

7.–8. nóvember í Hörpu

**Stjórnun
fiskveiða**

– svo miklu meira en kvóti

Bretlandsmarkaður

Sólveig Arna Jóhannesdóttir



HAMPIÐJAN



HÁSKÓLINN Í REYKJAVÍK
REYKJAVÍK UNIVERSITY

ICELANDAIR
CARGO

ISI ICELAND
SEAFOOD



marel

Pipar\TBWA



SJÁVARÚTVEGS
RÁÐSTEFNAN
2024



Bretlandsmarkaður

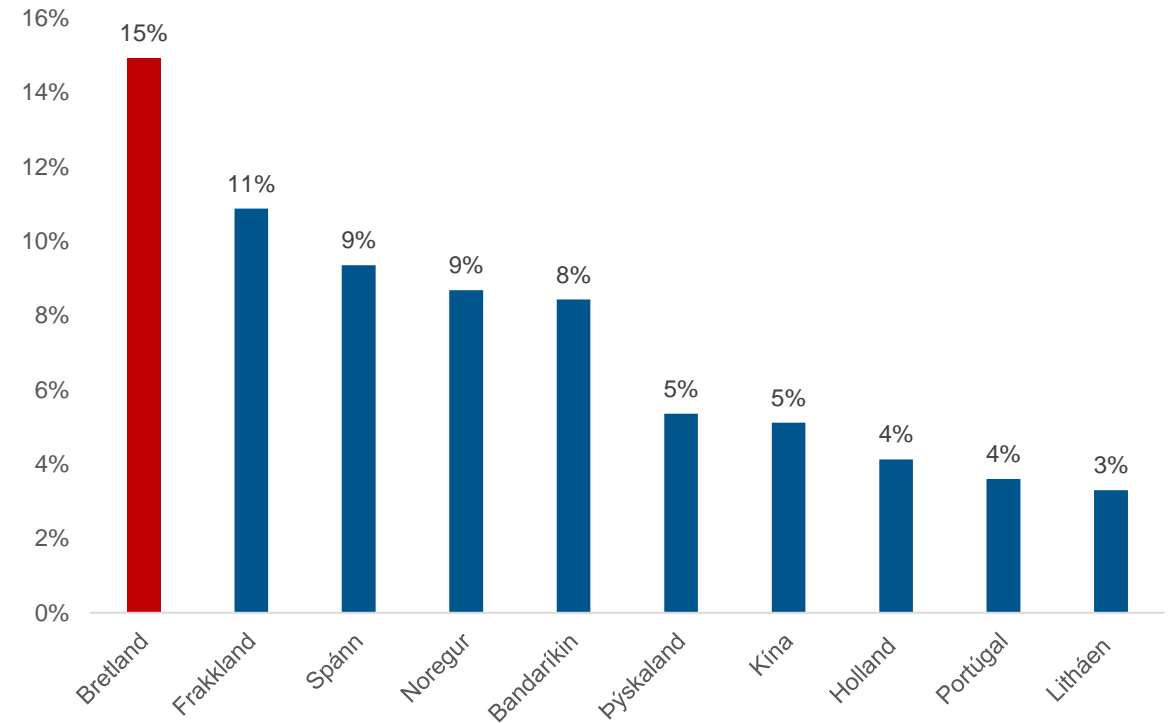
Sólveig Arna Jóhannesdóttir, markaðs- og sölustjóri sjófrysta afurða hjá Brim



Af hverju Bretland?

- Bretland er **stærsti markaðurinn** fyrir íslenskar sjávarafurðir
- Markmið verkefnisins - Auka vitund neytanda á íslenskum uppruna sjávarfangs
- 2019 voru neytendur í Bretlandi spurðir: „*Þegar þú hugsar um gæða sjávarfang, hvaða land kemur þér í hug?*“
- Mælingar sýndu að vitund um íslenskan uppruna sjávarfangs var "deyjandi" þar í landi

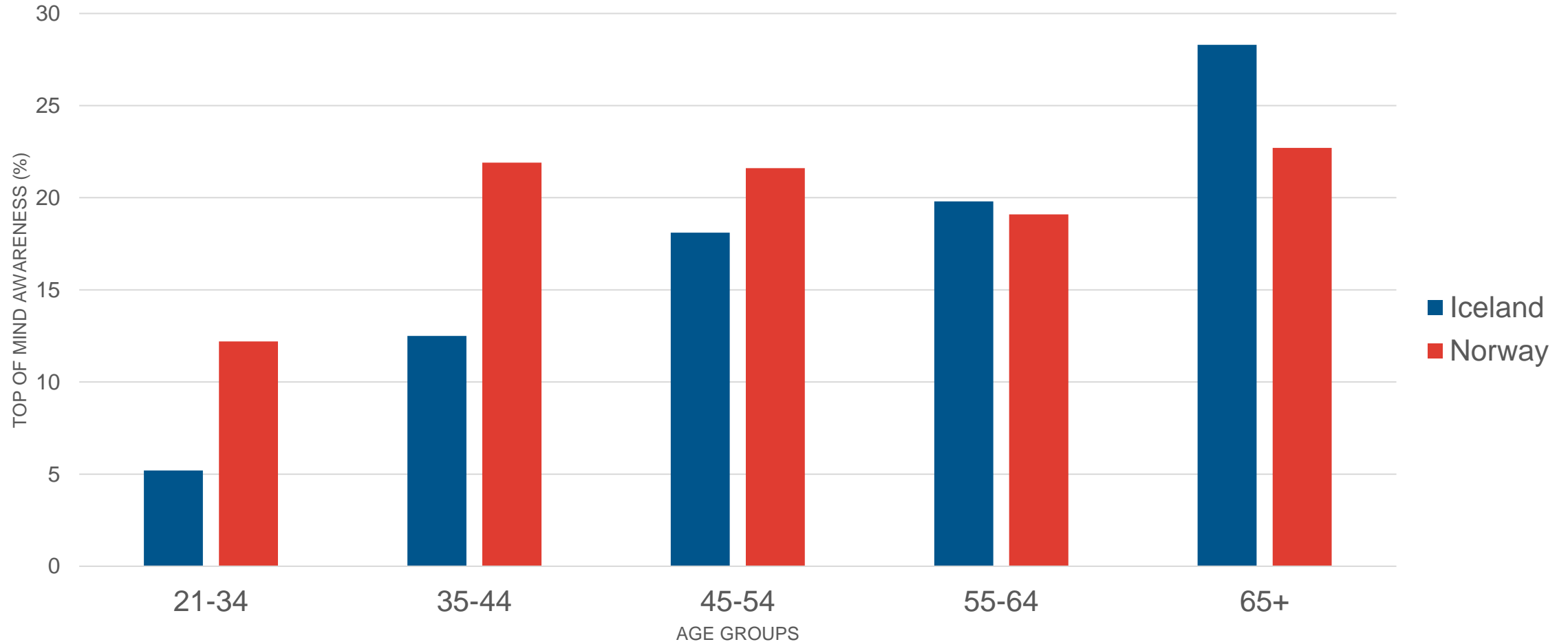
Útflutningsverðmæti sjávarafurða 2018





Sláandi munur á yngri og eldri neytendum í Bretlandi

WHEN YOU THINK OF “QUALITY SEAFOOD”, WHAT COUNTRIES COME TO MIND?



Vegferðin



Stefnumótun

Val á markaði og markhópi



Kynningarfundur

Fishmongers Hall, London



Herferðir

Fishmas
Fish is our story



Kynningarsamstarf

Waitrose



Fish&Chips



2021
National Fish&Chip Day



2023
Samstarf við Chesterford
National Fish&Chip Awards

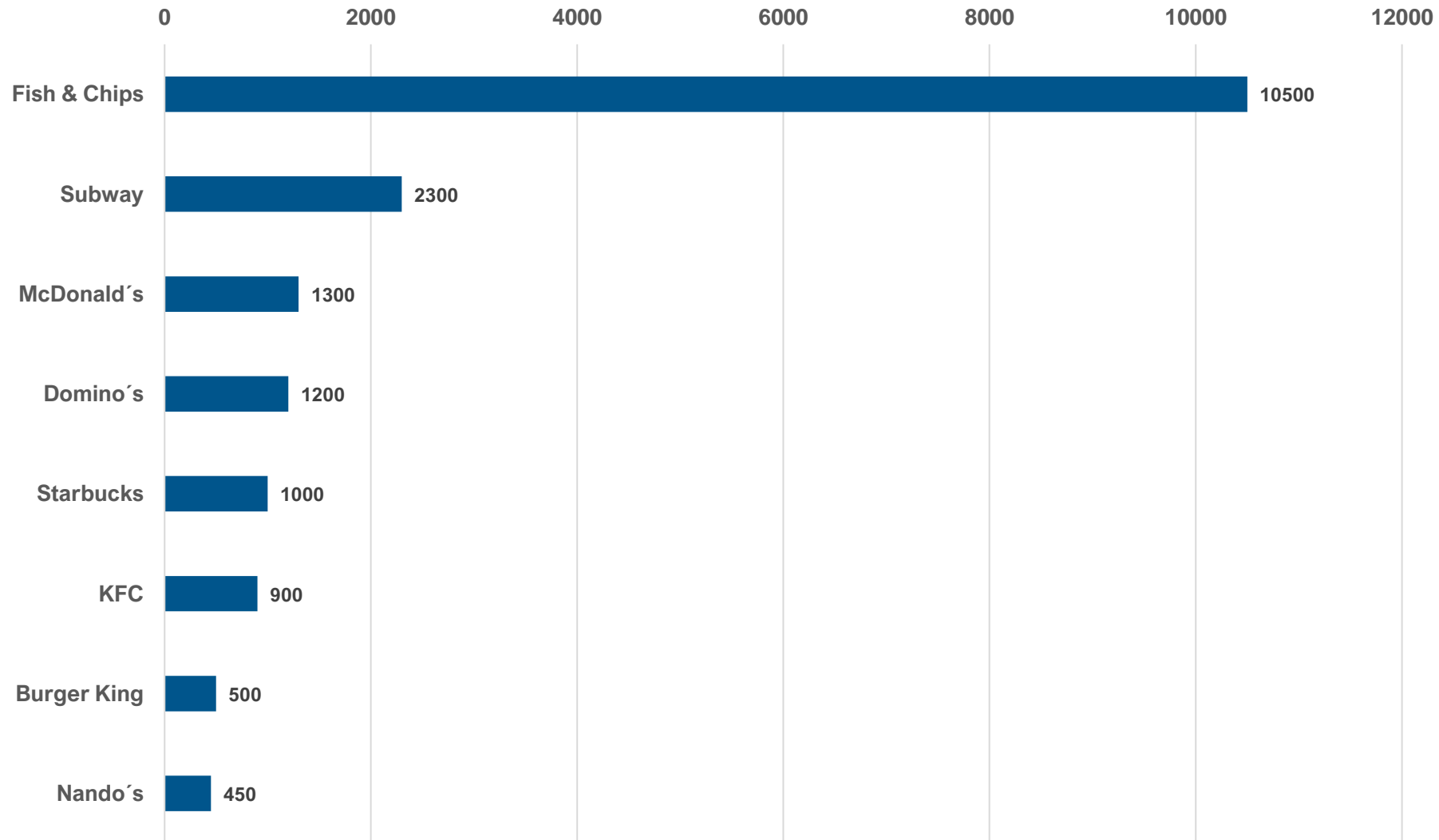


2022
National Federation of Fish Friers til Íslands
National Fish&Chip Day

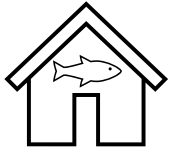
2024
National Fish&Chip Awards
Vinningshafar/fjölmiðar til Íslands



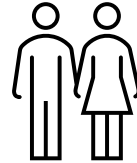
Fjöldi helstu skyndibitastaða í Bretlandi



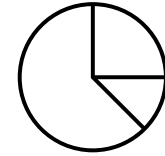
Fish & Chips markaðurinn



10.500 fish & chips staðir í UK



80% Breta fara að minnsta kosti **einu sinni á ári** á fish & chips stað



22% Breta segjast fara **vikulega** - 14,8 milljónir manns



1,2 milljarður punda í veltu árlega



382 milljónir máltíða afgreiddar árlega á fish & chips stöðum



 **SKIPPER'S
OF EUXTON**
TRADITIONAL FISH & CHIPS



Hver er hlutur Íslands af Fish and Chips markaðnum?

9.370t

Útflutningur á sjófrystum
flökum (þorskur og ýsa)

(Útflutt magn skv. Hagstofu
Íslands, 2023)

55 M

Fish&Chips máltíðir
með íslensku hráefni

2.000

Fjöldi fish&chip staða
með íslenskan fisk

Bretland – Hvað er þetta búið að kosta okkur?

206ma

Heildar útflutningsverðmæti
til UK á tímabilinu (2020-2023)

(Hagstofa Íslands)

78 M

Heildar kostnaður við
UK verkefnið

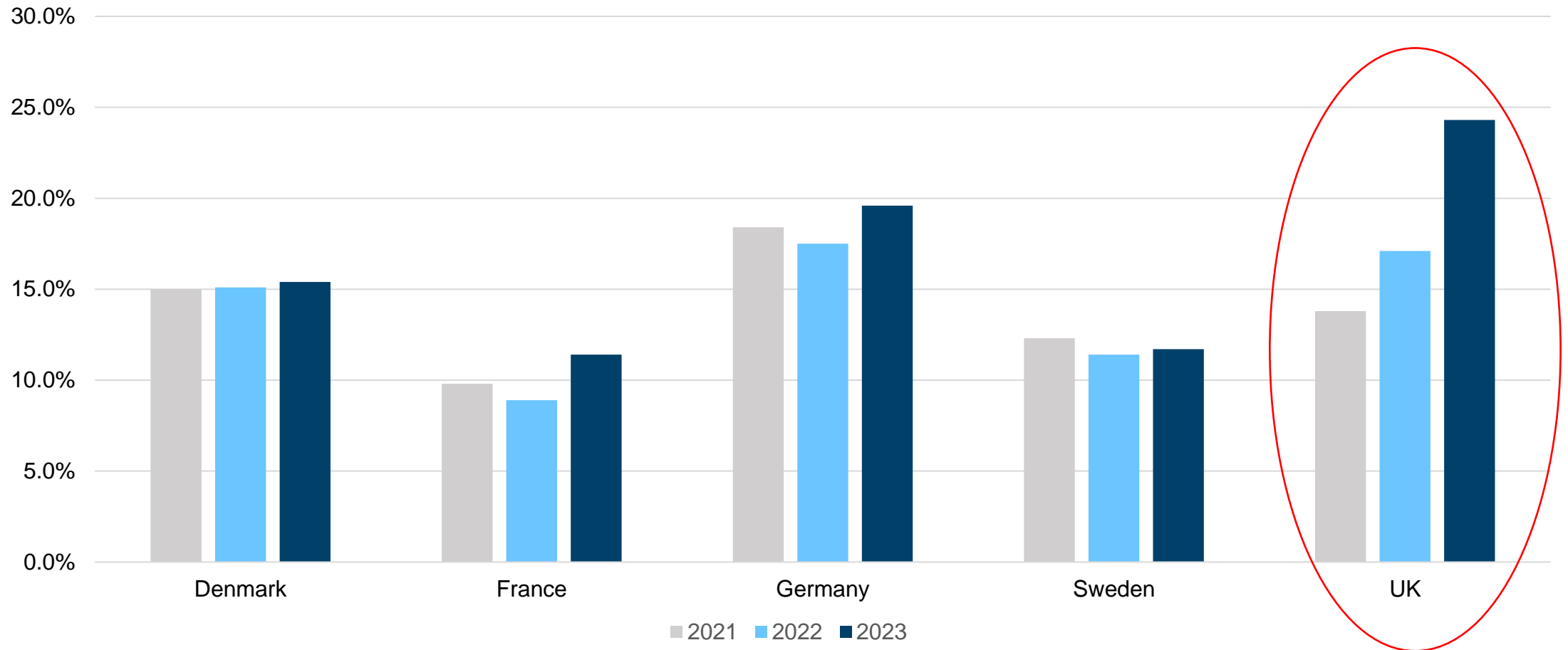
<0,04%

Hlutfall kostnaðar miðað
við verðmæti markaðar

Er einhver árangur?

Allir markaðir – Hlutfall svarenda sem nefna Ísland þegar spurt eru um upprunaland sjávarafurða

B14 - If you had to choose, from which country of origin would you prefer to buy seafood to consume?

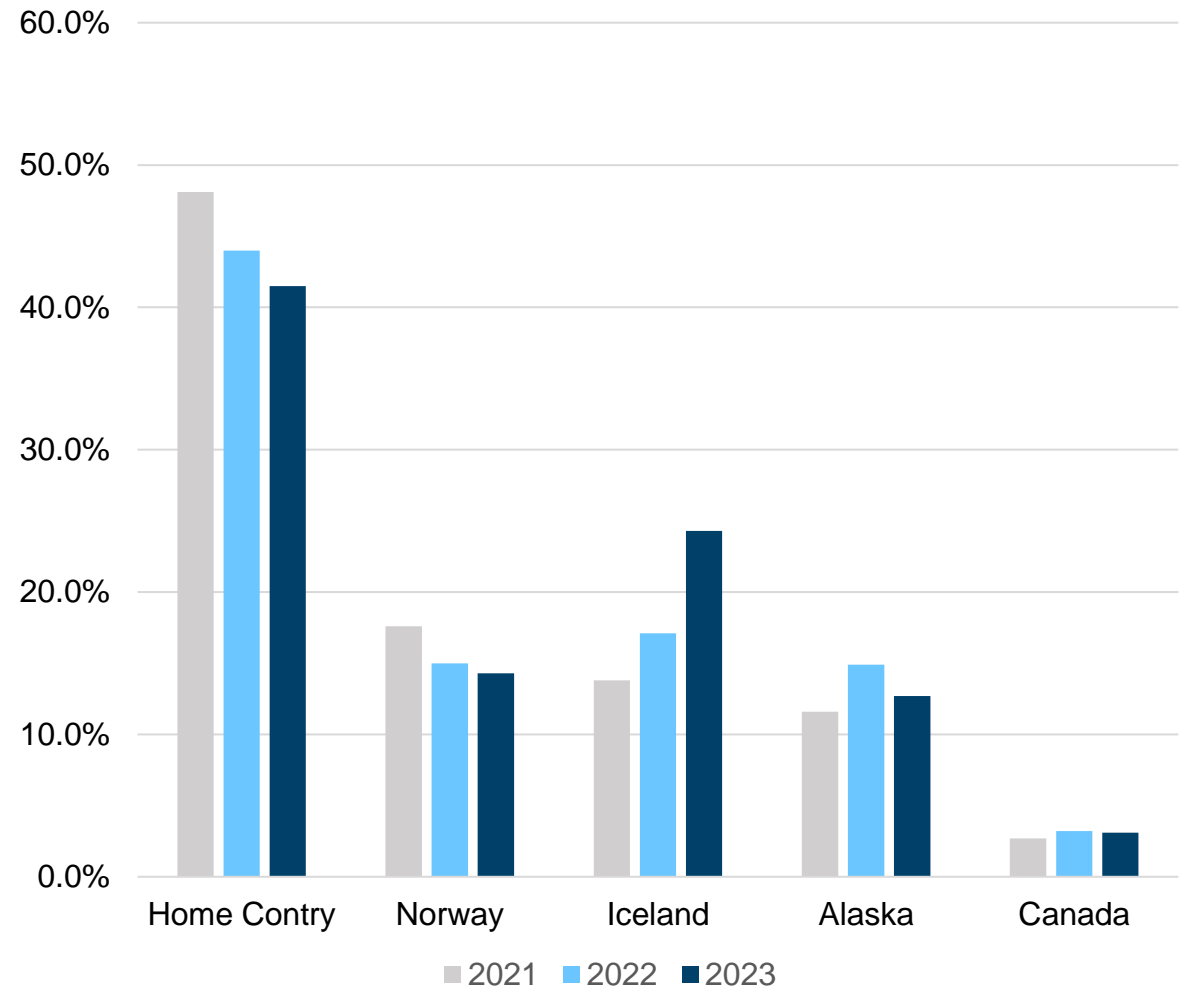


Bretland – Frá hvaða landi vilja neytendur helst kaupa sjávarafurðir?

Fjórði hver þátttakandi frá Bretlandi segist helst vilja kaupa sjávarafurða frá Íslandi

Hlutfall þeirra sem nefna Ísland þegar þeir eru spurðir um viðhorf til upprunalands sjávarafurða eykst um rúmlega 40% milli ára

B14 - If you had to choose, from which country of origin would you prefer to buy seafood to consume?



Vinningshafar og fjölmiðlar til Íslands

Umfjallanir

BEST FISH AND CHIP RESTAURANT
AT THE NATIONAL FISH AND CHIP AWARDS

Knights of the Realm!
Fish and chip restaurant dines out on awards success

the business that entered Restaurant of the Year has been astounding. The fish and chip industry is such a vibrant and exciting place to be and it's because of businesses like Knights that we host the awards. It's an opportunity to celebrate great people, hard work and the overall experience of knock-out food. We can't wait to see what happens next for the team. Congratulations!

Björgvin Þór Björgvinsson, project manager at Seafood from Iceland, sponsor of the award, comments: "Seafood from Iceland is proud to sponsor the esteemed Restaurant of the Year Award, highlighting our dedication to the UK's celebrated - and delicious - tradition of fish and chips. "This accolade recognizes the exceptional talent and commitment of establishments across the UK that appreciate premium quality fish. These values resonate deeply with our mission to supply the UK with the freshest, most delicious, and sustainably caught seafood. Sponsoring this award allows us to celebrate those who elevate this iconic dish, showcasing the connection between culinary excellence, tradition, and top-quality seafood."

In recognition of these shared values, Seafood from Iceland is excited to invite the top three finalists of the Restaurant of the Year award and select UK media representatives to Iceland for a four-day trip at the end of May.

Björgvin adds: "This behind-the-scenes trip will offer insights into Iceland's fishing history, a visit to a high-tech processing facility, a fishing vessel tour, and the secrets behind our superior fish quality. Plus, there will be plenty of fish tasting along the way!"

In second place was Pier Point from Torquay and third Noah's from Bristol.

Austen Dick Chippy Chat Editor said: "The Knights team excelled in this hard-fought category. Their dedication to quality, continuous improvement and the environment is commendable. Well done to them!"

For more information and bits on the National Fish and Chip Awards, please visit: www.thefishandchippawards.com.

Sponsored by

Seafood from Iceland and NFFF spreading the word!

a proud fishing country with the two trawlers undergoing a refit right in front of the hotel.

restaurant in Reykjavik for the last 15 years running and it is clear to see why!

The next morning, the group visited Brim, a major fishing company in Reykjavik. With an intriguing presentation about the history of Icelandic fishing, the company and a full tour of the 67-meter Vigni Fishing vessel with 1st Mate, Gestur Kristinnsson, we got the opportunity to understand the workings of the bridge, the fish processing deck and the on-board storage area.

Wandering around the harbour there are many reminders of the traditional industry with statues, display boards and even a railway locomotive!

We were in for a real treat over the next 4 days. Contrary to some people's beliefs, Icelandic food is not all about fermented shark, sheep's head and puffin! We were about to taste the best of Iceland!

The group gathered for a "Welcome Meal" at the Fish Company restaurant, which was a taste of things to come. It was clear from the outset that the group were going to get on famously.

Lunch was served at Fish and Chips Vagninn, a finalist in the Best Overseas fish & chip business of the year. The battered cod served was straight from the owner's fishing boat moored along the quay. So tasty and fresh with a great selection of sauce!

In case we were still hungry, next door was Valdis, famous for traditional Icelandic Gelato Ice Cream. Yummy!

Back to work and the group visited Iceland Ocean Cluster.

The tour took place at the end of May and was vibrantly organised and led by **Björgvin Þór Björgvinsson** of Seafood from Iceland/Business Iceland, supported by **Alice Catherine Silveira**. The group also consisted of Andrew Crook, President of the NFFF and organisers of the Annual Fish & Chip Awards, John Lavery of Fish City Belfast (previous winner), Catherine Anne Authers, representing Noah's of Bristol, Mary Aiken and Gavin Nicholl of Fish Focus and John Michael Holland of World Fishing/The Advocate/Gabriel House.

How Glad are Knights and their Trip!

National Fish and Chip Award winners experience a trip of a lifetime



about the Icelandic fish, how tasty it was, how responsibly sourced it is and the big role it plays in the UK fish and chip industry."

Andrew Crook, President of the National Federation of Fish Friers and organiser of the National Fish and Chip Awards, says: "The highlights were definitely spending time on a sea trawler to see the hard work put into the fishing process, as well as visiting an authentic Icelandic fishing village, offering a real glimpse of what a fisherman's life is like in Iceland. Thank you to the Seafood from Iceland for making this trip a truly memorable experience and allowing our winners this once in a lifetime opportunity."

Among the guests on the trip were Kevin Mitchell and Charlotte Mitchell, owners of Knights Fish Restaurant. This was the couple's first trip to Iceland, and they said, "Since we have returned home, we have proudly told our customers all about Iceland, what we learned about cod and the fishing industry in Iceland. We also told them we were on the trawler that caught the fish they were about to eat."

Kate Authers a representative for Noah's in Bristol, comments: "We were thrilled to get a such an incredible insight into our most popular dish and meet the people who work so hard to bring us the freshest catch from Icelandic waters. It's such a beautiful country and an incredible opportunity for us to be able to share our earnings directly with our customers."

John Lavery, owner of Fish City in Belfast, says: "Fish, as we know, is a world commodity, and Iceland is one of the major players in that space, so it was of great interest to get insights into what is happening in the industry there - how every part of the fish has value and is being utilised and processed for many different applications, including the skin for garments, and how fish is treated as a natural resource good for marine ecosystems and the planet. Sustainability and the environment are very important to Icelanders and the seafood industry, which impacts on us."

For more information about Seafood from Iceland, please visit www.seafoodfromiceland.com.



FRAMTÍÐARSÝN

Að íslenskur uppruni sjávarfangs verði sýnilegur á sölustöðum og hughrifin sem hann kallar fram séu jákvæð og til þess fallin að auka virði.

Sjálfbærni

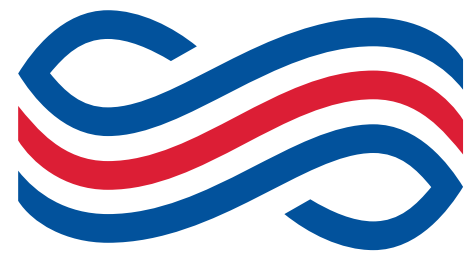
Hreinleiki

Orðstír deyr
aldregi hveim er
sér góðan getur

Áreiðanleiki

Samfélagsleg
ábyrgð

Gæði



Seafood from
Iceland