Laws & regulations
Power & fuel supply
Shelf life
Distance
Geographical peculiarities
Seasonal changes
Connectivity
Infrastructure

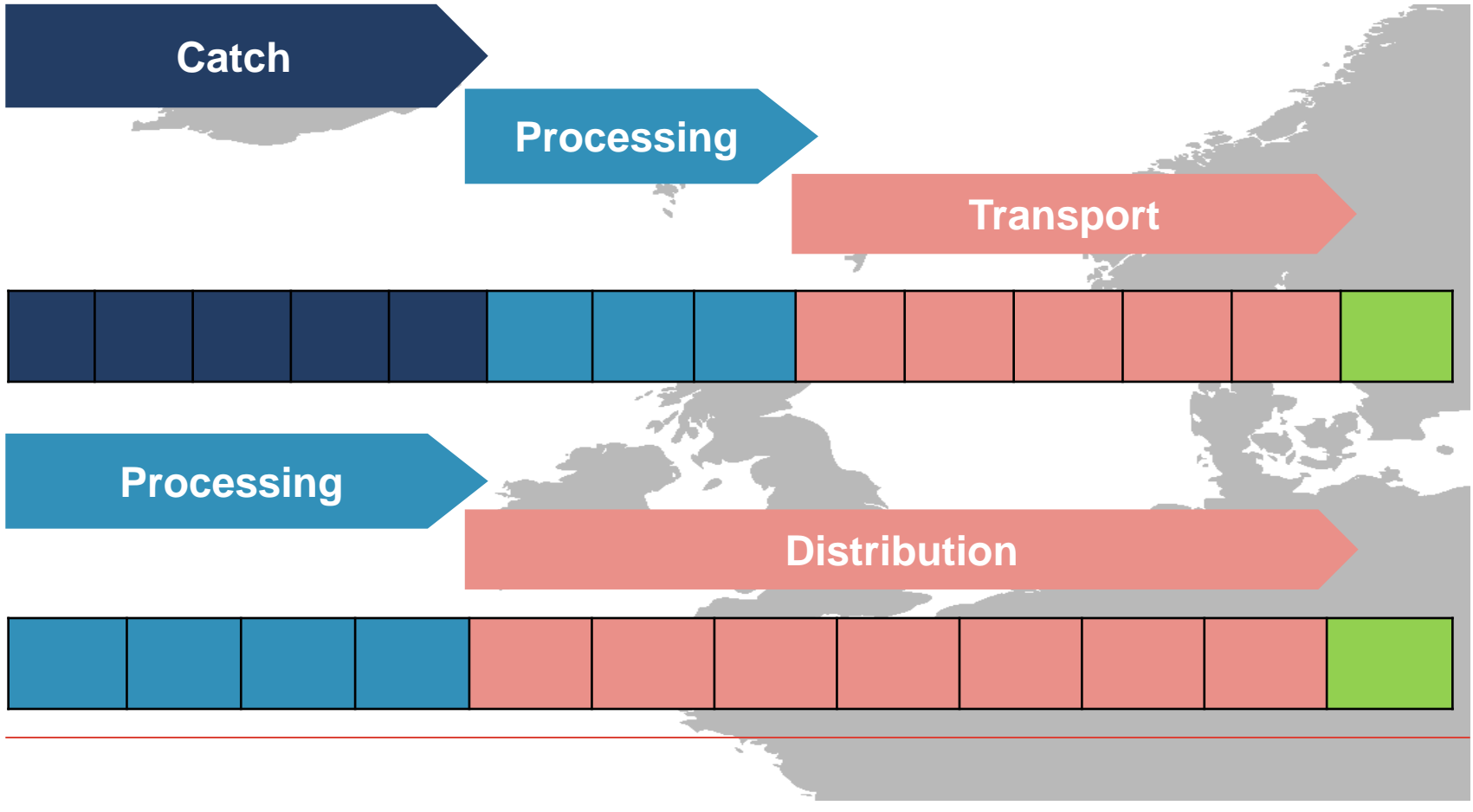
Stakeholders

Fishermen
Auctions
Primary & secondary processors
Secondary processors
Traders
Distributors
Transport service providers
Warehousing providers
Supply chain solutions providers
Packaging providers
Refrigeration equipment providers
Customs & veterinary authorities
Legislators
Airports & harbors

A case study: Iceland – EU fresh fish supply chain



A case study: multistep fresh fish cold chain



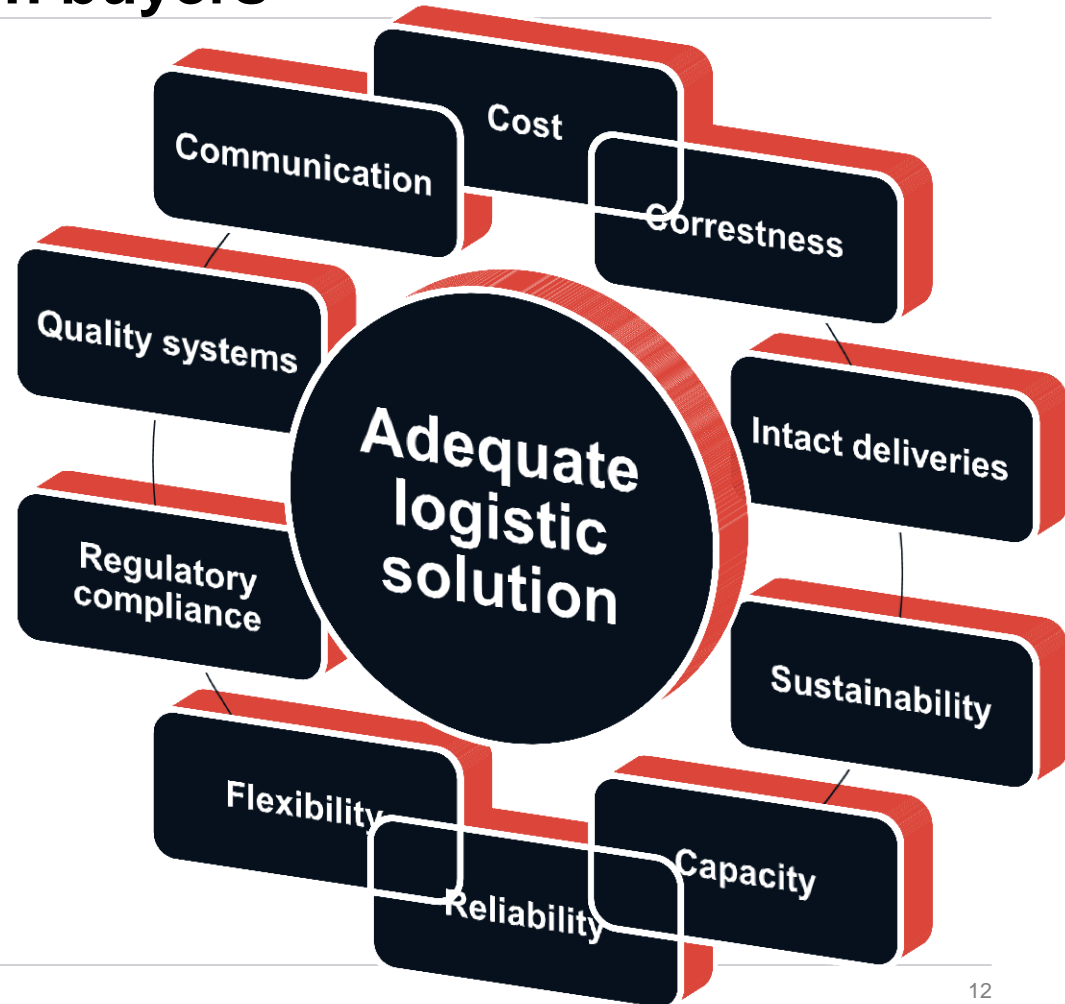
A case study: multistep fresh fish supply chain



Value creation for fish buyers

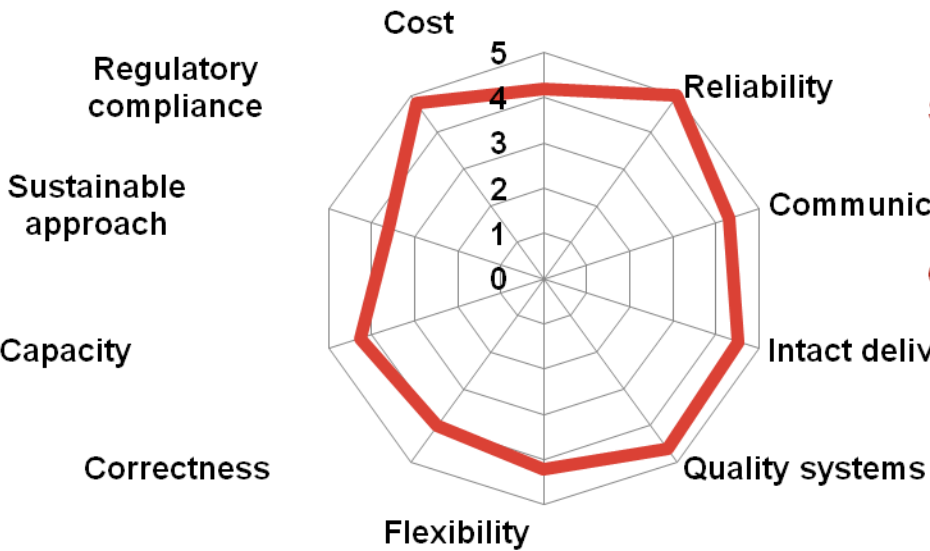
Value parameters:

- Adequate cost
- End-to-end solutions
- Compliance with laws and regulations
- Consistent capacity
- Environmental awareness
- Safety
- On time deliveries
- Real time information
- Temperature control
- Correct administration
- Transparency
- Efficient planning
- Accountability

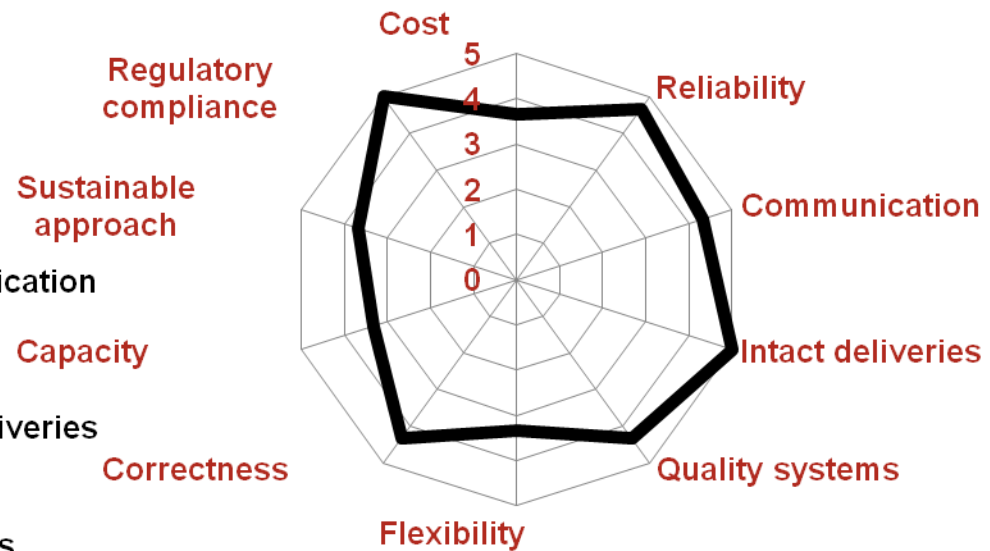


Value drivers

Fresh fish buyers



Frozen fish buyers



Value drivers: service level

<i>Performance level</i>	<i>Logistics</i>	<i>Total supply chain</i>
<i>High</i>	<p><u><i>Excellently managed logistic flows:</i></u></p> <ul style="list-style-type: none"> • <i>Good knowledge of buyer's needs</i> • <i>Collaborative approach</i> • <i>On-time deliveries</i> • <i>Structured information flow</i> • <i>Adaptive & flexible</i> • <i>Low error and damage rate</i> • <i>Improvement projects</i> 	<p><u><i>Well performing business model:</i></u></p> <ul style="list-style-type: none"> • <i>Close to 100% delivery rate</i> • <i>Efficient processing</i> • <i>No / little waste</i> • <i>Effective planning</i> • <i>Time & labor saving</i>
<i>Low</i>	<p><u><i>Low level of operational efficiency:</i></u></p> <ul style="list-style-type: none"> • <i>Insufficient understanding of buyer's needs</i> • <i>Late deliveries</i> • <i>High damage rate</i> • <i>Slow moving communication</i> • <i>Inaccurate administration</i> • <i>Deteriorated customer service</i> 	<p><u><i>Business performance uncertainty & risk:</i></u></p> <ul style="list-style-type: none"> • <i>Non-deliveries</i> • <i>Disturbed production planning</i> • <i>Stocks</i> • <i>Material waste</i> • <i>Time waste</i> • <i>Stress</i>



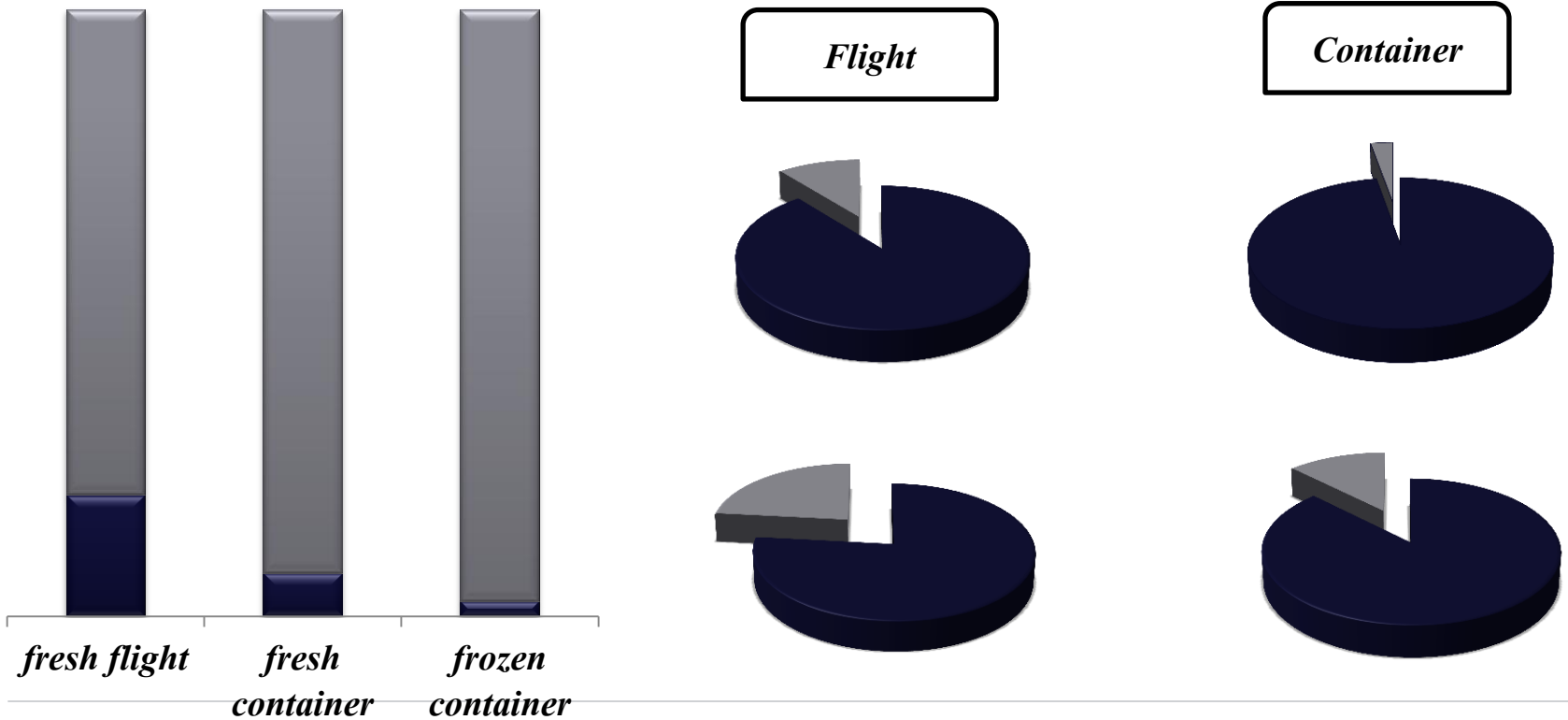
marine harvest



Eyjafjallajökull failed to stop Icelandic planes

Value drivers: cost

Share on the total product cost

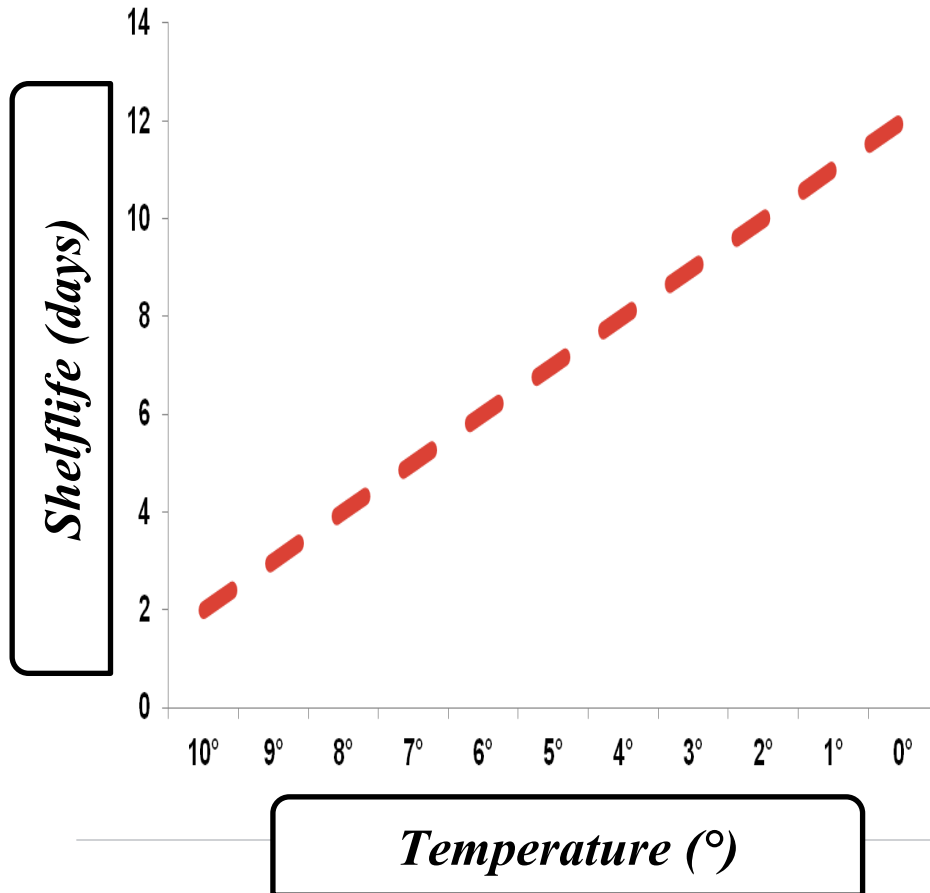


Value drivers: cost

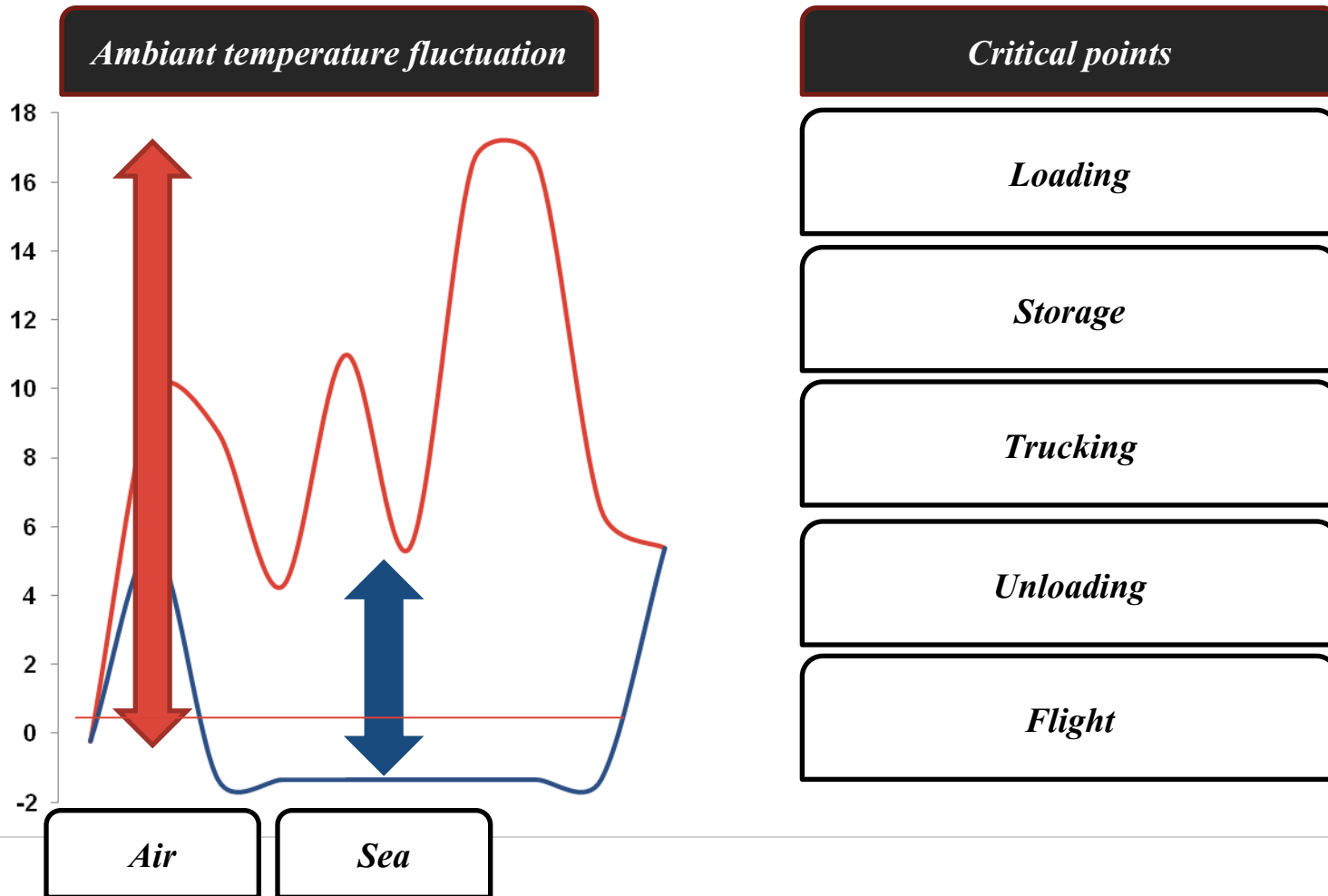


Value drivers: quality preservation

Fresh fish shelf life vs T°



Value drivers: quality preservation



Value drivers: safety



Value drivers: sustainability



Icelandic logistics: a success story

Logistic chain

fragmented, but well-synchronized

Door-to-door service

available

Capacity

adequate, seasonal bottlenecks

Multi routing

present

Integration

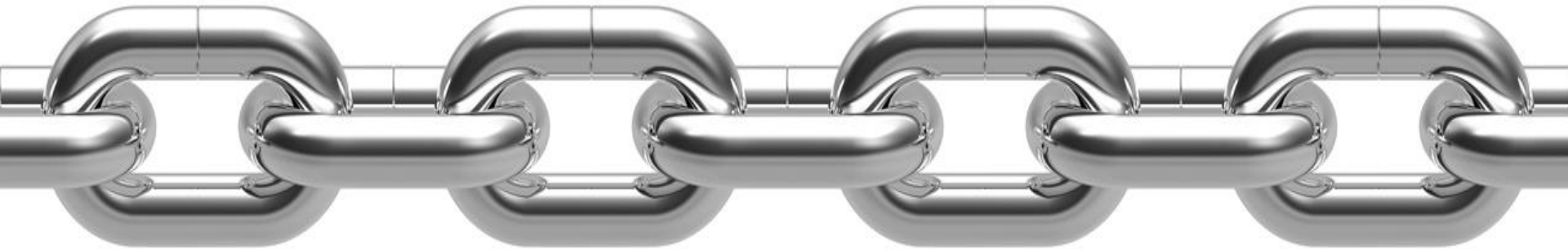
global providers & local specialization

Number of operators

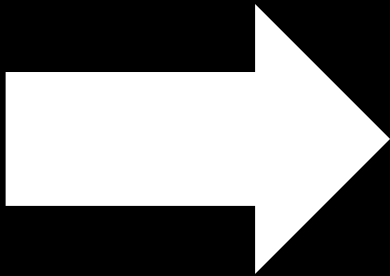
limited

Marine Harvest Approach

Fishery + Primary processor + Logistics provider + Customer = Robust cold chain



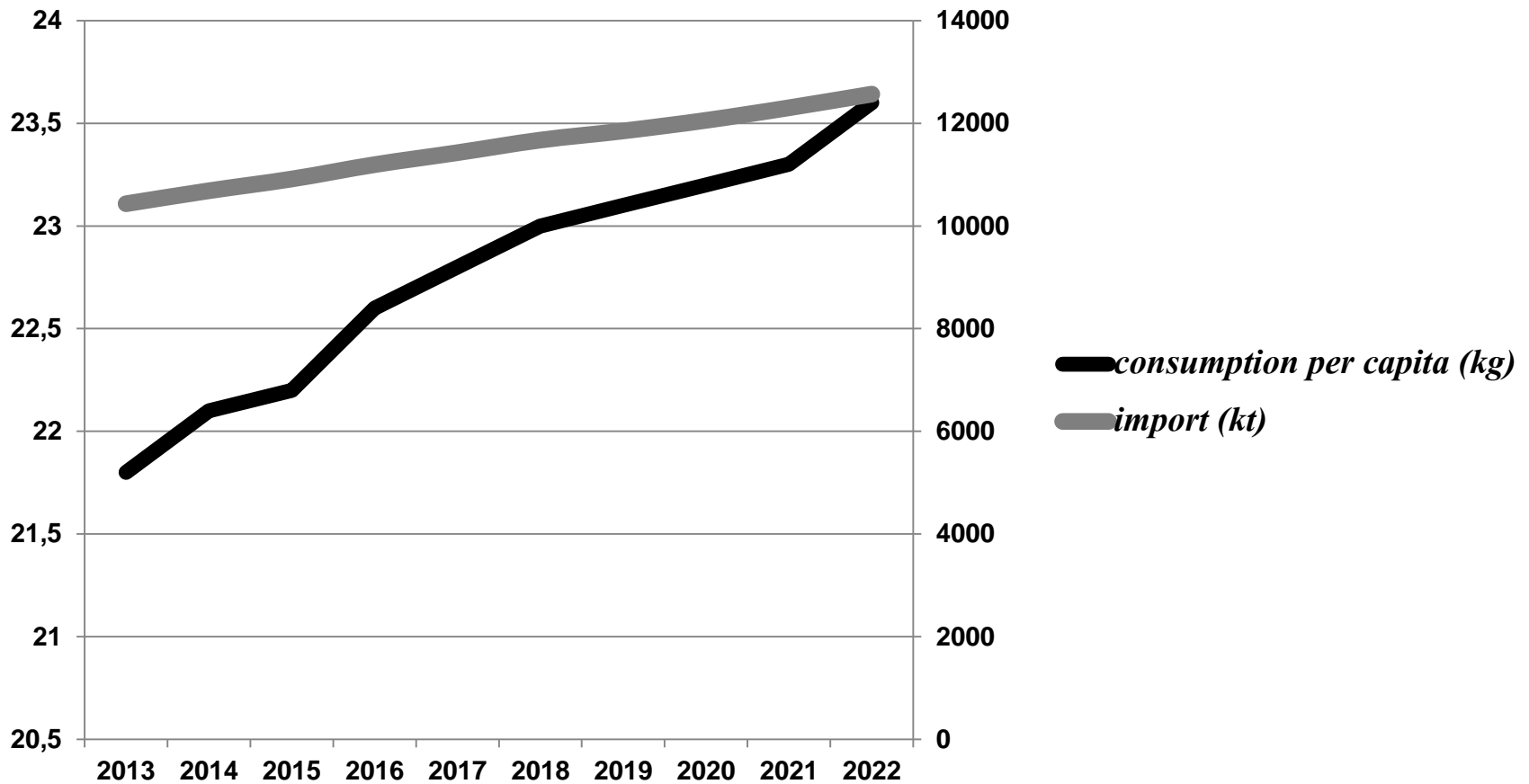
*Our
common
target:*



*satisfied
customers*



EU: fish consumption and import outlook



Ultimate solution for Icelandic logistics

TAKK FYRIR!

France

