

# Eldi hlýsjávartegunda

Steindór Sigurgeirsson  
Nautilus Equity Holdings

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





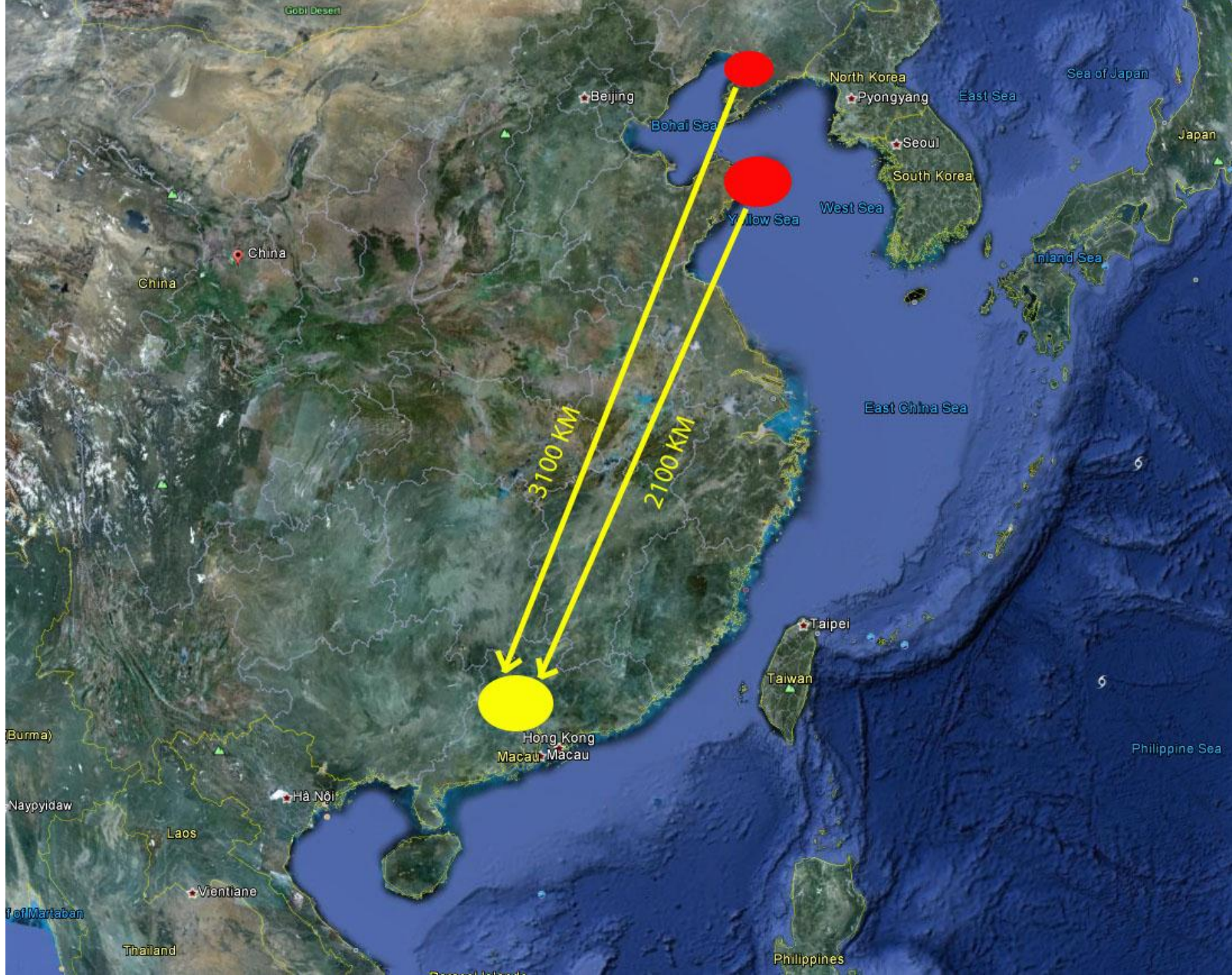
































Guangdong  
Guangzhou  
Foshan  
**25- 30 Million People**

**13-20 million people**  
Dongguan

Huizhou  
**5-8 million People**

**4-6 Million people**  
Jiangmen

**4-5 Million People**  
Zhongshan

**10-15 million People**  
Shenzhen

**2 hours driving distance**

**3 hours driving distance**

**2-3 million People**  
Zhuhai

Macau  
**0,7 million Residents**

São Francisco Xavier  
**+ 25 million Tourists p.a.**

Shenzhen Bay

**8 million residents**  
**+36 million tourists p.a.**

Hong Kong  
New Territories  
Hong Kong

Sai Kung

Kowloon

Hong Kong Island

Dapengwan

Sanmen Dao  
Dayawan  
Xiaosanmen Dao

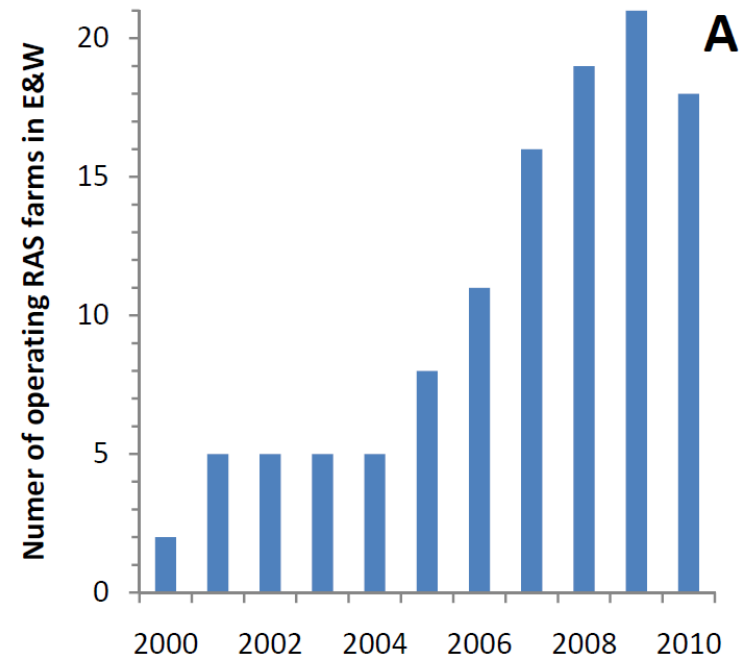
**Turbot farm/beach land**

Image © 2011 DigitalGlobe  
Image © 2011 GeoEye  
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Image © 2011 TerraMetrics

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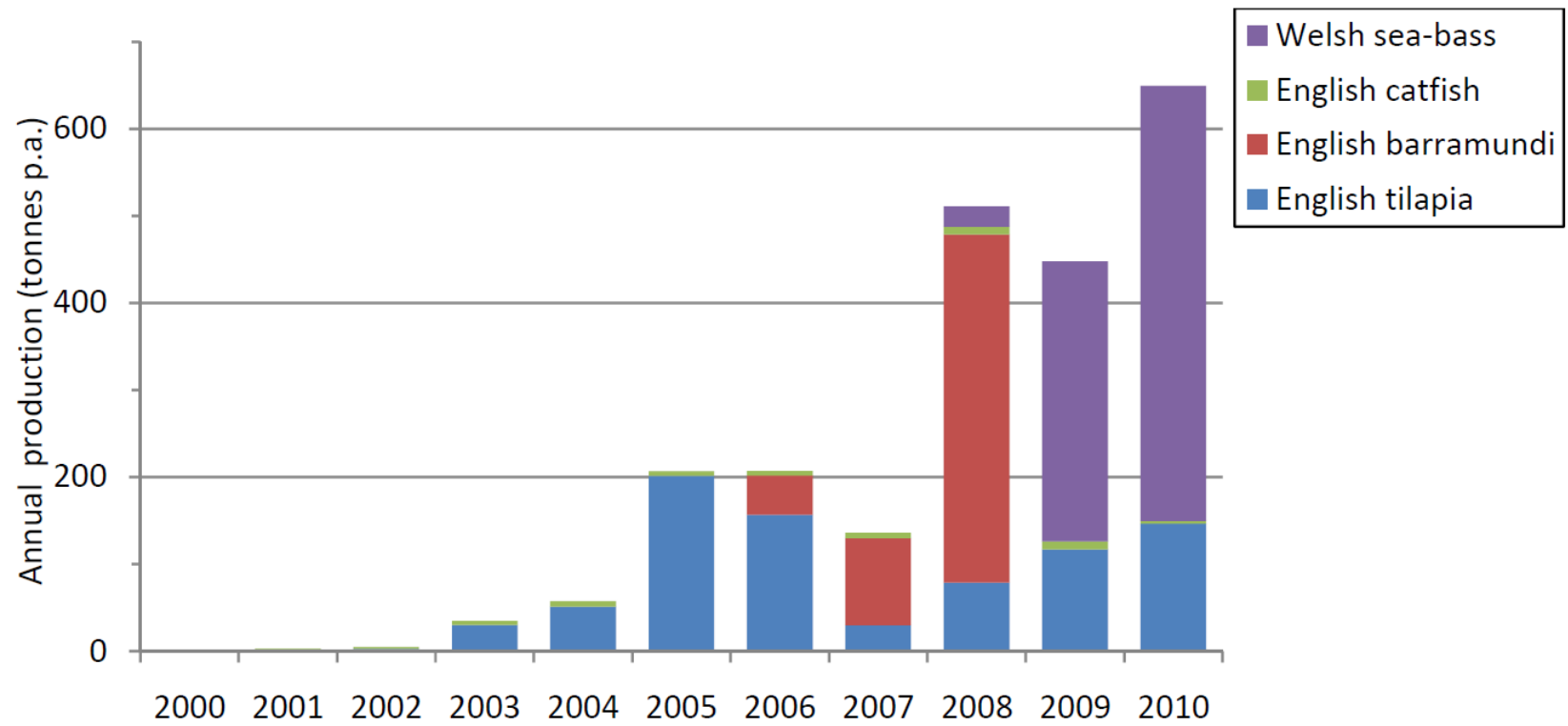
## RAS „warm water“ eldisstöðvar í UK





## RAS „warm water“ eldisstöðvar í UK

(Figure 2).



The necessity for supplementary heating varies between sites and with species held. However, most sites considered that

heating was a minor cost,  
and the largest site did not consider heating a significant cost at all.

UK RAS FARMING



“Figures typically quoted were **5% of running costs** ...  
With good insulation, a lot of the sites only used supplementary heating for 2½- 4 months in winter.”

UK RAS FARMING

Blue Ridge Aquaculture



*The World's Largest  
Sustainable Indoor  
Fisheries*

*Since 1993*

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# Blue Ridge Aquaculture



**HEALTHY** - We do not use growth hormones or antibiotics of any kind. All of our seafood is domestically produced, with highly traceable raw materials, and is free of mercury, pollutants and carcinogens.

**SUSTAINABLE** - Since 1993, BRA has been a leader in aquaculture innovation. We have revolutionized the industry by developing indoor facilities, maximizing water utilization, and minimizing our environmental impact.

**DOMESTIC** - our products are raised in the United States using indoor recirculating techniques, ensuring consistent delivery of high quality seafood throughout the year. The product is shipped fresh, never frozen, maintaining the natural textures, appearance, and delicious flavors.





### About Us

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to receive our newsletter and special offers

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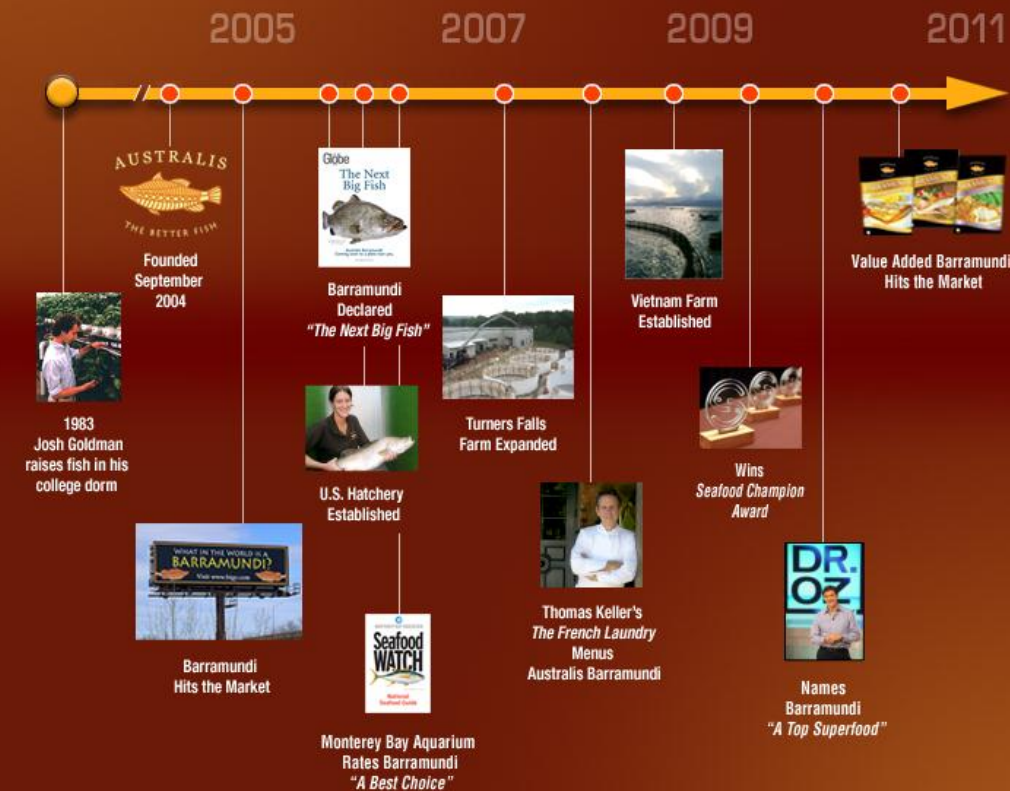
growth39

SUBMIT



### Our History

It started with a driven college student who was passionate about the environment. Today, Australis is the world's largest and only vertically-integrated barramundi producer. We're proud to operate some of the most innovative and environmentally-friendly fish farms in the world and strive to continue to bring our delicious and healthy – not to mention – ocean-friendly species, barramundi, to a plate near you.



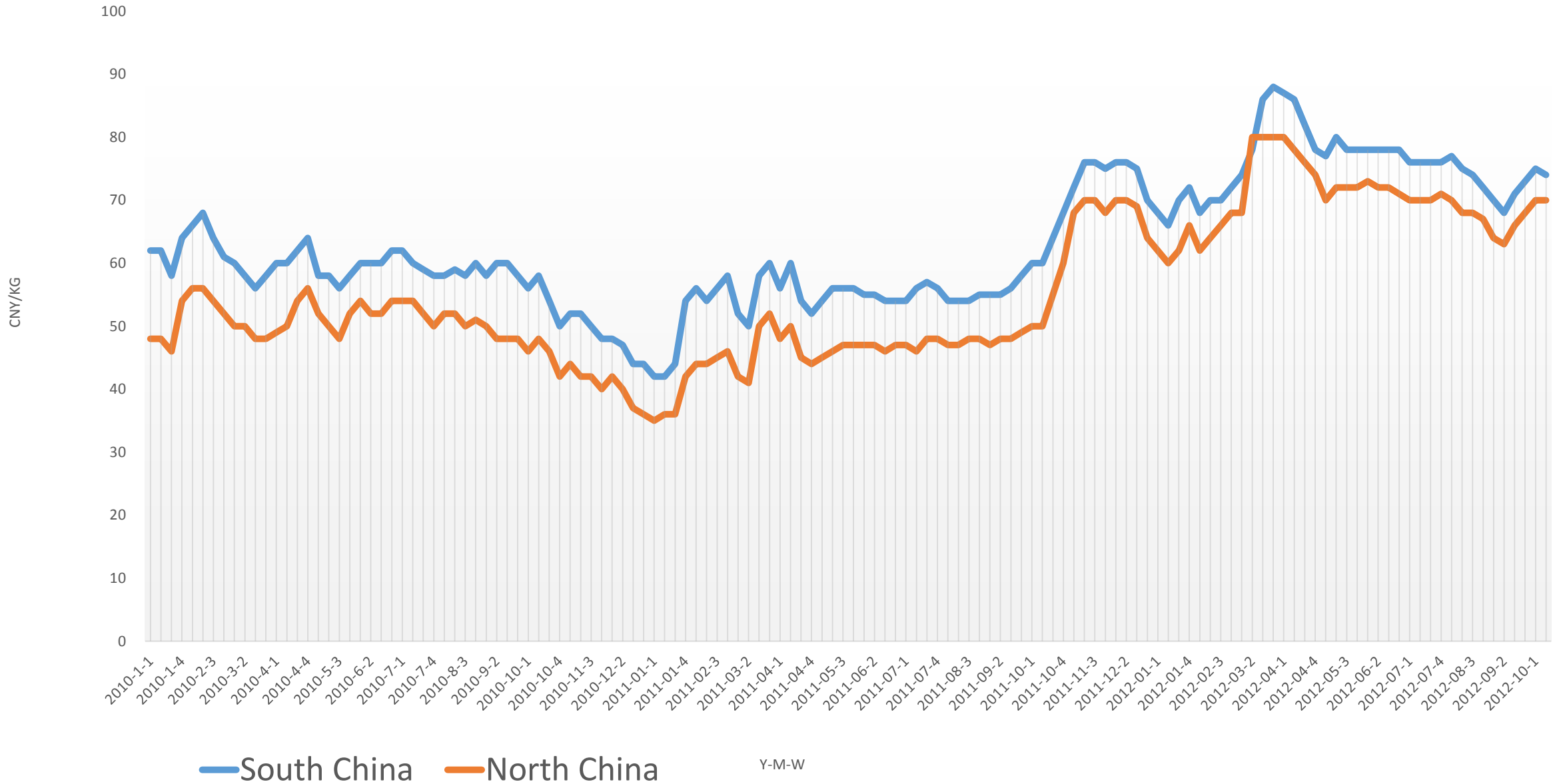






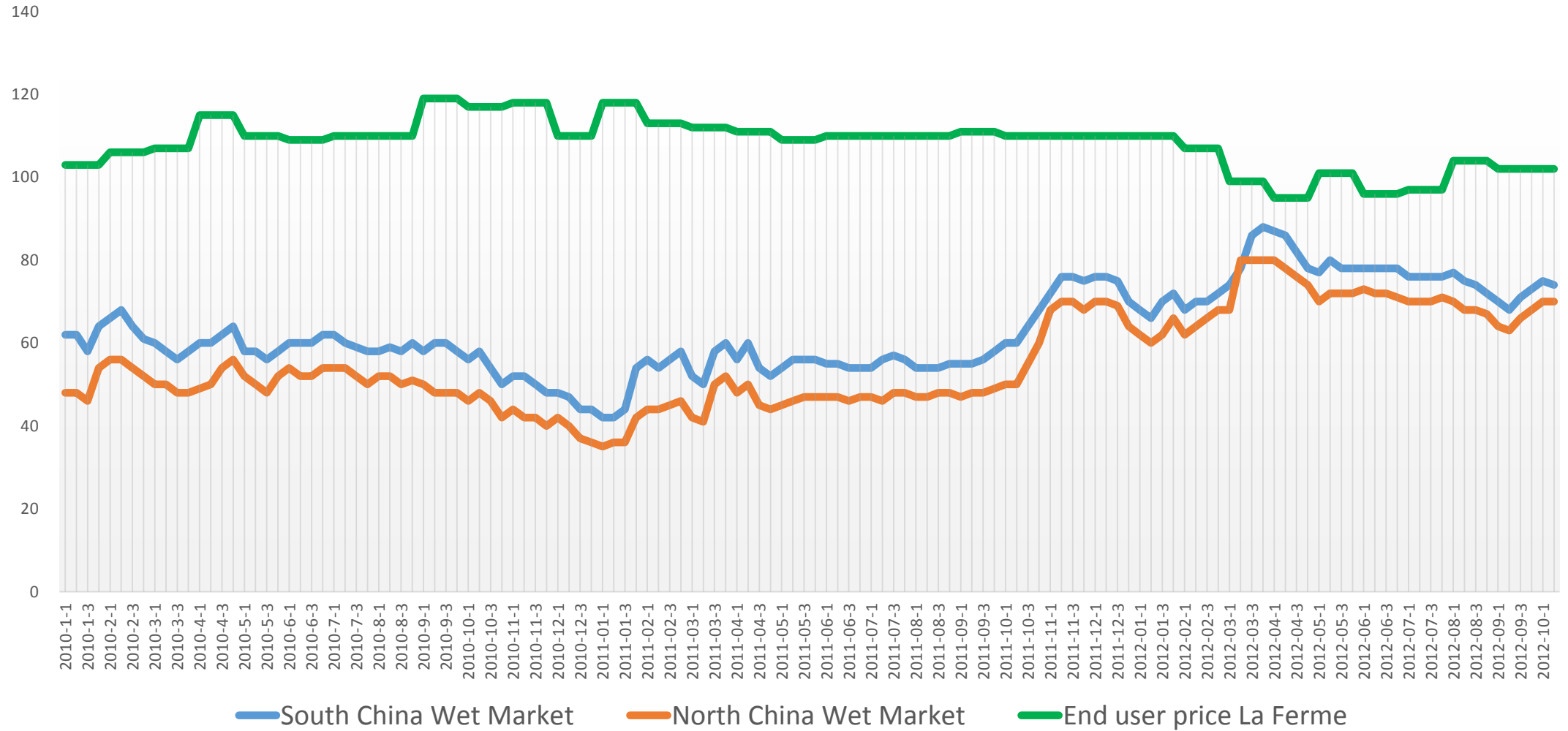
# Turbot wholesale wet market price

Difference avg 15% between South and North China



# Turbot Prices

LaFerme distribution, and Wet Markets







MONDAY, 10 AUGUST 2009 09:46

THE future of Europe's most ambitious tilapia farming project looks bleak after investors withdrew their support for the management of the Vitafish farm at Dottignies in the Muscron area of Belgium.

The farm, which had to empty its tanks and start again after disease problems in 2007 has now been hit by declining fish prices, in particular the low cost of cod from the Barents Sea and increased Icelandic and Norwegian quotas.

The 15 million euro tilapia farming project claimed to be the largest closed recirculation system in the world when it was launched in 2006 and planned to produce 3000 t/yr. After the disease problems, managing director, Joost de Smedt had managed to convince his partners to re-invest in the project, to the tune of a further five million euros however it appears that the current economic crisis has stretched their confidence in the project too far.

According to the Belgian website [www.dh.be](http://www.dh.be), the Board of Vitafish met to decide on the future of the society on Wednesday and the two private partners have decided to no longer support the business. The same decision was made by the Société Régionale d'Investissement de Wallonie which held a 23.4% stake in the company.





# USA

"...there is some opportunity for a high-quality, locally-sourced, environmentally sustainable filleted tilapia product within two venues: the white-tablecloth restaurants, and the high-end specialty and health food markets. In these venues, more-educated, more affluent consumers are willing to pay domestic prices for an attractive, fresh, delicious product..."

"..U.S. tilapia producers currently rely solely on the live market for profitability, but these markets are fully exploited, and are unlikely to generate further industry expansion.."

Lori Marsh Ph.D,

- One site planned a sales price of £16/Kg, revised this down to £6/Kg, but the best price achieved was £3.20/Kg, with a final average of £2.40/Kg
- Sites producing lower value species such as tilapia or catfish indicated that sales at £3.00/Kg would provide a viable business, but many were struggling to achieve £2.20 - £2.80/Kg.
- Several sites had managed to obtain higher prices by delivering to **live fish markets**



Að framleiða, ...skiptir jú máli, ...en hvort þú græðir... fer algerlega eftir því hvernig þú selur..

- Aðrir framleiðendur hafa margir endað í því að selja vöru sína á "live" mörkuðum sem erfitt og dýrt gæti verið fyrir okkur að þjóna frá Íslandi.
- Samkeppni við stöðvar með hringrásarkerfi sem staðsettar eru nær mörkuðum.
- Markaðssetning þarf að vera mjög markviss ef árangur á að nást frá fjarlægum markaði eins og Íslandi.



kostar bara fullt af peningum