

April // 2022

# *cool* **atlantic**

Icelandic Seafood and Fishing Industry Innovation

Seafood Expo Global, Barcelona

*Tech and skills drive  
Iceland's fishing and processing*





# Follow That Fish!

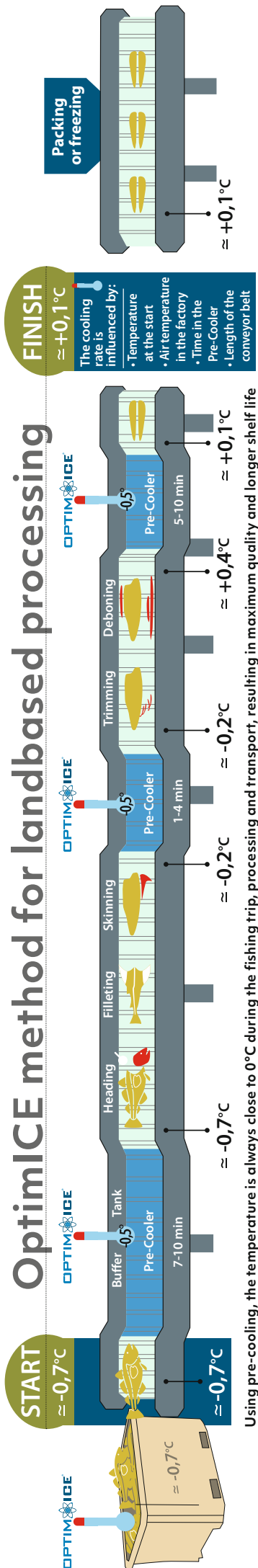
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Freezer trawler Baldvin Njálsson GK.

# A leading fishing nation



The seafood business is one of Iceland's staple industries and has been for centuries. The country's fishing grounds are a delicate treasure that Icelanders are aware needs to be treated with respect. This is why a fundamental principle of Iceland's fisheries is the sustainability of all stocks, with a strong emphasis on research into marine resources and the oceans around the country, with environmental issues becoming steadily more prominent in the debate around the fishing industry, alongside alternative energy sources. All this is part of Iceland's ambition to manage a world-class fishing industry.

Any nation that relies heavily on what the ocean provides has a duty to pay attention to environmental considerations and to treat the oceans with respect. So for Icelanders the growing debate over plastic pollution on a worldwide scale,

the CO<sub>2</sub> footprint and other factors that affect marine stocks and the marine environment in the future is to be welcomed.

Iceland's fisheries are managed under a quota system that has broadly been successful. Aside from the effects of fishing, marine stocks are always subject to fluctuations, but the situation is that all of the stocks in Icelandic waters are in a healthy condition. Marine stocks are a finite resource and for a small nation that depends heavily on this industry, it is vital to look beyond short-term gains to the long-term future.

Icelanders think in terms of technology and look positively on progress. This is demonstrated by the high-tech new vessels and processing plants that have come into service in recent years. The majority of technical advances are based on Icelandic innovation and the activities of service companies manufacturing high-quality systems for the seafood sector and other industries around the world. Tech is today's keyword in producing top-quality goods from fish catches and to be successful in selling these around the world. This little fishing nation in the far north has a great deal to offer the rest of the world in both expertise and production – as visitors to the exhibition in Barcelona are going to find out.

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# Major capelin season comes to an end

The Icelandic capelin season has recently come to an end. This was a significantly big season in comparison to previous years, and the catch came to 550,000 tonnes, although the full capelin quota was not caught due to adverse weather conditions during the winter months.

This was more than double the amount caught in the previous season, which followed two zero-quota years due to the poor state of the capelin stock. There is already optimism for the next season, based on sampling of juvenile capelin, and an even bigger capelin season can be expected next year.

## Three new fishing vessels last year



**Pelagic vessel Vilhelm Thorsteinsson EA.**

Last year three new large fishing vessels joined the Icelandic fleet. Two are sister ships, built at Karstensens Skibsværft in the Danish port of Skagen, and these are Vilhelm Thorsteinsson EA and Börkur NK.

Both have set catch records over the last few months and have proved to be successful vessels.

An efficient new trawler, Baldvin Njálsson GK, also joined the Icelandic fleet at the end of last year. This is a fully-equipped factory freezer trawler.



# Competing for the finest dish from Icelandic saltfish



The Bacalao de Islandia marketing initiative began in 2013, and behind this are Business Iceland and Icelandic saltfish producers. The emphasis is on presenting salted seafood products in Spain, Portugal and Italy, and the initiative is also part of Iceland's marketing drive under the Seafood from Iceland banner.

As part of Bacalao de Islandia, an event was held in Spain in March 2022 to select the Spanish apprentice chef who delivered the best dish made from Icelandic saltfish. It was a successful event that brought together top-quality ingredients from Iceland with unique Spanish skills in preparing saltfish.

The Concurso de Escuelas Culinarias Bacalao de Islandia competition is along similar lines to TV's Masterchef, with which most of us are familiar. This was the second time that the competition has been held in Spain, and it has become an established event. The final was held in Madrid and eleven apprentice chefs from all over Spain took part. Qualifying events were held at academies around the country, and those who made it to the final had a teacher from their academy on hand for support.

Michelin starred chef Diego Guerrero of the DSTAG restaurant in Madrid is the face of the competition in Spain, and he was instrumental in publicising the event and working with the competing apprentices. He also sat on the judging panel with Kristinn Björnsson from Business Iceland and journalist Julia Lozano of El Pais and Gastroactitud, both of which covered the competition.

The young Spanish apprentice chefs – the master chefs of the future – showed exceptional skill in their interpretations of Icelandic saltfish. Of the eleven competitors, eight were women and winner Alba González is from the La Cónsula academy in the south of Spain. Her dish has its basis in Andalusian traditions, and was judged to be exceptionally successful in its concept, presentation and flavour. As part of her prize, Alba gets an all-inclusive trip to Iceland, along with her teacher. The trip to Iceland will be with the winners of competitions in Portugal and Italy, and the apprentices will have an opportunity to see for themselves the origins of saltfish, as well as a chance to show Icelandic chefs their skills.



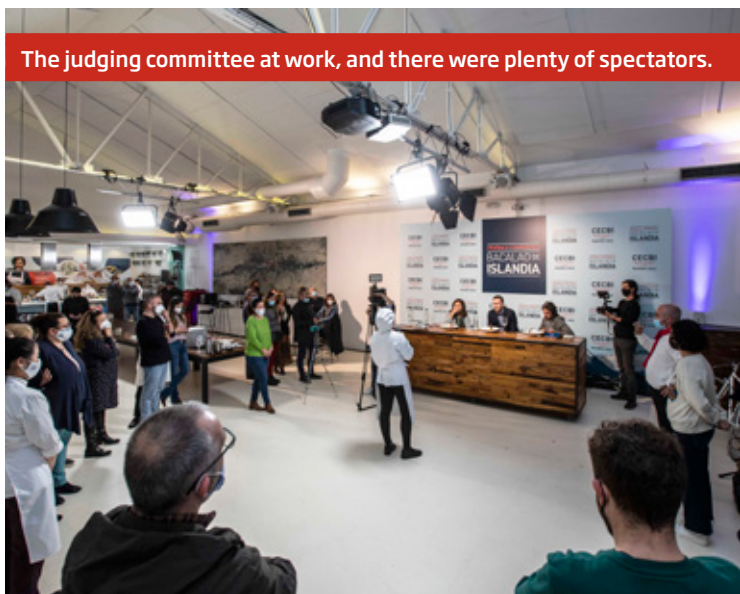
**Varied and beautifully presented dishes, each more magnificent than the last.**



The winner: Andalusian saltfish-gazpachuelo.



The judging committee at work, and there were plenty of spectators.



Winner Alba González, with the award and the judging committee.



Competitors came from every part of Spain.





# SAMHERJI

## Preserving food freshness

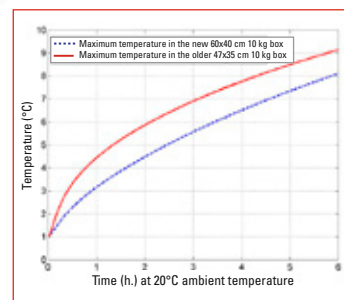
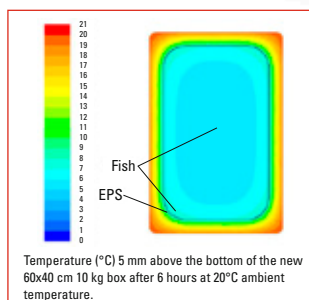
The 60x40 fillet boxes from Tempra are more efficient, stronger and provide longer shelf life

The 10, 13 and 15 kg box-line is designed to maintain freshness of food longer than comparable packaging.

Advantages of the new boxes are the following:

- ✳ increased length and capacity lead to better treatment of products
- ✳ long fillets fit easily within the box
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- ✳ box size is 60x40 cm, with better pallet stackability
- ✳ design of the corners makes boxes stronger than before
- ✳ increased box strength allows higher pallet level
- ✳ better insulation achieved with denser stacking on pallets
- ✳ rounded corners increase insulation and extend product shelf life

With the Tempra fillet boxes Icelandic fish can now be delivered fresher than ever to consumers worldwide.



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# ICELAND RESPONSIBLE FISHERIES



## Our mission

- To document well managed Icelandic fisheries to the highest level of assurance
- To preserve the fisheries management principles adopted by the international community
- To offer our customers choice in certification'

## A clear focus on internationally accepted criteria - FAO criteria

- The IRF foundation is the owner of the IRFM Management Standard and the Chain of Custody Standard, which in turn, are based on The 1995 Code of Conduct for Responsible Fisheries as well as the FAO Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries published in 2005 and in an updated and extended version in 2009

## Third Party Certification

- The programme utilizes a Certification Body, accredited by ISO, to independently manage the certification and assessment methodology used to assess and certify Icelandic fisheries.

## Two complementary Standards

- Fisheries Management Standard  
For fisheries of Icelandic vessels within the Icelandic EEZ and for the pelagic fisheries of shared stocks by Icelandic vessels in the High Seas.

Sets out the requirements that must be achieved for becoming an RFM certified member.

- Chain of Custody Standard  
Provides the fishing industry with a clear statement of the requirements to be achieved by the applicants to gain the Chain of Custody certification.

An independent audit is carried out by an approved Certification Body to verify that those requirements have been achieved.

The Standard gives assurance to a labelled certified claim on a seafood product, that the product originates from a certified responsible management fishery

As a result: the adoption of a robust and meaningful third party certification system, specific to the needs of Icelandic fisheries.

## The certification mark

The certification mark can be used to identify the catch from certified fisheries which have been certified according to the Icelandic Responsible Fisheries Management Standard. For seafood products that are not processed in Iceland, same rules apply as for those processed by Icelandic producers.

The Board of the IRFF authorizes other organizations to use the certification mark to identify their products or services if they fulfil the conditions set in these rules.

Fisheries operators or processors that have a valid fishing licence or processing licence as appropriate, issued by the Icelandic authorities, are authorized to use the certification mark on those products, provided that they are able to demonstrate accepted traceability systems.

Stakeholders that apply for a permit to use the certification mark must have a valid Chain of Custody certification based on the Responsible Fisheries Management Chain of Custody Standard.

## IRFM certified fisheries

Cod  
Haddock  
Saithe  
Golden redfish  
Ling  
Herring  
Tusk

## GSSI recognized since 2016

- GSSI is a global platform and partnership of seafood companies, NGOs, experts, and governmental and intergovernmental organizations.
- The mission of GSSI is to ensure confidence in the supply and promotion of certified seafood by increasing comparability and transparency in seafood certification
- The GSSI Benchmark tool gives formal recognition to seafood certified schemes.
- GSSI recognized fisheries certification schemes are considered equivalent with respect to credibility, by fulfilling the criteria established in internationally accepted reference documents, such as the FAO Guidelines for the Ecolabelling of Fish and Fishery products from Marine Capture Fisheries.



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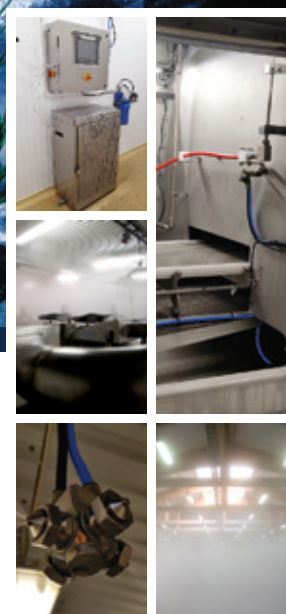
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Seafood Processing Barcelona 2022, 26–28 April

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[marel.com/SeafoodBarcelona](https://marel.com/SeafoodBarcelona)

The Marel logo, featuring a stylized 'i' with a dot above it, followed by the word 'marel' in a lowercase, sans-serif font.The Valka logo, featuring a stylized 'V' made of two interlocking loops, followed by the word 'Valka' in a sans-serif font.The Curio logo, featuring a stylized 'C' with a wave-like shape inside it, followed by the word 'CURIO' in a sans-serif font.The Stranda Prolog logo, featuring a stylized 'S' with a wave-like shape inside it, followed by the word 'Stranda' in a sans-serif font and 'PROLOG' in a smaller, uppercase, sans-serif font below it.The Maja logo, featuring the word 'MAJA' in a bold, uppercase, sans-serif font.





Icelandic Maritime Consortium

Innovative Naval Design - Winch Control & System solutions

Deck Machinery - Electrical winches - We make cool things happen

Refrigeration - Freezing & Cooling solutions

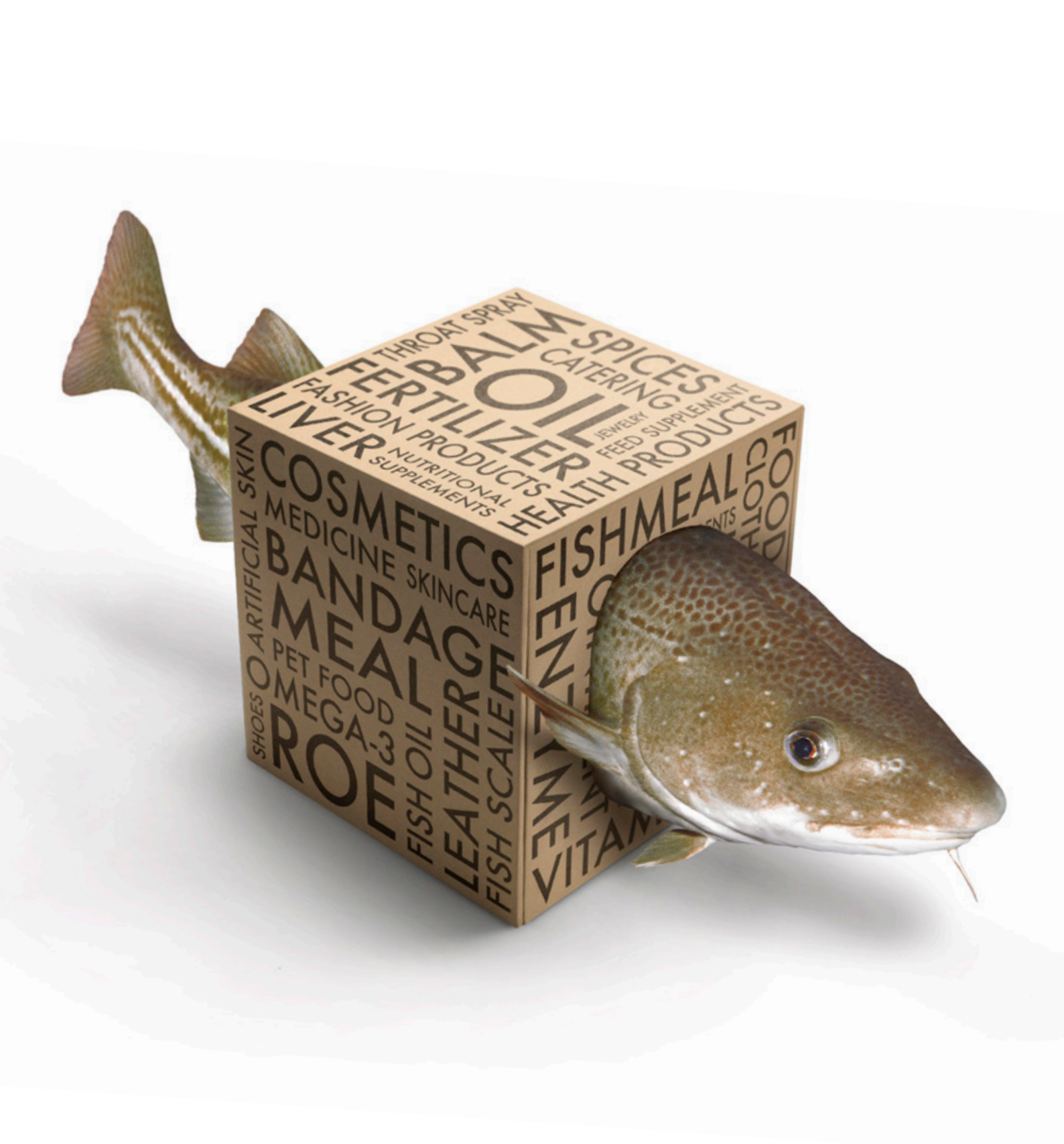




MEET US AT BOOTH  
**#3BB401**







# Think into the box...

Most innovation involves finding new possibilities in the the ones that already exist.  
Create value from what was previously wasted. See connections where others don't see.  
Our mission is to make it easier for those who do this to pack up their ideas and put them  
into practice, for the benefit of us all.

Matís is a dynamic knowledge company that provides diverse research and innovation services in the food and biotechnologies industries with vast expertise in the entire seafood value chain.

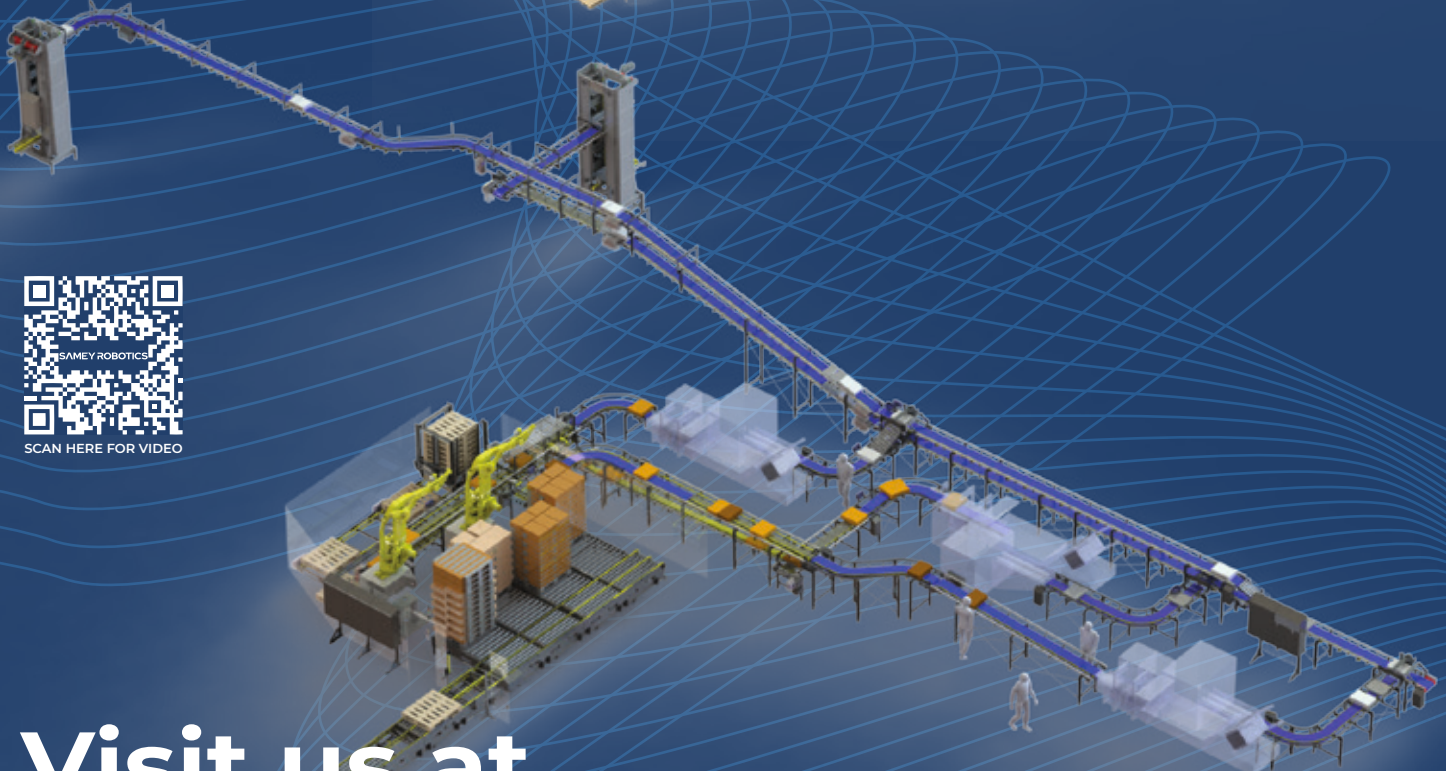
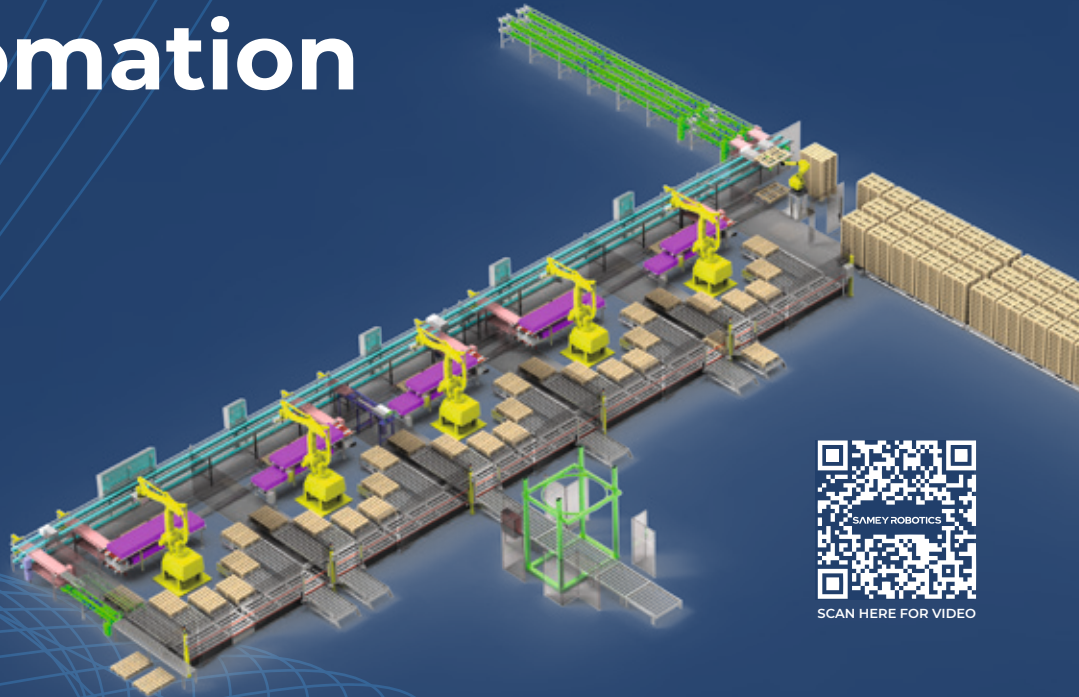
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# Markus Lifenet – a leader in man overboard safety and rescue at sea

[www.markusnet.com](http://www.markusnet.com)

**Pétur Th. Pétursson, managing director of Markus Lifenet ehf.**

With its origins in the port of Hafnarfjörður, Markus Lifenet's managing director, Pétur Pétursson is justifiably proud of the company's achievements. Although it hasn't always been an easy ride, the company has grown steadily over the past decades. Today it has a staff of 6 and customers around the world.

Prospects for the company look good and Markus Lifenet certainly enjoys an added prominence since they were asked to take lead in development of new ISO standards for means to recover people from water, as follow up to the new SOLAS regulation III/17-1. This role brought a new focus to the company and its frequently pioneering work. Pétur Pétursson said that in compiling the new ISO standards, the emphasis has been placed on the human element and in particular on generating a safety culture, as safety at sea is not something to be taken lightly.

## **Simple and portable**

'It's not always obvious that someone preparing to enter into freezing water to rescue a fellow crewman or person in need for help, will always know just how to react to an emergency. Not everyone has the courage or the clarity of thought that this kind of incident requires, but our person in

water recovery system Markusnet, has repeatedly proved its worth under the harshest conditions. It's a portable and simple piece of equipment that has the added advantage of being effective and relatively cheap compared to some products on the market. Most of our person in water recovery systems are designed so that one crewman can deploy them in a matter of seconds, and for two to four crewmen to lift the victim back on board manually. A light deck crane can also be used to retrieve the victim,' he said.

## **Unwavering faith**

It is now 40 years since skipper Markus Thorgeirsson began developing the prototype Markusnet, designed specifically for recovery of persons from the sea in rough sea conditions. At the time, the idea was seen as innovative while also being simple. Since then, the Markus Lifenet products have become an important part of the array of recovery equipment that commercial vessels carry, thanks to Markus Thorgeirsson's vision and confidence in his idea, as well as Pétur's relentless drive to collect and distribute information on techniques and knowhow to recover people from water and floating objects over the last 30 years.



### Instruction for use

Entering the Markusnet



Other options for use



### Deploying the Markusnet



Undo the attachment line and release the container. Lift the container of the backplate hook with the handle on the back and carry it to where it is needed. Grip the neck of the throw-bag and open the bag. Release knotline on the outer end over the side and throw the throw-line upwind towards the casualty. When the casualty has reached the throw-line, release the net structure and lifting lines on inner end over the side. Smartly pull in any slack in the lifting lines and allow slack as the casualty pulls the net towards him. **Maintain tension on the lines at all times.** Work with the swell to bring the casualty to the ship's side and back on board.



Lloyd's Register / SOLAS type approval certificate no.: SAS S160032  
Icelandic Maritime Administration approval no: 06.11.2014

For further information, see: [www.markusnet.com](http://www.markusnet.com)

**Man overboard safety and rescue is our concern and speciality.**



Manufacturer: Markus Lifenet Ltd. Hvaleyrarbraut 27, IS-220 Hafnarfjörður, Iceland.  
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# ***NO CATCH IF YOU DON'T FISH***

The ICELANDIC FISHING EXPO will be held for the second time at the Laugardalshöll Sports and Exhibition Centre in Reykjavík, 21-23 September 2022.

**The EXPO was first held in 2016 to great acclaim, with over 100 participants and more than 25.000 guests, both local and international.**

Secure your booth now for this grand exposition of the North-Atlantic fishing industry!

**See more at [www.icelandfishexpo.is](http://www.icelandfishexpo.is)**



**ICELAND FISHING EXPO**



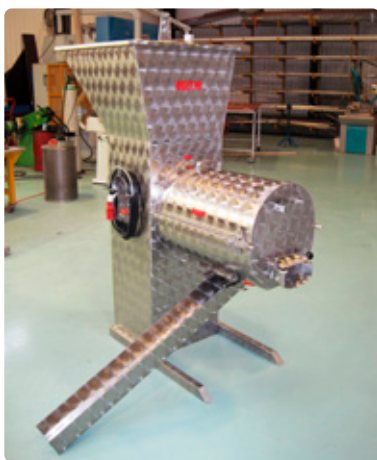
Processing equipment for salmon slaughter.



An in-feeding tub.

# Seagoing and onshore systems

20



A roe separator.



A net clearing table.

Beitir has a 35-year track record of producing stainless steel equipment for both the fishing fleet and shore-based processors in Iceland and around the world. The company designs and manufactures tailor-made systems in close collaboration with its customers.

The company is best known for its range of longline and deck equipment for coastal fishing vessels, and also manufactures a variety of systems for shore-based processors, including conveyor belts and tanks for gutting and supply. Equipment from Beitir is used in whitefish production, as well as in salmon processing, in Iceland and overseas. Beitir also produces roe separators and tubs for processing several roe varieties.

As an example of Beitir's range, the company supplies complete longline systems, which include a line hauler, baiting funnel, bait cutter and a longline chute. Beitir also makes bleeding and gutting tubs, and related equipment for use at sea. The range also incorporates gear for netting, including a net puller, gunwale roller and net hauler.

Custom-built equipment accounts for a large proportion of the company's activity and Beitir places a strong emphasis on meeting each customer's requirements.

Beitir has behind it decades of experience in producing equipment for coastal fisheries and fish production ashore, and its focus is firmly on supplying high-quality equipment, made to last.

# BEITIR

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# A century of port services

22

Faxaflóahafnir, hereafter referred to as Faxaports, has since 1st January 2005 operated four ports. Two ports are active fishing harbours, Port of Reykjavík and Akranes. Its activities are based on the century of history that Faxaports has behind it. The company plays a key role in the development and management of a pivotal aspect of Iceland's transport and economic infrastructure. Alongside fisheries, transport and marine activities of every size, there has in recent years been a steady increase in marine traffic related to the tourism industry. This means that the port is in fact a fishing port, a tourism hub, a leisure harbour and a port with a cultural role.

A variety of facilities provide the company with many opportunities in range of sectors, and serves well its owners, the public and industry. Faxaports has for some years worked on the development of its electrical distribution system and can offer smaller ships and boats shore connections while alongside.

Reykjavík's harbour is Europe's only capital city port that has an active fishing business, reception facilities and processing. The Old Harbour is in use year-round for catches to be landed, marine tourism, ship repair and has fuel storage facilities. There is the Norðurbugt pontoon dock for small boats, which is equipped with landing cranes. The West Harbour has storage units and a quayside for smaller vessels and trawlers.

Fish auction Fiskmarkaður Íslands (FMIS) is located on the Reykjavík quayside, ensuring that fishing operators can



**Fish on its way from the auction to a customer.**

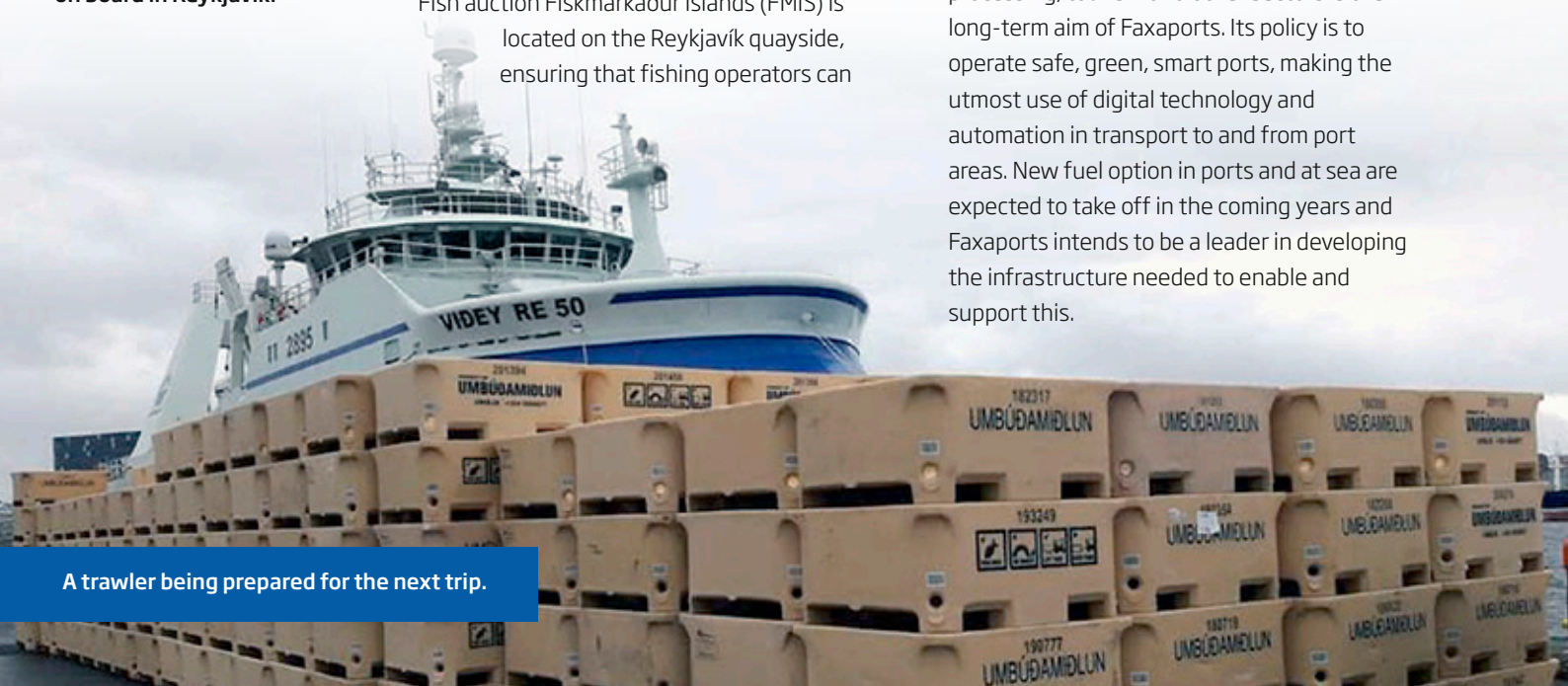
sell catches and that processors have reliable and safe access to fish. The auction connects sellers with a broad customer group with a range of requirements, ensuring that all species are sold. The seafood companies based in the port area have a strong understanding of and experience in seafood production.

The Akranes harbour is roughly 45 minutes by road from Reykjavík. Akranes is home to fishing companies, fish reception facilities and production. The quays are well equipped with landing cranes and the auction connects those selling catches with a wide range of customers of all sizes, ensuring that all catches find buyers.

Harbours and ships always have an attraction, as this is the lifeline of Iceland as a nation. Developing the port areas so that they are able to support activity in transport, fisheries, processing, tourism and other sectors is the long-term aim of Faxaports. Its policy is to operate safe, green, smart ports, making the utmost use of digital technology and automation in transport to and from port areas. New fuel option in ports and at sea are expected to take off in the coming years and Faxaports intends to be a leader in developing the infrastructure needed to enable and support this.



**A fishing vessel taking gear on board in Reykjavík.**



**A trawler being prepared for the next trip.**



# A safe port for your goods & catch



Faxaflóahafnir sf  
Associated  
Icelandic  
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# Innovative Naval Design

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