

Markaðssetning sjávarafurða á vefnum

Tækifæri eða tímasóun?

Frosti Sigurjónsson

Sjávarútvegsráðstefnan 2011

Frá tækifærum til tekjusköpunar

Grand Hótel Reykjavík, 13.-14. október 2011



Notkun vefsins við markaðssetningu sjávarafurða
Tækifæri til að gera betur?

NOKKUR ÍSLENSK DÆMI



Icelandic Fisheries

Information centre of the Icelandic Ministry of Fisheries and Agriculture

ICELAND

HISTORY

ECOSYSTEM

MANAGEMENT

MAIN SPECIES

FISHERIES

AQUACULTURE

PRODUCTS

ECONOMY

PRODUCTS

> Processing methods

▼ Quality

Quality assurance

Industry

Healthy seafood

> Pollution and threats

> Research

> Tracability

> Further information

Home > Products > Quality

QUALITY

Scientific research shows quite clearly that the Icelandic fishing grounds are virtually free from pollution and that Icelandic seafood is wholesome and nutritious. This is due to the country's remoteness from industrial nations, its small population and occupational structure. No country, however, is an island when it comes to ocean pollution, and industrial waste from different parts of the globe can gradually spoil the fishing grounds.

Iceland is volcanic in nature and situated on the mid-Atlantic ridge. It is surrounded by the North Atlantic Ocean and bordering on the Arctic and temperate areas as defined by oceanographic and climatic criteria. Iceland is also surrounded by strong atmospheric and oceanic currents which have a fundamental influence on its marine environment. A close watch on the whole area is therefore important for safeguarding the cleanliness of Icelandic waters and, consequently, the wholesomeness of Icelandic seafood products.

Monitoring of the North Atlantic Ocean and the Arctic environment is under the auspices of international programmes and Icelandic seafood has also been studied extensively by Icelandic scientists.



Fresh cod tails ready for packing

Photo: Bjarni Eiriksson

Matís


[LOGO OF ORIGIN](#)
[CERTIFICATION](#)
[SEAFOOD INDUSTRY](#)
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[ABOUT IRF](#)

**FOR THE BENEFIT OF
FUTURE GENERATIONS**

NEWS

Iceland Responsible Fisheries at ICEFISH 22-24 September

Iceland Responsible Fisheries (IRF) is participating in ICEFISH 2011, promoting the IRF programme, the certification and the ...

Haddock, Saithe and Golden Redfish enter certification process

Encouraged by the successful outcome and market recognition of certified Icelandic cod, three more Icelandic fisheries have ...

Icelandic Fisheries Exhibition 22-24 September

Iceland Responsible Fisheries will host a seminar on responsible fisheries and market trends on 22 September 2011 at 15.00 ...

SUPPLIERS



Cod Suppliers

Find a supplier of Icelandic cod that has the Chain of Custody Certificate.

GET CERTIFIED



Application

Stakeholders in the Icelandic cod fisheries value chain can apply for Chain of Custody Certification from the independent Certification Body.



LOGO OF ORIGIN

CERTIFICATION

SEAFOOD INDUSTRY

NEWS AND MEDIA

ABOUT IRF

Find A Supplier

The following companies hold a valid Chain of Custody Certificate

SELECT A COUNTRY

Search for a supplier

United Kingdom

Iceland

Belgium

SUPPLIERS

Company	Country	Type Of Operation	Certification Code
Border Laird	United Kingdom	Secondary processing	COCICE 101
Cumbrian Seafoods Ltd.	United Kingdom	Secondary processing	COCICE 102
Einhamar Seafood ehf	Iceland	Fishing, Primary processing	COCICE 106
Fiskkaup ehf	Iceland	Primary processing	COCICE 115
Frima nv	Belgium	Secondary processing	COCICE 111
Frostfiskur	Iceland	Primary processing	COCICE 110
Marz Seafood	Iceland	Sales and marketing	COCICE107
Ný-Fiskur ehf	Iceland	Primary processing	COCICE 105
Pittman Seafoods n.v.	Belgium	Sales and marketing	COCICE 117
Rammi hf	Iceland	Fishing, Primary processing	COCICE 114
Samherji hf	Iceland	Primary processing	COCICE 118
Sealord Caistor Ltd.	United Kingdom	Secondary processing	COCICE 104
Setraco NV	Belgium	Sales and marketing	COCICE 116
SIAL ehf	Iceland	Sales and marketing. Trader	COCICE 120

CERTIFICATION

Certified fisheries

Specifications

Certification bodies

Chain of Custody

Application process

Use of certification mark

Certified suppliers



**Committed to quality,
driven by passion**

Fresh, Frozen and Salted Seafood Products

Iceland Seafood International is a worldwide sales and marketing company founded in 1932. We specialize in [quality seafood products](#) harvested from sustainable sources.

Icelandic Fisheries Exhibition 2011

The 10th Icelandic Fisheries Exhibition will be held from the 22-24 September 2011. This long running event which started in 1984, has grown to become the largest commercial fishing exhibition in the north and is held every three years.
<http://www.icefish.is/aboutus>



A Long Heritage



We have been around since 1932 and build on our national heritage as a fishing nation

A Bright Future



Environmental awareness inspires us to harvest only from sustainable sources.

Global Presence

› Our Staff

› Our offices

› United Kingdom	› France	› Asia
› Iceland	› Spain	› USA
› Germany	› Greece	

Iceland Seafood® es el bacalao de Islandia

[La empresa](#) [El bacalao de Islandia](#) [Marcas y productos](#) [Nutrición y recetas](#) [Interesa saber](#)

PRODUCTO DESTACADO



Migas de bacalao de Islandia

Las Migas de Bacalao de Islandia proceden exclusivamente de la ventresca del bacalao de primera calidad. Nunca se obtienen de recortes o restos. Se caracterizan por su color blanco, su grosor homogéneo, no llevan piel ni espinas. Se trata de un producto "buenísimo" según nos han dicho personas que entienden de bacalao y de comer bien. Tan sólo hay que descongelarlas para poderlas comer. También se pueden cocinar rebozadas en harina, e incluso como base para buñuelos, croquetas y brandada.

LA RECETA

Esqueixada de bacalao

Refrescante tradición.

Reservar los trozos más grandes de las migas bacalao para decorar. Cortar la cebolla, los pimientos y los tomates en daditos y mezclar bien con las migas de bacalao mientras se añade el aceite. Echar sal y pimienta al gusto y dejarlo todo en el bol durante 2 horas...

[Leer más](#)

MARCAS



Baraka Calambo



"En 1932 creamos el Bacalao de Islandia"



EN NUTRICIÓN Y RECETAS

EL CONSEJO

Cómo desalar el bacalao

La salazón del bacalao es un proceso que se utiliza desde antiguo y que ha permitido la perfecta conservación de sus cualidades mucho tiempo después de su captura.

NUTRICIÓN

Bacalao congelado

Todos los productos congelados de ICELAND SEAFOOD

INTERESA SABER

Noticias de ISLANDIA

La pesquería de bacalao de Islandia obtiene el Certificado de Pesca Sostenible

El certificado "Icelandic Responsible Fisheries" es emitido por Global Trust Certification, una organización internacional independiente, que

Noticias del sector

Se prevee aumento de la Cuota de bacalao en Islandia

Islandia podría estar preparándose para aumentar las cuotas de captura de algunos de sus principales especies, incluido el bacalao, en los próximos años



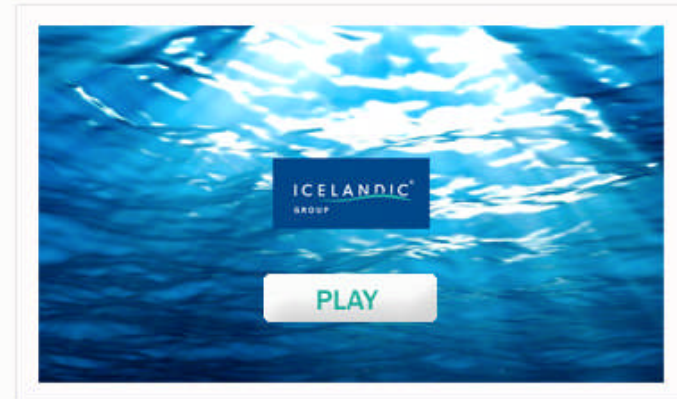
Nuestro compromiso con la

pesca sostenible

Llámanos de lunes a jueves de 9h a 18h y los viernes de 8h a 15h
 93 733 80 11

Like the sea, Icelandic Group stretches from the shores of Iceland to every corner of the world

Icelandic Group is an international company with a rich history that spans seventy years in Icelandic Fisheries. It has grown and strengthened throughout the years and is now a network of independent manufacturers and marketing companies, each operating in own market in America, Europe and Asia.



Click PLAY and experience a day in the life of Icelandic Group

News

Here you can read our latest news



Location - Iceland

New CEO of Icelandic Group

The Board of Directors of Icelandic Group has hired Mr. Lárus Ásgeirsson as the CEO of the Company. Mr. Ásgeirsson has extensive experience from the Icelandic and International business community.

[+ Read more](#)

Location - Iceland

New board of directors of Icelandic Group

A new board of directors was elected at the annual general meeting of Icelandic Group on 7 September. The members of the new board are:

[+ Read more](#)

Location - Iceland

Completion of sale of Icelandic Group operations in France and Germany

Icelandic Group has finalized completion of an agreement to sell the company's operations in France and Germany to a consortium of investors, led by Pacific Assets

Icelandic Group around the World

Click on the dots to see the menu



-  Icelandic China
-  Icelandic Group Iceland
-  Icelandic Japan
-  Icelandic Norway
-  Icelandic Spain
-  Icelandic Thailand
-  Icelandic United Kingdom
-  Icelandic USA



Our Products

Icelandic® Brand products have been available in restaurants for over 60 years, and now we bring that same quality to your home. Find out more about our full line of [seafood products](#).



Store Locator

Find a [store near you](#) to purchase Icelandic® Brand seafood products.



Sustainability

We are committed to meet consumers' needs without jeopardizing the ecosystem for [future generations](#).



Wellness

Fish and shellfish are an important part of a well balanced diet. Find out more about the benefits of this [high-protein, low-fat food](#).

Hvernig gengur að selja fisk á vefnum? Eru tækifæri þar?

VEFVERSLUN MEÐ SJÁVARAFURÐIR

Empfehlungen

Neu bei bofrost*

Gemüse

Fisch

Fisch pur/mariniert

Fisch paniert

Fischzubereitungen

Geflügel

Fleisch

Beilagen

Suppen & Eintöpfe

Fertige Gerichte

Asiatische Köstlichkeiten

Schlemmer-Menüs

Pizza

Pasta & mehr

Snacks

Backwaren

Obst

Startseite > Produkte > Fisch

Seite 1

Fisch pur/mariniert

1 - 14 von 14 Artikeln



Kabeljaufilet, naturbelassen

★★★★★ (3)

1000 g

16,95 €



Rotbarschfilet, naturbelassen

★★★★★ (1)

1000 g

15,95 €



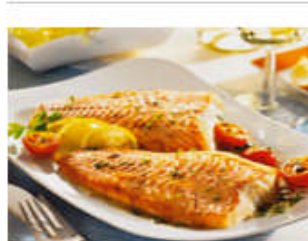
Tilapia, natur

★★★★★ (2)

750 g

13,95 €

(1000 g = € 19,93)



Alaska-Seelachsfilet, naturbelassen



Schellfischfilet



Pangasiusfilet

Versandkostenfrei ✓

Bezahlung erst bei Lieferung ✓

Umtausch-Garantie ✓

Wir lieben Fisch!

Deshalb liegt uns der nachhaltige Schutz unserer Meere am Herzen ...

Qualität, Verantwortung und Nachhaltigkeit: Das ist es, was das bofrost*Fischsortiment ausmacht.

Mehr über den Fisch von bofrost*

...



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- Ono
- Opah
- Salmon
- Scallops
- Seabass
- Shrimp
- Swordfish
- Tuna

Fresh

Page: 1 2



Chilean Seabass
Price: \$39.22



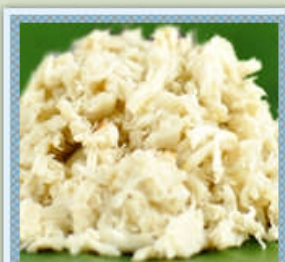
Crab Meat Back Fin
Price: \$30.95



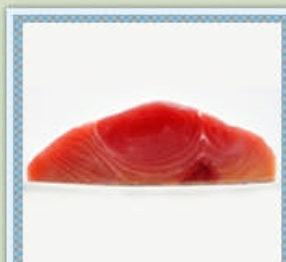
Crab Meat Claw
Price: \$22.11



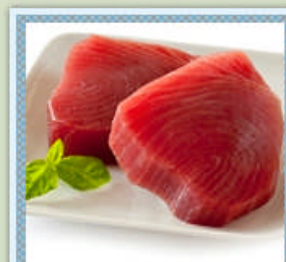
Crab Meat Jumbo
Price: \$38.92



Crab Meat Special
Price: \$24.79



Fijian Opah
Price: \$21.93



Fresh Ahi Tuna
Price: \$28.50



Fresh Alaskan Halibut
Price: \$34.53

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Sustainability



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BLOG**



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NUEVO

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NUEVO

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Karfa

Vöruheiti	Magn	Verð	Eyða
Samtals		0,- kr.	

[Áfram](#)

Ýsa

Ýsa roðlaus 1 kg.

Flokkur: Ýsa



Magn í pakkingu: 1 kg.

Roðlaus/beinlaus

Verð: 1100,- kr.

[Bæta í korb](#)

Ýsa roðlaus 500 gr.

Flokkur: Ýsa



Magn í pakkingu: 500 gr.

Roðlaus/beinlaus

Verð: 550,- kr.

[Bæta í korb](#)

Ýsuhakk 1 kg.

Flokkur: Ýsa

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VACUMPAKKAD**



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því sem þú vilt og
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Verð: 1150,- kr.

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Ýsuhakk 500 gr.

Flokkur: Ýsa

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bollur eða klattar.

Verð: 575,- kr.

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Vefur tækifæranna

- Íslenskur sjávarútvegur nýtir vefinn aðallega til að kynna sig fyrir fagaðilum.
- Margt vel gert en líka margt sem mætti gera betur.
- Vefverslun með ferskt og frosið sjávarfang beint til neytenda er í vexti.
- Tækifæri núna að fíkra sig inn á þann markað.
- Forsendur: Gæði, Gott verð, Þægindi og Traust