

Leiðandi
vettvangur í tíu ár



The Story of Niceland: Building a value-based brand

Heiða Kristín Helgadóttir

Stofnandi og framkvæmdarstjóri Niceland Seafood



SJÁVARÚTVEGS
RÁÐSTEFNAN

GREETINGS FROM

NICELAND




2019

nicelandseafood.com

[@nicelandseafood](https://www.instagram.com/nicelandseafood)



An aerial photograph of a harbor at dusk or dawn. Two large fishing vessels are docked at a pier. The ship on the left is red and white, and the ship on the right is blue and white. In the background, there are mountains and a town with buildings. The sky is a mix of orange, pink, and blue.

Now we are leading the world
in sharing our amazing fish
through technology.

UNIQUELY ICELANDIC

Iceland leads the world in sustainable fisheries with its mandated data systems, and cutting edge processing technologies that optimize for quality and utilization.

Fisheries management in Icelandic waters is primarily based on catch limitation through individual transferable quotas (ITQs).

Using a **research-based management** approach, carried out by Iceland's Marine and Freshwater Research Institute, the Icelandic fishing industry is a **global leader in sustainability**, and as such receives no government subsidies.

Check out our white paper and infographic for the Icelandic Cod at <https://sustainabilit.info/>



FOOD FRAUD IN THE US



Think that fish you just bought for dinner is Snapper? It could be a fake

NATIONAL POST

Do you actually know what's for dinner tonight? We are all victims of food fraud



What is seafood fraud? Dangerous—and running rampant, report finds

The Washington Post
Democracy Dies in Darkness

Public Safety

An unsavory scam? Company accused of diluting Chesapeake blue crab meat with imported crab

THE WALL STREET JOURNAL

THE FUTURE OF EVERYTHING

'Fish Fraud' Is Rampant. Here's How to Fix It

A New York seafood distributor is using computerized tracking to ensure that the fish on your plate is the one that you ordered

CBS THIS MORNING

CBS NEWS March 7, 2019, 12:16 PM

Seafood fraud investigation finds 1 in 3 businesses sold mislabeled fish



Fish traceability systems needed to fight fraud

TIME

HEALTH • DIET/NUTRITION

Sushi in L.A. Is Mislabeled Nearly 50% of the Time, Says Study

The New York Times

Catfished by a Catfish: 1 in 5 Seafood Samples Is Fake, Report Finds

BBC

Restaurant fish fraud not being caught, experts warn



Fish fraud: What's on the menu often isn't what's on your plate

WebMD

Buyer Beware: Seafood 'Fraud' Rampant, Report Says





SCAN HERE

↓ ↓ ↓



STORYTELLING TECHNOLOGY

Niceland Seafood provides a **full traceable timeline instantly online**, from the moment the fish is caught to the point it reaches the retailer or restaurant. Fishing data is collated from **multiple databases** to provide **real-time, certified information**.

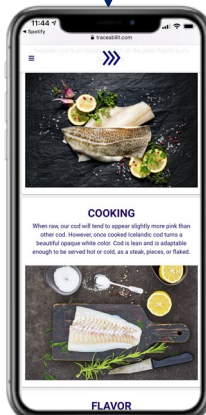
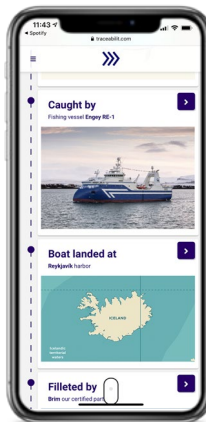
We are **empowering our customers** to make the connection between their food and the communities it comes from, while encouraging responsible fisheries. Best of all, **no app download is necessary** to scan the QR code—it all works through your web browser.

1. The first step shows you a map of where the fish was caught.



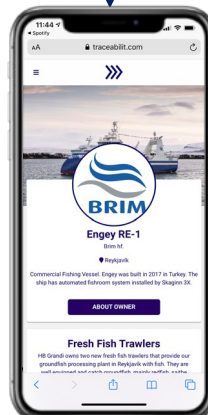
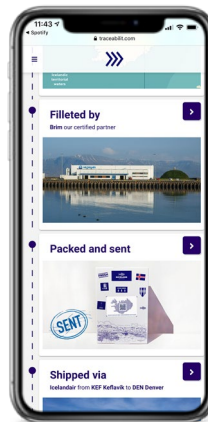
1a. You can get further details on the location where the fish was caught by clicking the blue button.

2. The second step shows you the species name and photo.



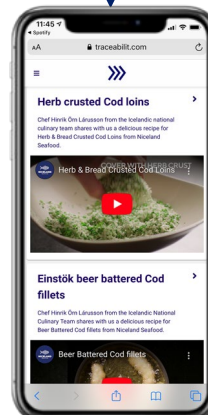
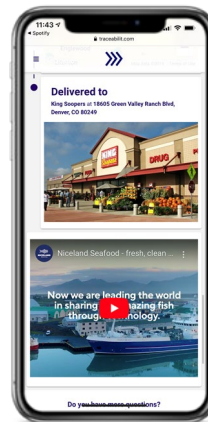
2a. You can get more detailed species information by clicking the blue button.

3. The third step shows you where the fish was processed.



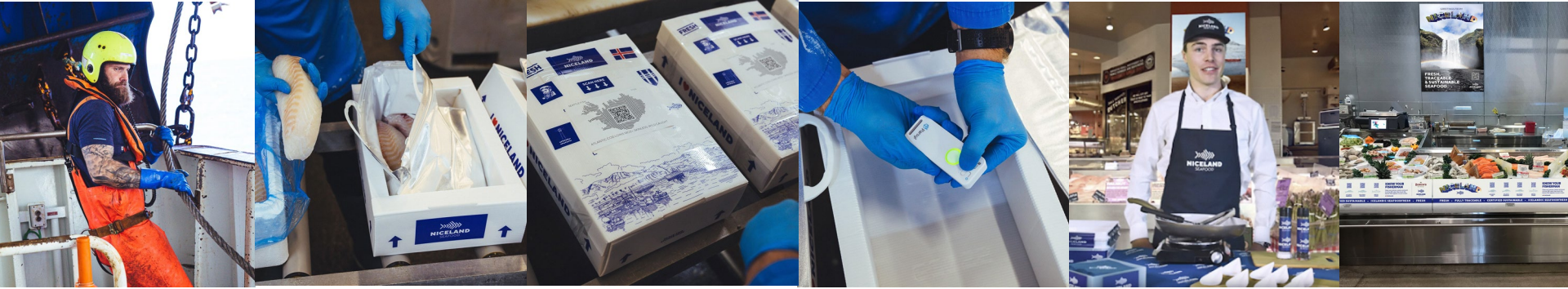
3a. By clicking the blue button, you can get more information on the fish processing plant.

4. The next steps shows you where the fish was shipped.



3a. At the bottom, there are several recipes that you can click on and view the full recipe and videos.

Niceland Seafood Value chain



INNOVA
Food Processing Software



PIÑATA®

TraceabiliT



Fishermen

In addition to receiving data from the boats, we have also been going out to sea and capturing real content of the fishermen that catch our fish.



Producer

We make an effort to listen to our customers and take extra care to meet their needs and develop new packing solutions with our producers



Export

Our boxes are branded and visually unique as well as innovative because they have a QR code that shows the entire journey of the fish.



Distributor

Our distributors can access information about the cold chain through temperature tracking devices as well as transparent information about logistics



Retailers

We offer advanced product demos through an innovative technology driven demo service through Piñata as well as marketing material for the seafood counter



We are
Niceland

PARTNER MARKETING

We make Niceland Seafood highly visible to potential customers by displaying engaging point-of-purchase marketing materials within the stores carrying our products.

We also leverage our experienced marketing team and online strategy skills by geo-targeting the areas in question and working with local influencers to spread the word of our products, brand message, and content.

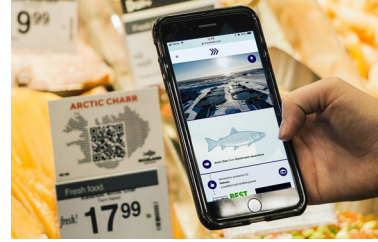
Our distinctive brand design is instantly recognized by consumers and stands for assurance of sustainability & quality.



nicelandseafood.com



Socks - giveaway at shows



Flag stands for display at store demos



Aprons - for fish counter staff in retail stores, demo team and give away at shows



Hoodies - for fish counter staff in retail stores, demo team and give away at shows



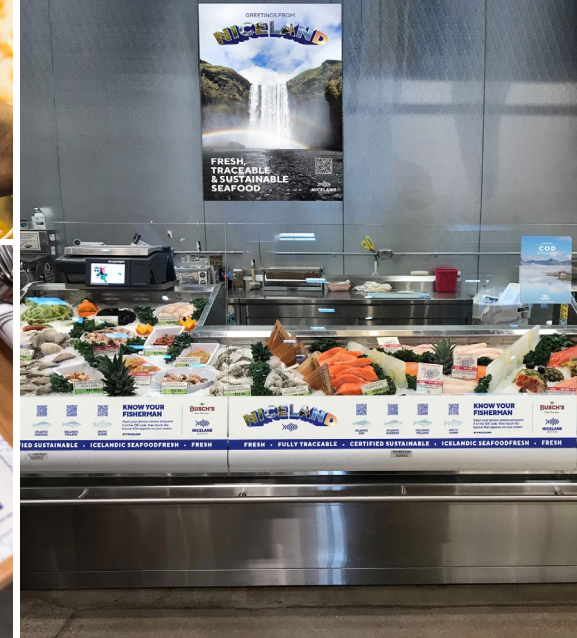
Marker pens - giveaway at shows



A-Stands with species information for display at stores



Scarves - giveaway at shows





TRADITIONAL MEDIA

FRESH • FULLY TRACEABLE • CERTIFIED SUSTAINABLE • ICELANDIC SEAFOOD

GREETINGS FROM

NICELAND



KNOW YOUR FISHERMAN
You can track your fish's journey from sea-to-pan. Open your smartphone camera and point it at the QR code.

#I NICELAND
WWW.NICELANDSEAFOOD.COM



NICELAND SEAFOOD

 ATLANTIC COD

 ATLANTIC HADDOCK

 ARCTIC WOLF FISH

 ICELANDIC OCEAN FISH

 ICELANDIC POLLACK

 ARCTIC CHARR

 ICELANDIC PLOVERFISH

 ICELANDIC CUSK

FRESH ICELANDIC
FISH TRACEABLE
FROM SEA-TO-PAN



NICELAND SEAFOOD

 Niceland Seafood transports fresh fish and offers full traceability from sea-to-pan. Open your smartphone camera & track the journey of your fish from sea-to-pan
WWW.NICELANDSEAFOOD.COM

GREETINGS FROM

NICELAND



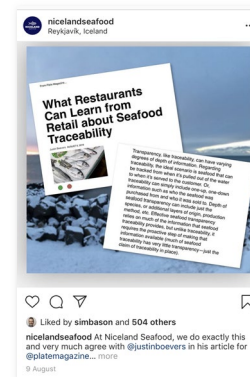
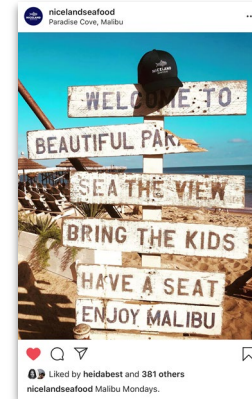
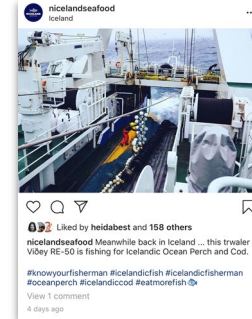
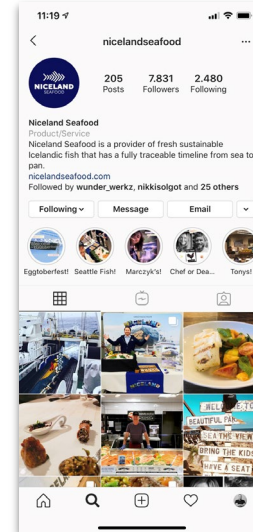
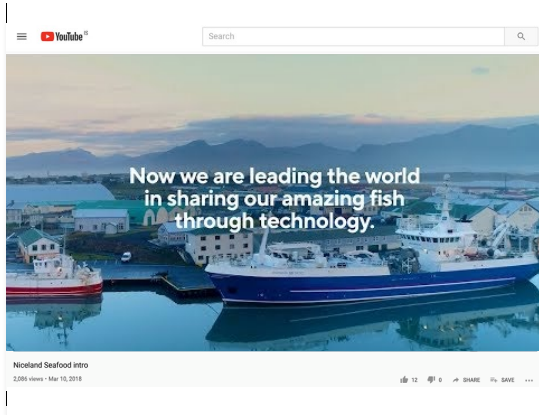
NICELAND SEAFOOD

 Niceland Seafood transports fresh fish and offers full traceability from sea-to-pan. Open your smartphone camera & track the journey of your fish from sea-to-pan
WWW.NICELANDSEAFOOD.COM



SOCIAL MEDIA

Niceland Seafood has a strong presence on all social media platforms. We create most of our content ourselves but also work in collaboration with **social media influencers, chefs, restaurants, and retail partners.** It is also a vital place for us to interact with our customers and buyers.



We are
Niceland

Shipping boxes

Styrofoam is **non-biodegradable** and takes **500 years to break down** which leaves way too much impact on our planet.

We have emphasised finding alternative shipping box solutions. **CoolSeal**, that are made out of recycled **Polypropylene** that is more easily recycled than styrofoam as well as a **FishEcoBox cardboard** solution that breaks down easily in nature.

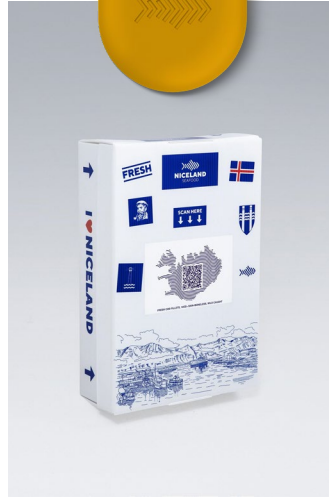
These solutions significantly reduce our **carbon footprint** but also prepare us for **widespread bans** of cardboard shipping boxes that are imminent in the **United States**.



PACKAGING



Styrofoam is non-biodegradable and takes **500 years to break down** which leaves way too much impact on our planet.



Cool Seal
Corrugated Plastic
100% Recyclable



EcofishBox
Fiber Based Cardboard + minimal plastic
100% Recyclable



ICELAND FISHERIES

RESPONSIBLE FISHERIES



The objective of the Icelandic fisheries management system is to ensure responsible fisheries that lead to sustainable fish stocks and a healthy marine ecosystem. The management of the fisheries is based on research and monitoring of stocks and the ecosystem, management decisions based on scientific advice and enforcement of laws and regulations on fishing. The Minister of Fisheries and Agriculture sets the TAC for each fishing year for most of the stocks.



THE MINISTRY OF INDUSTRIES AND INNOVATION
ISSUES ANNUAL FISHING QUOTAS

THE COD WARS: ICELAND CLAIMING THEIRS

The Cod Wars were a series of confrontations between Iceland and the UK, each of which ended with Icelandic victory. The third and last Cod War ended when the UK agreed to a 200 mile exclusive fishery zone around Iceland.

ICELANDIC TERRITORY FOR FISHING (MILES)

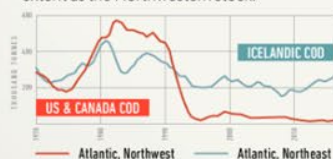


COD LANDINGS PER MONTH



STOCK SIZE

The Icelandic cod stock belongs to the Northeast cod stock, which has not been overfished to such extent as the Northwestern stock.



ICELAND'S PUBLIC SWIMMING POOL INDEX



SHARE OF GDP

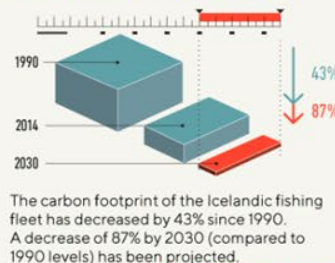
The fishing industry in Iceland is responsible for about 23% of the total GDP.

PARTICIPATION IN THE FISHING INDUSTRY

The high ratio of working people in Iceland involved in the fishing industry directly demonstrates the importance of the sector.

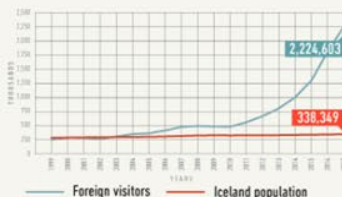


CO₂ OUTPUT OF THE ICELANDIC FISHING FLEET

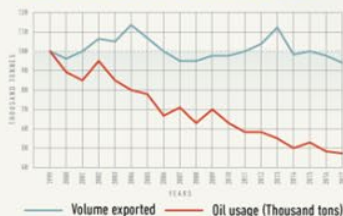


The carbon footprint of the Icelandic fishing fleet has decreased by 43% since 1990. A decrease of 87% by 2030 (compared to 1990 levels) has been projected.

NUMBERS OF FOREIGN VISITORS



SEAFOOD EXPORT VS. OIL USE OF FISHING FLEET

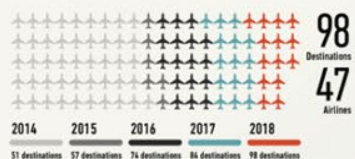


HUMAN DEVELOPMENT INDEX (HDI)

A composite statistic (composite index) of life expectancy, education, and per capita income indicators, used to rank countries into four tiers of human development. A country scores higher HDI when the lifespan is higher, the education level is higher, and the GDP per capita is higher. The HDI was developed by Pakistani economist Mahbub ul Haq for the UNDP.



DIRECT FLIGHTS: ICELAND



RENEWABLE ENERGY USE

Iceland has one of the highest proportional levels of renewable energy worldwide. Still, the ratio is only getting better, with renewables making up more than eight times the current ratio in USA. Renewable energy sources include hydro, geothermal, solar, wind and tide harnessing and all biofuels, including municipal, organic and vegetal waste.

PERCENTAGE OF TOTAL PRIMARY ENERGY SUPPLY

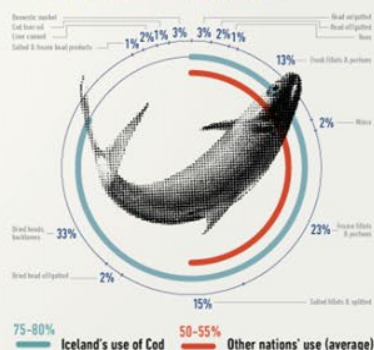


SHARE OF RENEWABLES IN ELECTRICITY PRODUCTION*



*Energy production for energy grid (Not including burning fuel for transportation)

USE OF COD RESOURCE



GENDER INEQUALITY INDEX (GII)



Gender equality in Iceland is extremely high, as demonstrated by our GII score. Women are active participants in the labour market, they have legal and fiscal independence, representation, good health and full control over their reproductive health. Still, we'd like to go further.



