

April // 2023

# atlantic

Icelandic Seafood and Fishing Industry Innovation



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



Seafood Expo  
GLOBAL



Seafood Processing  
GLOBAL

Barcelona 2023



# *NO CATCH IF YOU DON'T FISH*

The ICELANDIC FISHING EXPO will be held for the third time at the Laugardalshöll Sports and Exhibition Centre in Reykjavík, 24-26 September 2025.

The EXPO was first held in 2016 to great acclaim, with over 100 participants and more than 15.000 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**

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Photography: Thorgeir Baldursson

# A progressive fishing nation

The seafood industry has always played a central role in Iceland's society and the psyche of its people, with abundant fishing grounds all around the country. Seafaring has long been at the mercy of our capricious weather, although the arrival of larger and better equipped ships in recent decades has made this profession less hazardous and improved safety at sea.

In a brutally competitive business environment, quality of products and service to customers are vital factors. Icelandic seafood producers provide the customers around the world with fresh, frozen, salted and dried fish. Research, product

development and technology have made it possible to make increasingly more comprehensive use of catches and to generate value from a steadily growing proportion of what is landed. This is part of the thinking that calls on us to treat rich fishing grounds with respect, with sustainability as the key aim. Most important of all is to ensure our seafood's quality and freshness all the way from the deck to the customer's plate, and this has long been a theme running through the development of Iceland's fisheries.

A focal characteristic of Iceland's seafood industry in recent years has been technical development.

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**Publisher:**  
Ritform ehf.  
Brekkuþróð 4  
605 Akureyri  
Tel +354 899 9865  
Iceland  
ritform@ritform.is  
www.ritform.is

**Editor:**  
Jóhann Ólafur Halldórsson  
johann@ritform.is

**Designer:**  
Guðmundur Þorsteinsson

**Advertising:**  
Ingibjörg Ágústsdóttir, inga@ritform.is

**Printing:**  
Ambientgrafic

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Sigurbjörn Arnason

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There have been great advances in fishing vessels, not only in fishing technology, catch handling and conditions on board, but also in terms of energy consumption and environmental effects. There has also been rapid development in seafood processing in Iceland, and it is striking that technical development, both at sea and ashore, has been brought about by homegrown companies, expertise and ingenuity. Alongside seafood production itself, technology related to this industry has become one of Iceland's key exports.

A great many Icelandic companies have taken the opportunity to present their services, products and goods here at the Seafood Expo Global in Barcelona. Although not a large country, Iceland has established its place as one of the best-known fishing nations. Icelanders know from their own experience that fisheries present us with a constant series of challenges and opportunities.

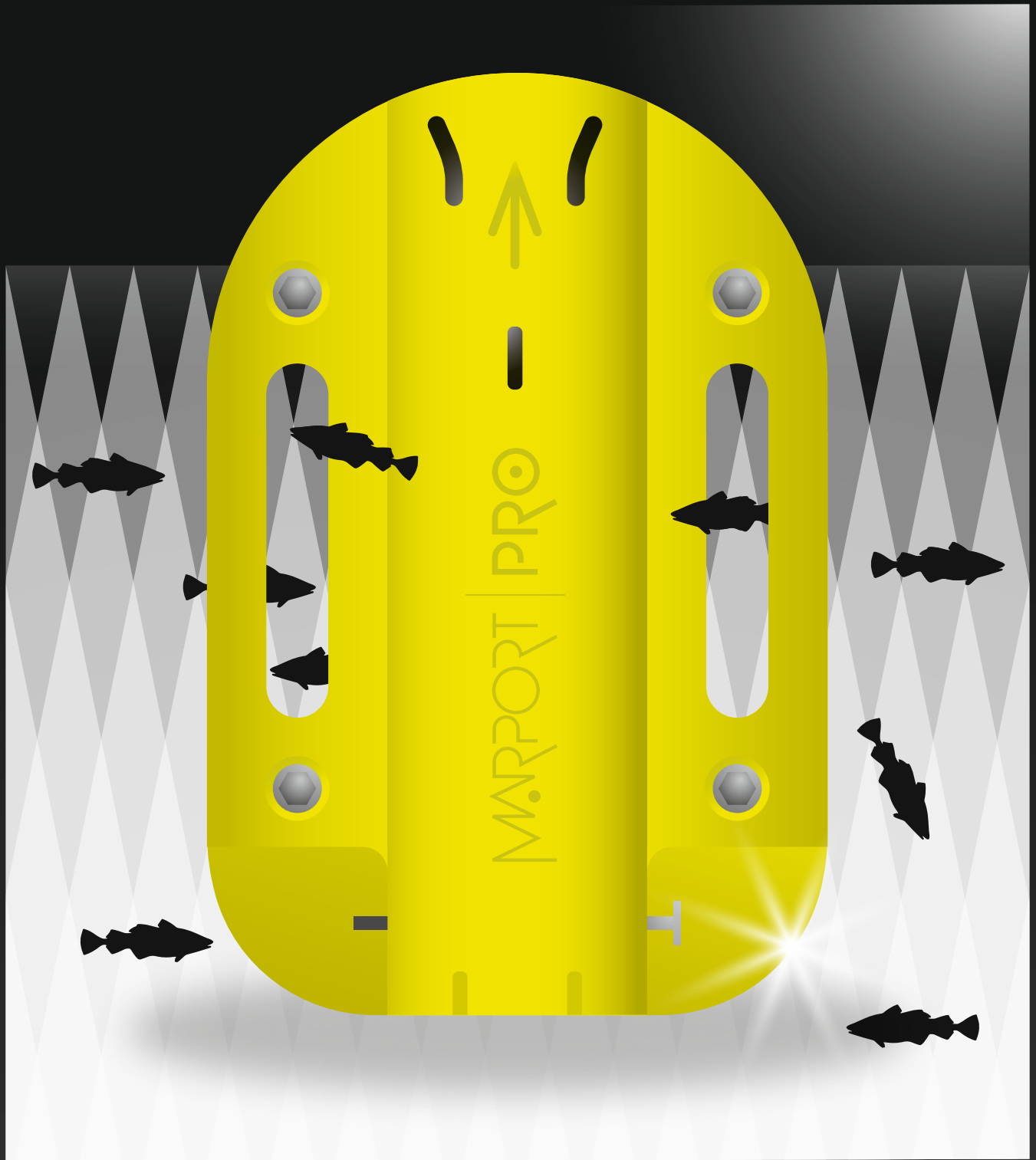


# SAMHERJI

MARPORT | PRO

TRAWL NAVIGATOR

— *Brighter fishing*



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ICELAND

USA

SPAIN

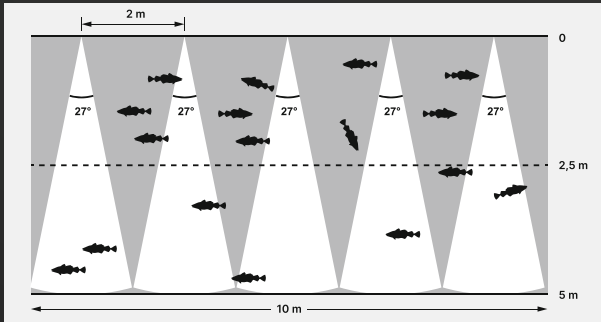
NORWAY

FRANCE

SOUTH AFRICA

UK

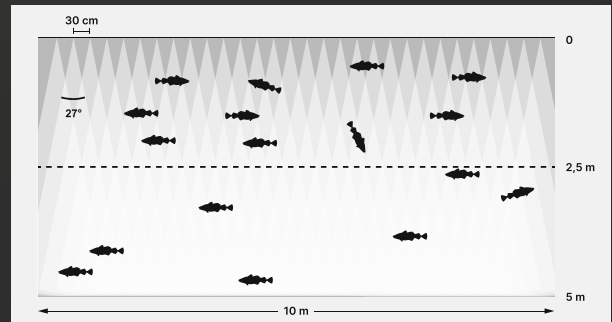
## Marport Trawl Explorer



Vessel Speed 4 nm or 2 m/sec.

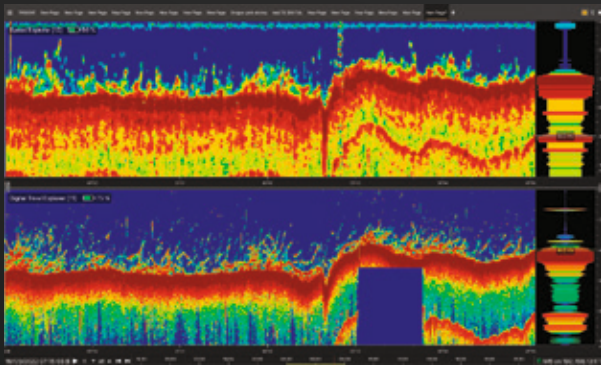
Update every 1,0 sec.

## MARPORT | PRO Trawl Navigator Pro | TN



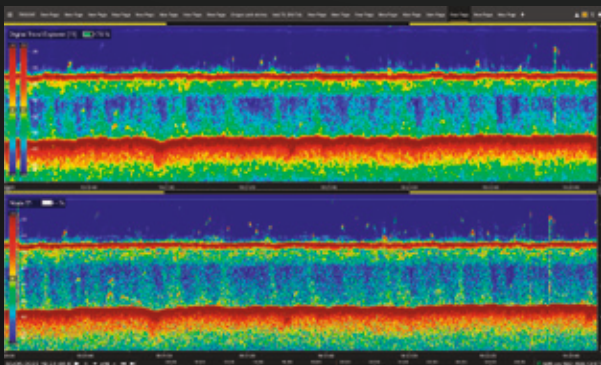
Vessel Speed 4 nm or 2 m/sec.

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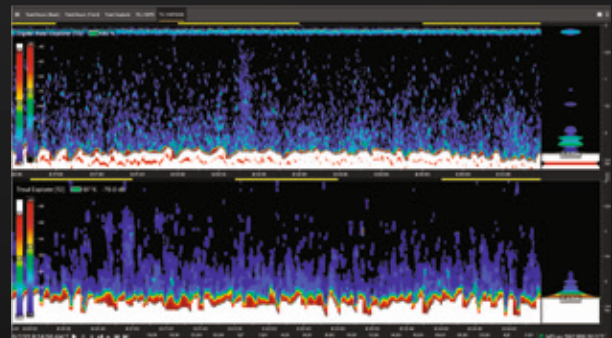


Trawl Explorer

Trawl Navigator Pro



Trawl Navigator Pro on a bottom trawl tunnel.



Oregon (USA) Shrimp Fishing.



Scan the code to view  
video in real time of  
Trawl Navigator in action.

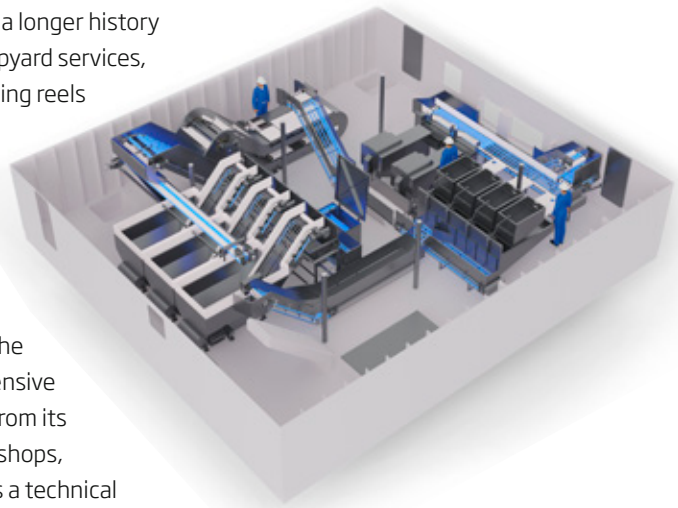
MARPORT.COM

Marport Pro has been in development  
for the past 5 years and is designed with  
our most demanding customers in mind.

# Shipyard services and processing systems



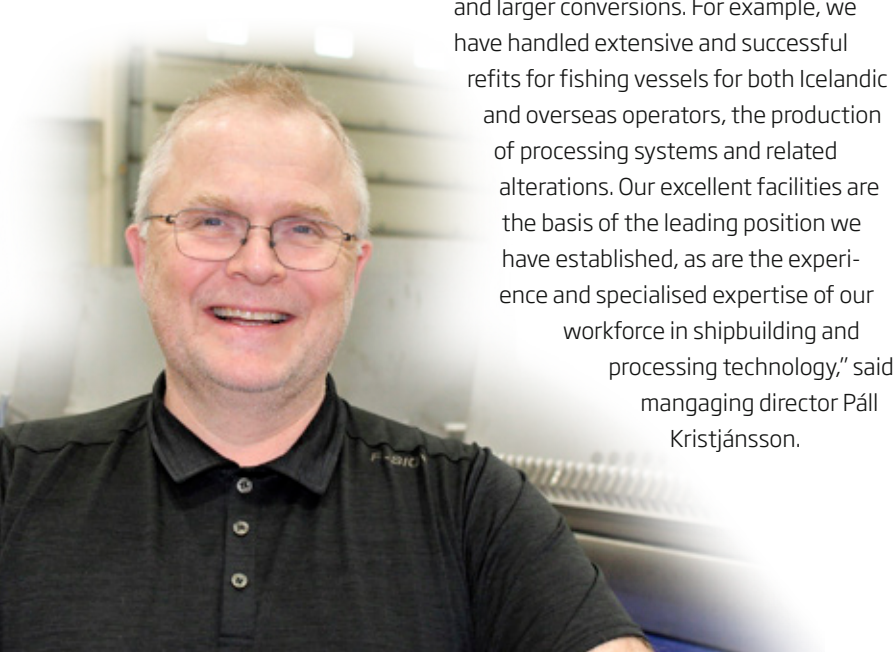
Slippurinn Akureyri ehf. has a longer history than most companies in shipyard services, as well as production of jigging reels and related equipment for coastal fishing vessels. Its head-quarters and shipyard are located in Akureyri, with a floating dock, slipway and quayside, and the company offers a comprehensive range of shipyard services from its mechanical and metal workshops, carpentry division as well as a technical department that handles design and project management, plus departments dedicated to high-pressure washing and painting for ships and aquaculture facilities.



**Slippurinn Akureyri ehf designs and manufactures processing systems for fishing vessels and shore-based processing. This design is for a trawler's processing deck.**

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**Slippurinn Akureyri's  
managing director  
Páll Kristjánsson.**



Slippurinn also runs an extensive department specialising in stainless steel production systems for food processing, aquaculture and other industries. In addition, in 2022 Slippurinn opened an additional stainless steel workshop in the south coast port of Grindavík to produce food industry processing systems.

## **Service and expertise**

"Over the years Slippurinn Akureyri has built up a great deal of experience in shipyard services, including maintenance and larger conversions. For example, we have handled extensive and successful refits for fishing vessels for both Icelandic and overseas operators, the production of processing systems and related alterations. Our excellent facilities are the basis of the leading position we have established, as are the experience and specialised expertise of our workforce in shipbuilding and processing technology," said managing director Páll Kristjánsson.

## **Growth in processing technology**

DNG is a subsidiary of Slippurinn Akureyri and has long been a leader in the development and production of jigging reels for coastal fishing vessels. A new generation of DNG reels was introduced in 2022, and in 2023 this is the only model of reel that DNG produces and supplies. Slippurinn Akureyri is also forging ahead with the production of processing systems for shore-based processing and fishing vessels.

"From now on, our processing equipment is produced, marketed and sold under the DNG by Slippurinn brand, and we put the emphasis on systems for whitefish and aquaculture. The aim is to increase the scope of our offering to customers in these sectors, both in Iceland and elsewhere," Páll Kristjánsson said.

**Slippurinn Akureyri ehf. is exhibiting at Seafood Processing Global 2023 in Barcelona, and further details can be found on the company's web sites at [www.slipp.is](http://www.slipp.is) and [www.dng.is](http://www.dng.is)**

# 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.



# Seafood from Iceland at the Fish and Chip Awards in London

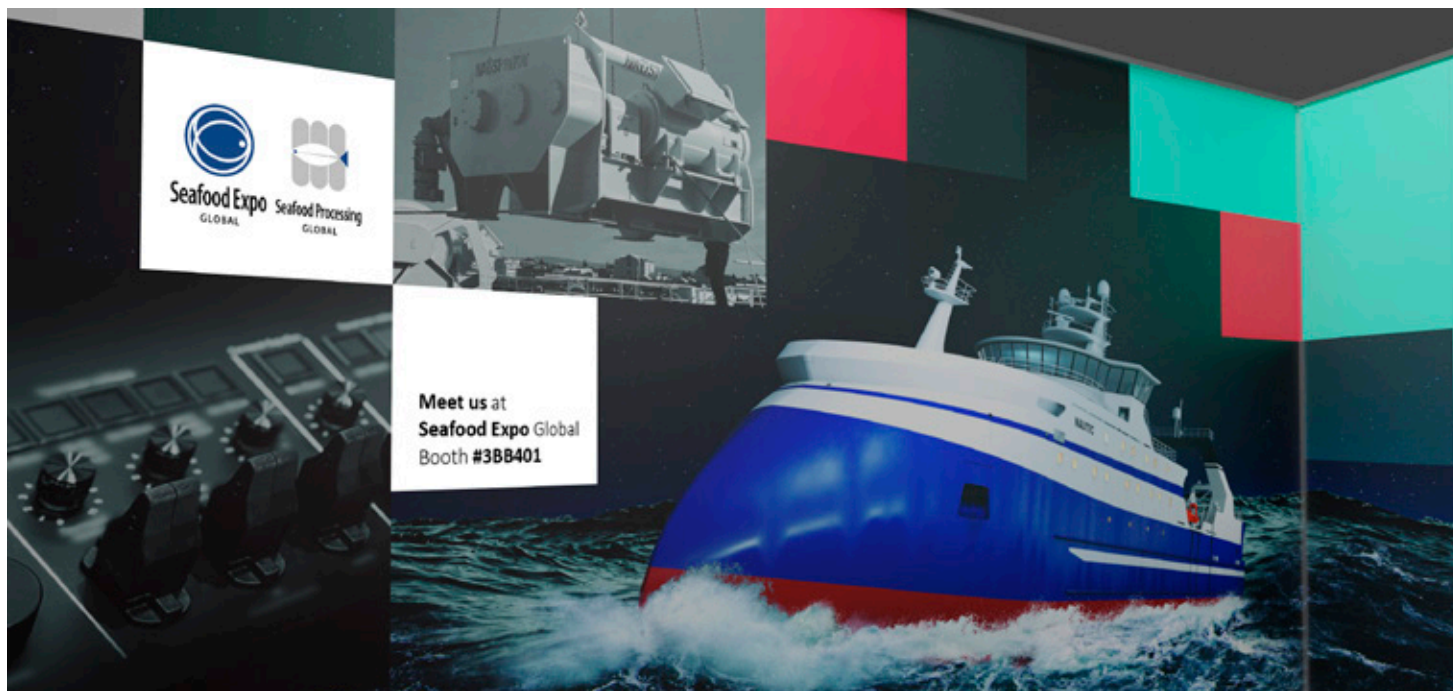
On Tuesday, February 28, an exclusive awards ceremony took place in the UK, where 600 people in the fish & chips industry gathered to recognize and award those who have excelled in different areas of the industry. For over 30 years, the National Federation of Fish Friers (NFFF) has organized the annual National Fish & Chip Awards to recognize industry leaders in Environment & Sustainability, Best Mobile Operator, and Best Newcomer, to name a few categories.

At the beginning of last year, NFFF representatives came to Iceland to learn more about Iceland's fishing industry and discuss possible cooperation. That conversation continued, and the Seafood from Iceland marketing project decided to participate in the National Fish and Chip Award with several producers involved (Brim, Iceland Seafood, Rammi, and Þorbjörn).

Seafood from Iceland sponsored a category at the National Fish and Chip Awards: Restaurant of the year for the first time. While it was challenging to pick just one, the winner was Fish City in Belfast. Other restaurants nominated included: Malt and Anchor in Cirencester, which came in second, and Henry's of Hunstanton came in third.

Event organizers invited all the sponsors to a reception in the British Parliament at Westminster Hall. Representatives from Icelandic companies attended and met with business colleagues. Fish and chips is undoubtedly Britain's national dish. Approximately 10,500 restaurants across the UK serve fish and chips. Iceland is a significant supplier of this market, and the participation of Seafood from Iceland helped strengthen business relations and brand awareness in this most important market for Icelandic seafood.





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COMPLETE SOLUTION  
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**70%** of Icelandic **freezer trawler** catches  
are processed using **Vélfag** machinery!

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**#3BB301**



**UNO**  
IN MOTION



**UNO** replaces several machines and  
revolutionizes whitefish processing

ALL IN ONE!



[velfag.com](http://velfag.com)



# 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.  
Tel.: +354 565 1375 - Email: [sales@markusnet.com](mailto:sales@markusnet.com) – [www.markusnet.com](http://www.markusnet.com)



Processing equipment for salmon slaughter.



An in-feeding tub.

## Seagoing and onshore systems



Net hauler.



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.

# Iceland's aquaculture sector growing fast

Photography: Thorgeir Baldursson



Aquaculture has been expanding rapidly in Iceland over the last decade and is expected to become one of the country's key sources of export revenue in the future. The aquaculture sector's revenue amounted to ISK46 billion in 2022, ten times the 2010 figure. The increase in value of aquaculture production increased by 36% between 2021 and 2022. The volume of production has also grown significantly in recent years and was approximately 51,000 tonnes in 2022.

The largest aquaculture sector in Iceland is cage-reared salmon, accounting for 90% of production. 45,000 tonnes of cage-reared salmon were slaughtered last year, as well as 5000 tonnes of arctic charr and 1100 tonnes of rainbow trout.

The growth of the aquaculture sector in Iceland can be seen in every aspect of this industry. The staffing levels of aquaculture companies is increasing rapidly, investment increases from one year to the next, and there is alongside this a substantial growth in land-based aquaculture, which is accompanied by record investments and increases in production. This trend is largely because there are numerous coastal locations, especially in the south and south-west of the country, that are highly suitable for land-based aquaculture. These have ready access to sufficient fresh water, warm sea water, green energy and geothermal heat.

Despite the rapid growth of its aquaculture sector, Iceland remains a small player in this business. In comparison, Norway produced 1.5 million tonnes of farmed salmon in 2021. In that year, Iceland was 37th on the list of aquaculture producing nations, and Norway was fourth.



Working with tubs on board a fishing vessel.



Fresh fish on its way to production.

# Fish stays fresher in Borgarplast tubs

Borgarplast has been manufacturing insulated tubs for the seafood industry since 1986, and these are in use all over the world.

"Borgarplast has always been a leader in design, and experience has shown that these tubs are strong and long-lasting," said the company's sales manager Kristján Benediktsson.

## Good insulation - better products

Borgarplast tubs are manufactured in polyethylene and have from the start been made with double walls, and the polyurethane insulation sandwiched in between has made these tubs highly popular among users. In recent years the company has also produced tubs with polyethylene insulation, and these are fully recyclable. There has been an increasing demand for this type of tub from Borgarplast, alongside growing environmental awareness. These insulated tubs have the advantage of being lighter, and with better insulation.



Borgarplast's emphasis from the outset has been on the reliability and precise design of its tubs.

"Our comparative tests have shown that ice melts significantly more slowly in insulated tubs and the results confirm the excellent experience our customers have of using insulated Borgarplast tubs. These tubs are a key link in the food production chain, used on board fishing vessels at sea, in processing plants and in seafood transport around the world. The insulation in our tubs keeps fish fresher throughout the process, from catching to the consumer's plate," Kristján Benediktsson said.

## Every size from small to large

Getting the design right has always been a priority at Borgarplast, and an example of this is the arrangement of the base of the tubs, which provides a high level of stability and strength. Good design means that Borgarplast's customers get a working lifetime of close to twenty years out of their tubs.

Borgarplast offers its customers tubs in a range of sizes. Insulated tubs are available from 300 litres up to 1400 litres, while tubs made in solid polyethylene are available in sizes from 300 litres to 700 litres. A variety of colours is also available, along with barcodes moulded into place. The company also produces a range of insulated lids and other accessories.

**Further information about  
Borgarplast's tubs can be found at  
[www.borgarplast.is](http://www.borgarplast.is)**



# PIONEERS IN *HIGH-QUALITY* HIGHLY-INSULATED FISH CONTAINERS

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PROTECTING FRESHNESS AND QUALITY FOR DECADES

**MADE IN ICELAND**

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AT FIRA BARCELONA

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SINCE 1971



Showing how the disinfectant mist envelops processing equipment. The mist penetrates every nook and cranny to do its work.

# ALVAR disinfectant mist

## *Ensures hygiene and product quality*

Icelandic company ALVAR has achieved a unique position with its systems that disinfect processing for seafood and other foodstuffs, and this is a disinfectant mist that completely fills processing areas to sterilise whatever it touches. There are now around 200 ALVAR systems in use in fish processing companies and on board fishing vessels around the world. ALVAR has been producing these systems for the last twenty years and has received numerous awards.



**The largest ALVAR systems have 12 channels and can cope with the largest processing units.**

is much more effective than with manual methods. The system is fully automatic, which also reduces costs.

"All the same, the primary consideration is helping our customers guarantee the quality of their finished products and to prevent any failings in food production," says ALVAR's managing director Guðmundur Sigthórsson.

"Hygiene, security and quality are the most important criteria in food production today and we know from our experience over the last twenty years that the disinfectant mist helps our customers ensure quality in production of high-quality foodstuffs."

### **Systems for any food producer**

ALVAR's disinfection systems are available in a range of sizes, depending on the extent of the production area, whether this is a factory on land or a fishing vessel at sea. Users can set the disinfection frequency, and the standard choice is for this to be done daily, depending on what is most suitable for each processor's activities.

**More information on Alvar's web site at [www.alvar.is](http://www.alvar.is)**

### **Mist penetrates everywhere**

The disinfectant mist reaches areas in food production that cannot be cleaned satisfactorily using manual methods. This enables the mist to sterilise harmful bacteria wherever they may be - under tables, inside closed machinery, in tight corners, and many other places.

### **Less water and disinfectant - greater effectiveness**

There are numerous advantages of using a disinfectant mist compared to conventional cleaning methods. Water usage is 90% less and considerably smaller amounts of disinfectant are required, even though disinfection

**ALVAR managing director  
Guðmundur Sigthórsson.**

WORLDWIDE REVOLUTION IN FOOD PRODUCTION

**MIST**

**PROTECT  
PRODUCT  
& PEOPLE**

**TAILOR-MADE MIST  
SYSTEMS THAT COMBAT  
BACTERIA AND FIGHT COST**

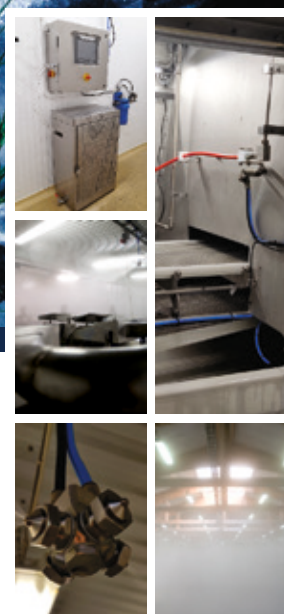
**Booth 3BB401**

**Icelandic Pavilion**

[www.alvar.is](http://www.alvar.is)

**Our clients are looking for better, faster, safer and more cost-effective ways to produce food while increasing value. ALVAR answers this need with a pragmatic and holistic technology which is backed with a guarantee for success.**

ALVAR systems offer 360°mist solutions that can reach the most difficult areas in any food production line to combat harmful bacteria, virus and fungi.



[www.alvar.is](http://www.alvar.is)

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**ALVAR**

# Shipyard in Iceland

## *50-year anniversary*

Vélsmiðja Orms og Viglundar ehf. is a family-owned company in Hafnarfjörður, Iceland, established in November 1973. Vélsmiðja Orms og Viglundar has customers across the North Atlantic region who bring their vessels to Hafnarfjörður for maintenance and repair work to be carried out. The company co-ordinates repair work and provides necessary spare parts to ensure that port calls are kept as short as possible.



### Our service

The company has extensive experience of working with propulsion systems and has an accredited propeller workshop – and has yet to encounter a job that's too big to cope with. The workshops are equipped to repair propeller blades, shafts and hubs. As there is no need to ship any parts overseas for finishing repair.



- Sandblasting
- Slurry blasting
- High pressure washing, up to 2.000 bar
- Paintwork, according to manufacturer specification
- Steelwork, qualified welders approved by GL-DNV and Lloyds
- Stainless steel work
- Lathe forging
- Propeller repairs, propeller blades and hubs.
- Hydraulic repairs / new installations
- Carpenters
- Spare parts
- Project Manager / Engineer
- Divers



A large, white-hulled ship is being lifted by a floating dock in a dry dock. The ship is positioned vertically, with its bow at the top and its stern at the bottom. The hull is white with a blue anchor logo on the bow. The ship is surrounded by industrial structures, including cranes and scaffolding, which are illuminated by bright yellow lights. The background is dark, suggesting a night or indoor setting.

## Floating dock service

In our floating docks we offer a complete service for fishery and smaller cargo ships.

### Floating dock I

Length : 140 m  
Width : 16,5 m  
Draft : 13,0 m  
Lifting capacity : 13.500 t

### Floating dock II

Length : 116 m  
Width : 16,0 m  
Draft : 7 m  
Lifting capacity : 2.750 t



# Follow That Fish

Full traceability  
from source to plate

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Visit our website for more information.  
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