

Sameldi hlývatns- og kaldvatnstegunda

Sjöfn Sigurgísladóttir
Íslensk matorka

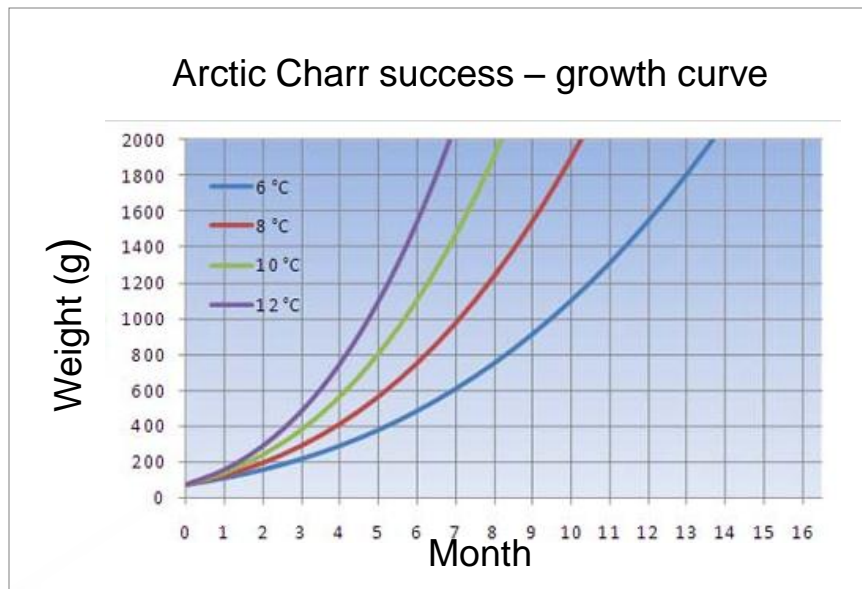
Sjávarútvegsráðstefnan 2012 – Horft til framtíðar,
Grand Hótel Reykjavík 8.-9. nóvember 2012.



The healthy, sustainable choice

Hágæða - Bleikja

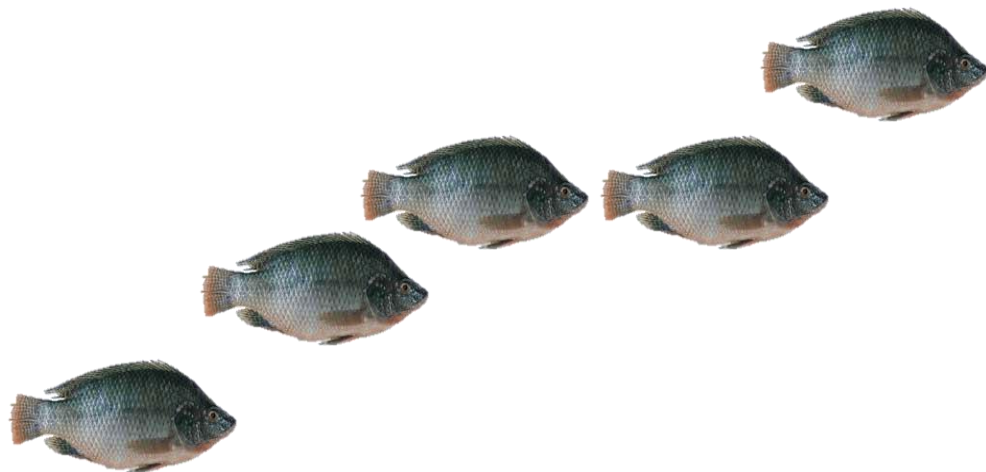
With its sweet aroma and mild distinctive taste



- Our Arctic Charr originates from pure Icelandic lakes and its genetics are considered amongst the most diverse in the world.
- A healthy food, it has a low fat content and significant levels of Omega 3.
- Excellent choice for light dishes and well suited to sushi/sashimi.
- No genetic modification, antibiotics or growth hormones.

Protein-ríkur Hekluborri

Þekktist ekki árið 2000 og 2010 númer 4 í USA



- Mild flavour and excellent source of high-quality protein.
- Alternative sustainable source of white fish.
- Lower feed-conversion ratio than any other fish.
- Highly popular in developed markets.

	2002	2004	2006	2008	2010
1	Shrimp	Shrimp	Shrimp	Shrimp	Shrimp
2	Canned Tuna	Canned Tuna	Canned Tuna	Canned Tuna	Canned Tuna
3	Salmon	Salmon	Salmon	Salmon	Salmon
4	Pollock	Pollock	Pollock	Pollock	Tilapia
5	Catfish	Catfish	Tilapia	Tilapia	Pollack
6	Cod	Tilapia	Catfish	Catfish	Catfish
7	Clams	Crab	Crab	Crab	Crab
8	Crabs	Cod	Cod	Cod	Cod
9	Flatfish	Clams	Clams	Flatfish	Clams
10	Tilapia	Flatfish	Scallops	Clams	Pangasius

Neytendur vilja öryggi og gæði



Hreint vatn og góð ímynd



Samlegð í markaðsetningu, sölu og vottunum




NORDIC TILAPIA

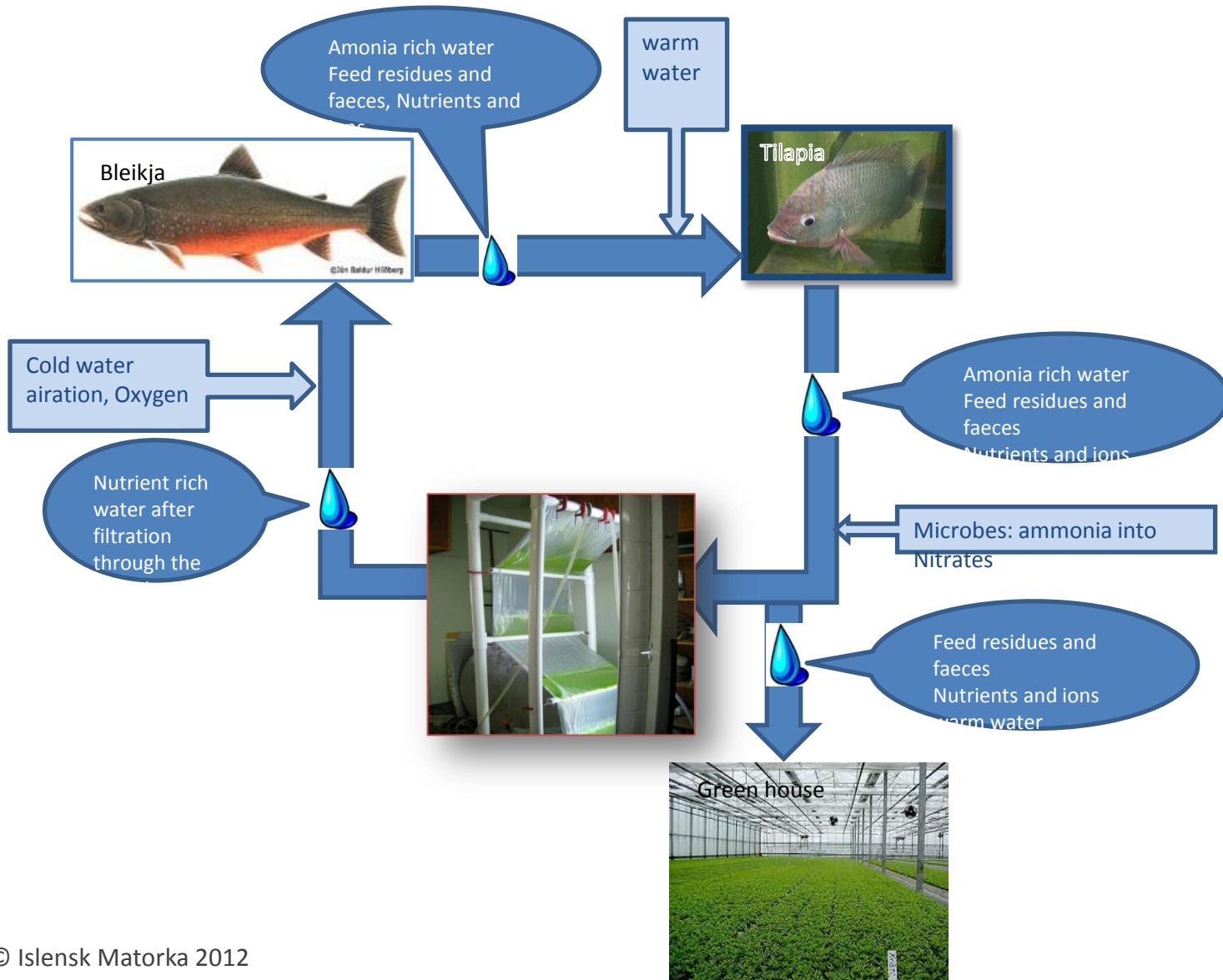



ARCTIC CHARR

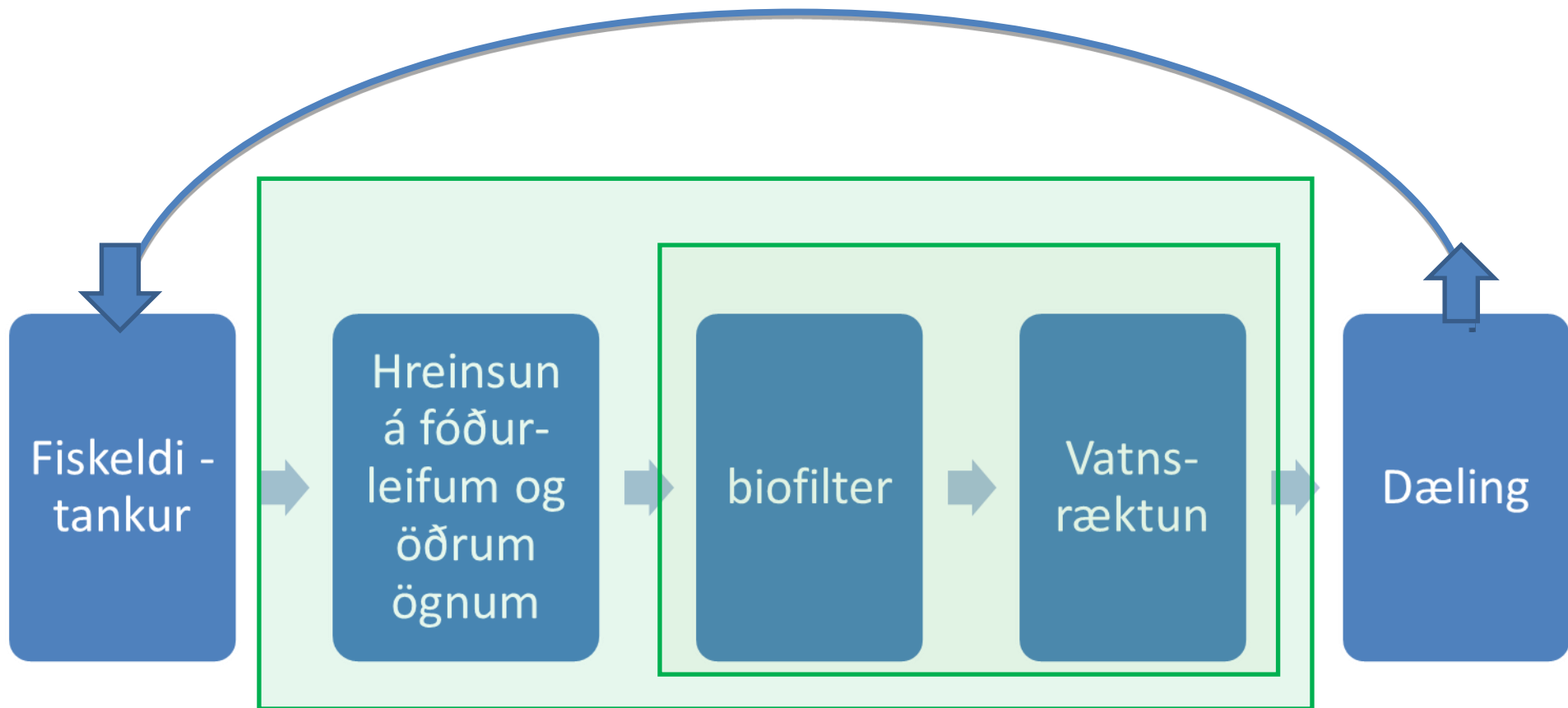
- Sustainable production
- Traceable to pristine source
- Green energy and low environmental impact
- No hormones, no additives
- Safe food with certifications
- High quality, high nutritional quality
- Low carbon foot print



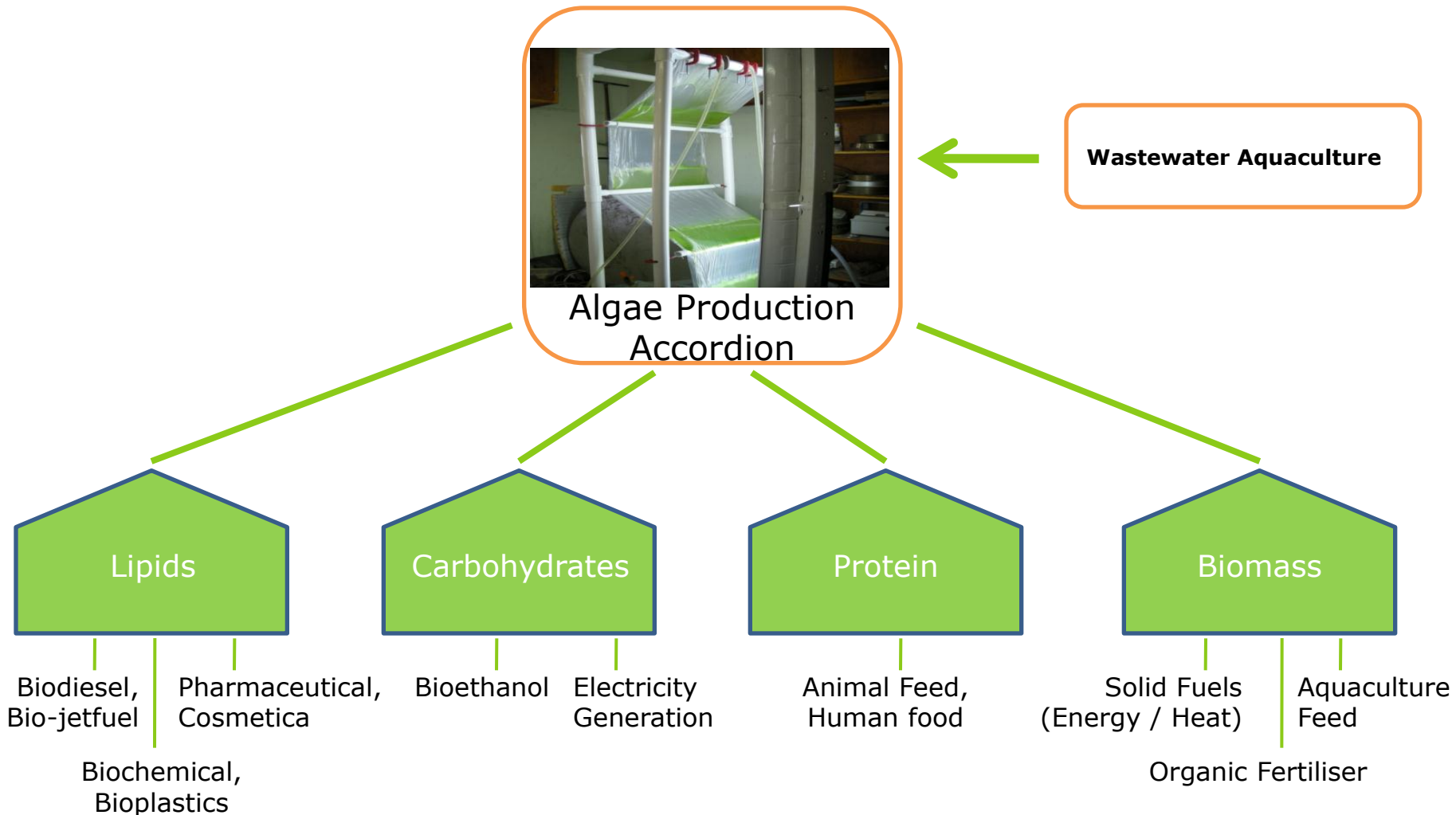
Græna hringferlið



Er framtíð í vatnsræktun?



Pörungar eru hluti af græna hringferlinu og verðmæt aukaafurð



Fóður

- Ný fóðurhráefni s.s. þörungar, black solder fly, mycoprotein,
- Nýting milli fisktegunda





Auðlindir

- Kalt vatn
- Heitt vatn
- Sjór

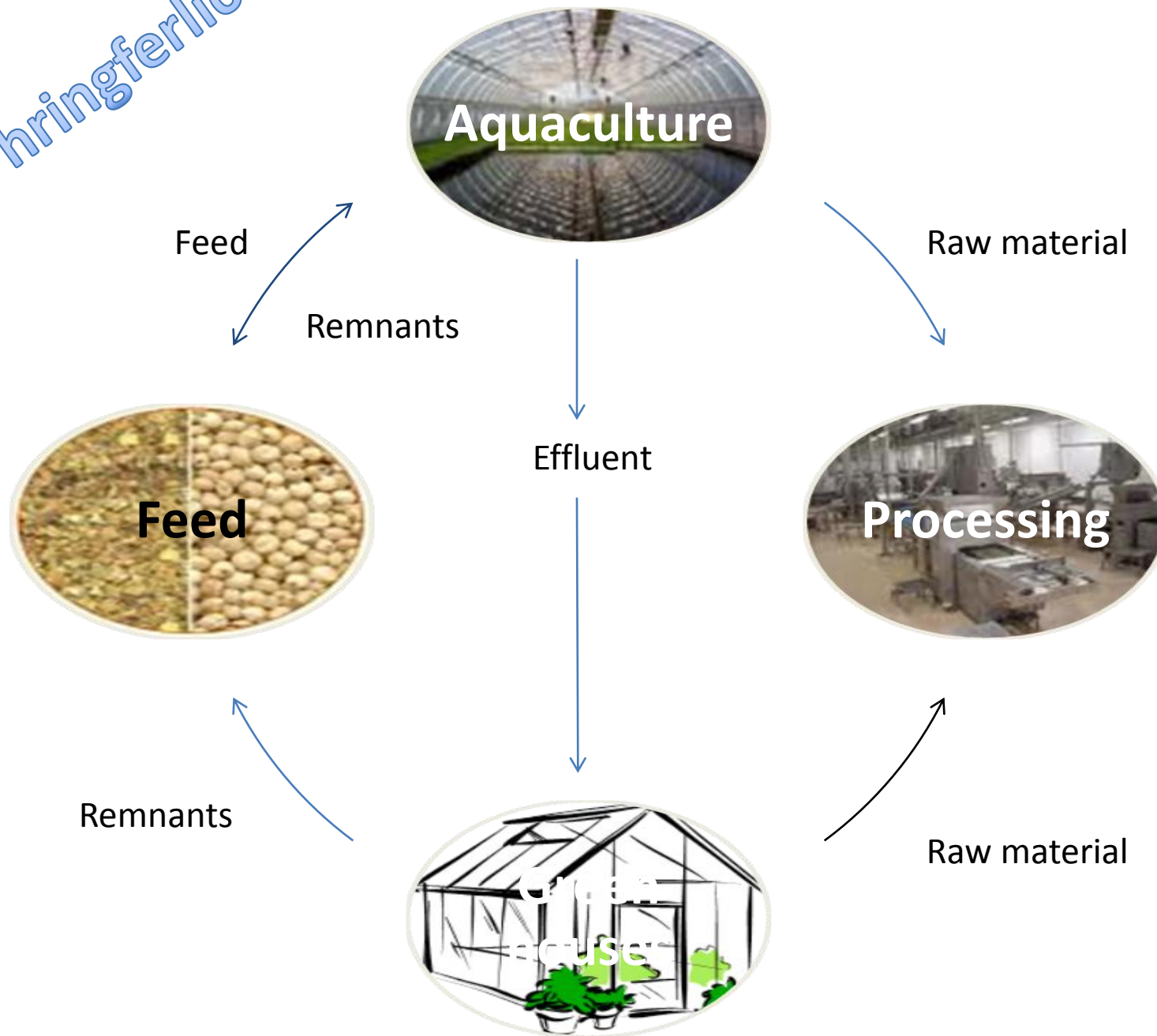
Stjórnun á hitastigi og eiginleikum vatns allt árið um kring



Auka afurðir



Græna hringferlið



HVAR er samlegð?

- Sölu og markaðsstarfi
- Fiskeldi
- Nýting á orku og vatni
- Nýting á fólki
- Flutningi
- Minnkar áhættu í rekstri
- Vinnslu
- Fóðri

Hekla

