



Mun laxinn breyta leikreglum á markaði?

Sjávarútvegsráðstefnan 2018



Hvaða áhrif um laxinn hafa á núverandi stöðu?

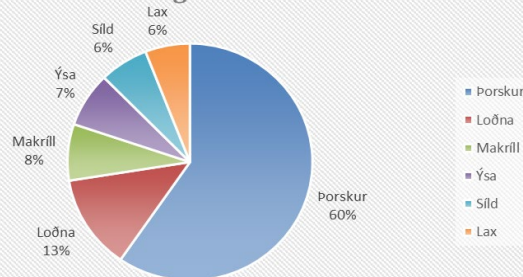
Staðan í dag

- ☐ Framleiðslan að komast af stað
- ☐ Mikil fjárfesting
- ☐ Áskoranir af ýmsum toga

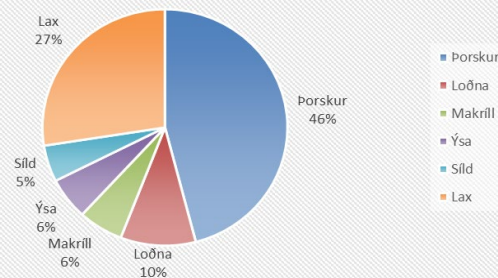
Framtíðarsýn

- ☐ Burðapolsmat: 130 þús tonn
- ☐ Áhættumat: 71 þús ton
- ☐ Mónægisaðgerðir
- ☐ Ný tækni

Útflutingsverðmæti 2017

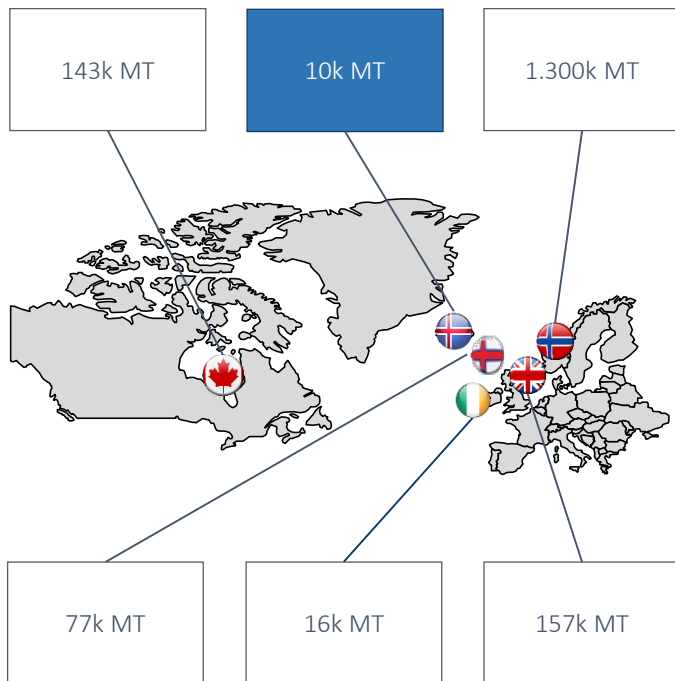


Útflutingsverðmæti 2022*



* Miðað við 70 þús. tonn af laxi og sömu útflutn.verðmæti og 2017

Framleiðsla nokkurra þjóða 2017

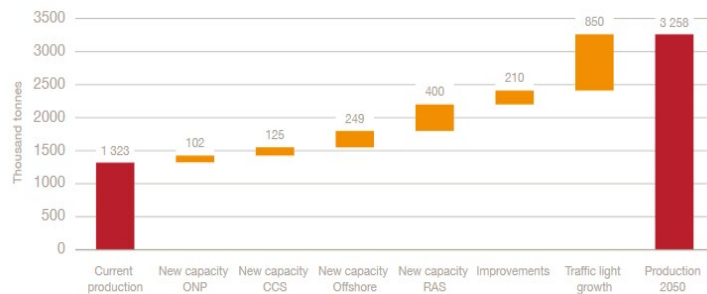


Aukin eftirspurn. Aukin framleiðsla

- ☐ Flestar þjóðir stefna að aukinni framleiðslu
- ☐ Lax er í raun hrávara
- ☐ Tækifæri fyrir „litla laxa-bóndann“

Áætanir Norðmanna um vöxt til 2050

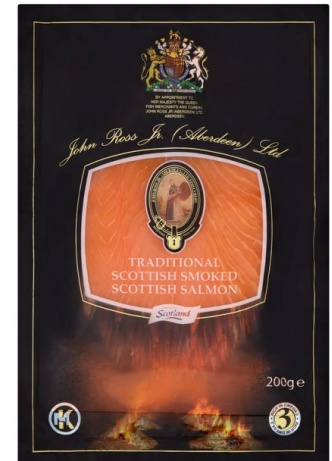
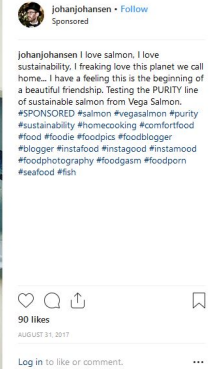
Base case - bridge from current production to 2050





Íslenskur lax

Hvað ætlum við að gera?



INDUSTRY AND NATURE, HAND IN HAND



Norway's Innovative Seafood Culture
Industry and culture, hand in hand



An Industry for Future Generations
Norway's unique management systems are ensuring the long-term health of its oceans.



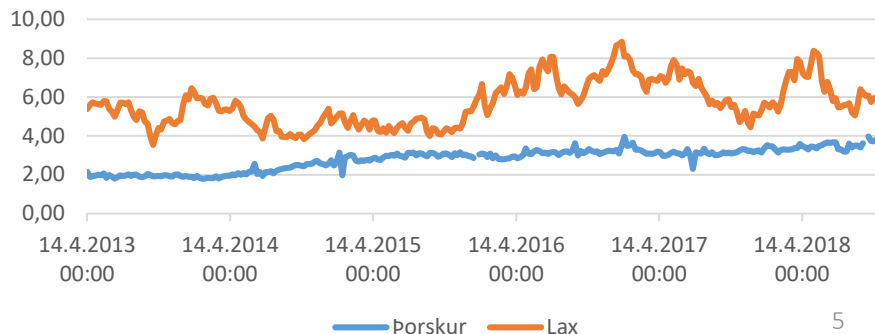
An Industry Leader in Sustainable Practices

Norway supplies seafood to more than 150 countries worldwide.

Laxinn ruddi brautina

- ☐ Mikil vöruþróun og markaðsstarf
- ☐ Laxinn þekktur og eftirsóttur um allan heim
- ☐ One-Stop-Shop

Verðþróun á lax og þorsk



Hvað þurfum við að gera svo þetta verði að veruleika?

Skýr stefna

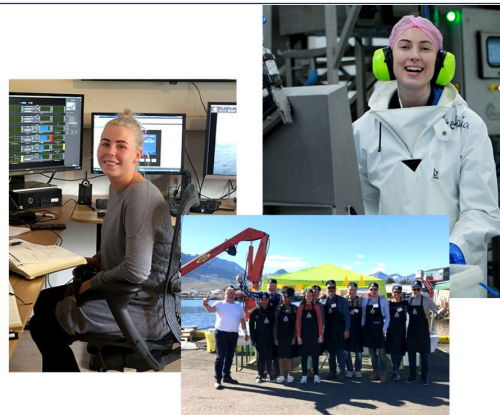
- ☐ Traustur lagarammi
- ☐ Samkeppnishæft rekstarumhverfi
- ☐ Nýsköpun og þróun

IT TAKES A VILLAGE

The Arnarlax operation is located in the rural area of the southern Icelandic Westfjords, a part of the country renowned for its heritage in fishing and seafood processing

With the entry of salmon farming in recent years there is again time for optimism and young people are moving back home to take part in this growing adventure.

OUR HISTORY



It takes an Icelandic village to make quality seafood

What is the secret of the Icelandic fish, savoured by chefs and food-lovers across the globe? The heritage, tradition and most off all the people of the fishing towns and villages is the answer. Witness the journey of pure quality from the North Atlantic Ocean on to your plate at your favourite seafood restaurant. Quality is a matter of pride.

VIEW ALL VIDEOS



It takes an Icelandic village to make quality seafood

Sama markmið

- ☐ Samvinna
- ☐ Stuðningur frá stjórnvöldum
- ☐ Sameiginleg sýn

Takk fyrir
Þorsteinn Másson



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