



ÍSLANDSSTOFA
PROMOTE ICELAND

Hverju þarf að breyta í markaðssetningu á sjávarafurðum?

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Sjávarútvegsráðstefnan 15.-16. nóvember 2018

Sölusamtök

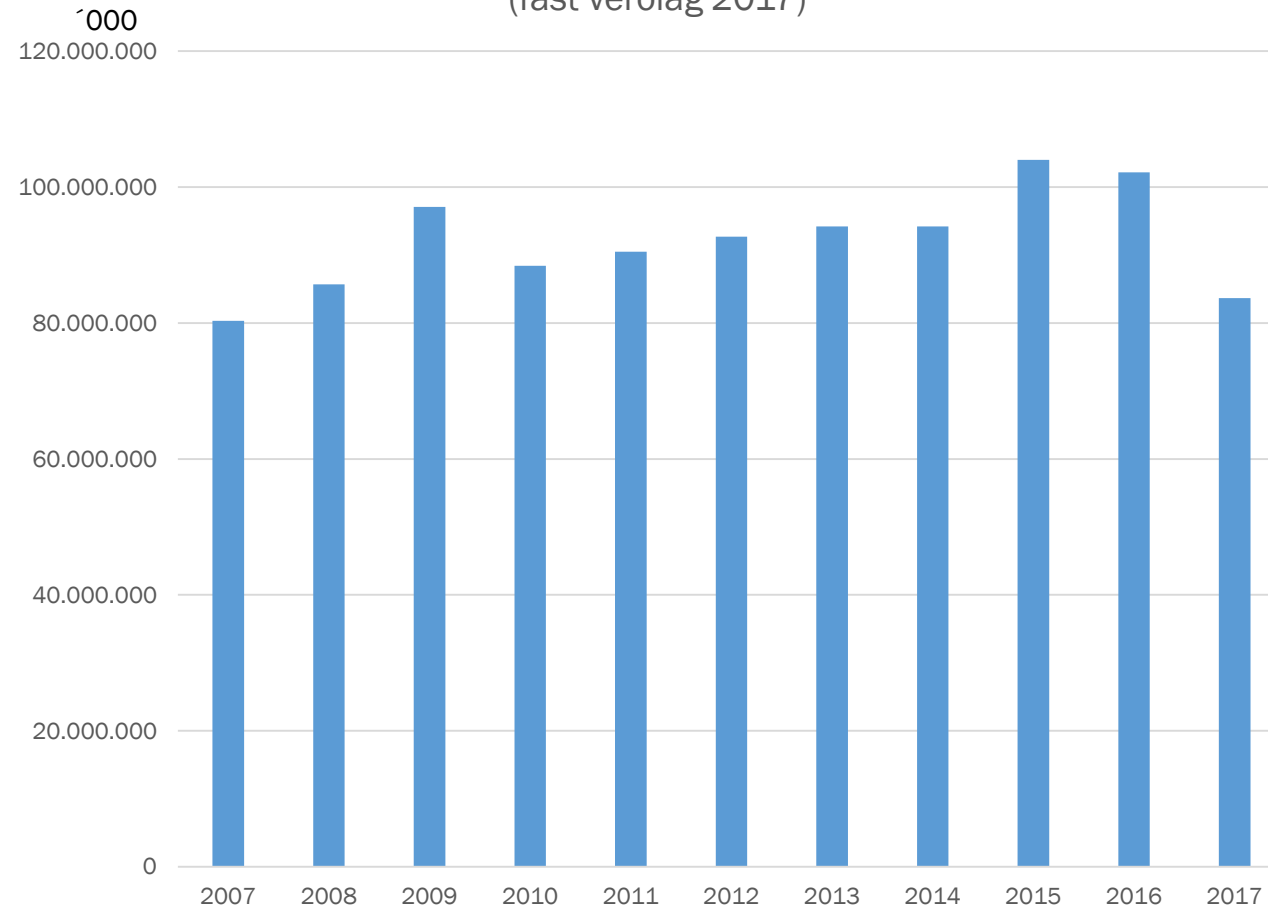
- Sölusamband Íslenskra fiskframleiðenda - SÍF (1932)
- Sölumiðstöð hraðfrystihúsanna - SH (1942)
- Sjávarafurðadeild Sambandsins, síðar Íslenskar sjávarafurðir - ÍS (1957)



Virðiskeðja sjávarafurða



Útflutningsverðmæti þorskafurða 2007-2017 (fast verðlag 2017)



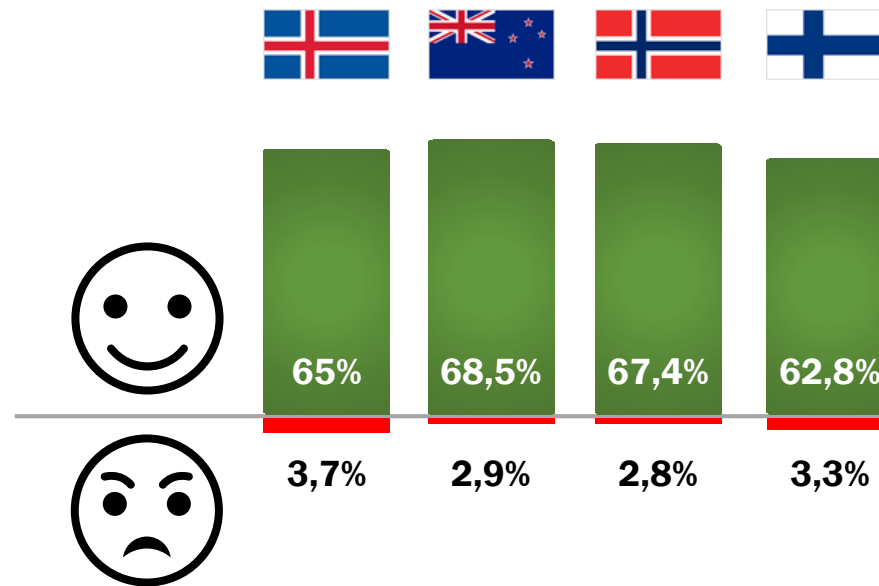
**Til mikils að
vinna**



Að komast nær neytandanum

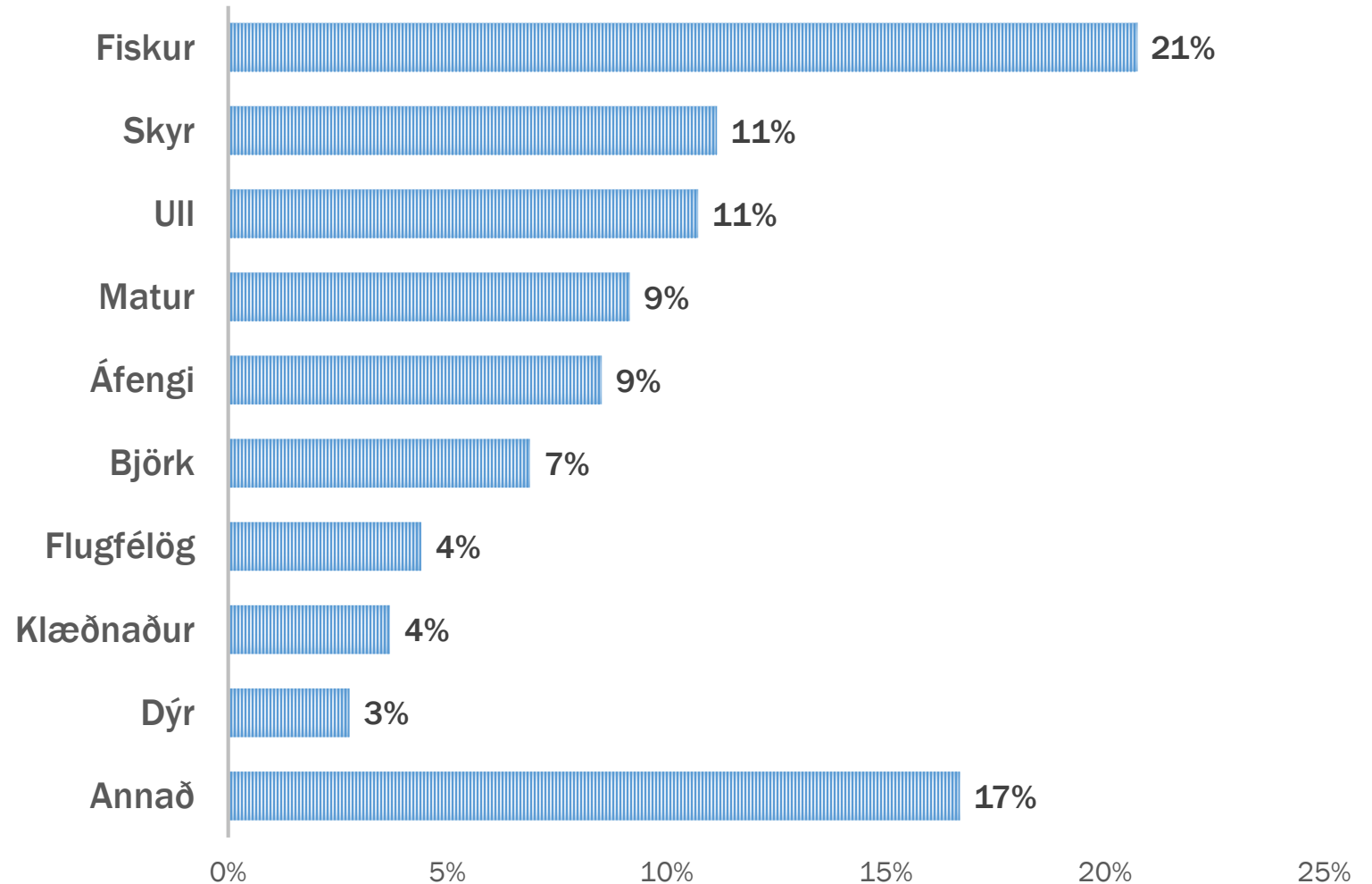
Viðhorf gagnvart vörum, vörumerkjum og þjónustu

51% fleiri Bretar eru jákvæðir gagnvart
íslenskum vörum nú en fyrir sjö árum



Hvaða vörur, vörumerki eða þjónustu dettur fólki fyrst í hug í tengslum við Ísland?


ATH: 76% gátu ekki nefnt
neinar íslenskar vörur.



Markaðs- og kynningarefni Inspired by Iceland

INSPIRED BY ICELAND

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uppruni
ORIGIN

In Iceland you can be sure exactly where your food comes from if you choose local ingredients, the name of the farm will more often than not be written on a box of mushrooms and thanks to state of the art technology, Icelandic fish can be traced back to where in our fertile fishing grounds it was caught, before being sent to restaurants or markets abroad. The fish lives in ideal conditions in the North Atlantic around Iceland where cold and warm ocean currents meet, creating ideal conditions for fish stocks to thrive.

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LMNOÓPRSTUÚVXYÝÞÆÖ



afli
CATCH

For centuries the people of Reykjavík have

←

A B C D E F G H I J K L M N O P R S T U V X Y Ý Þ Æ Ö




silfur hafsins
SHIVER OF THE SEA

Herring, known as "silver of the sea", is about the national treasure value that the herring industry brought to the nation in the mid-20th century. The age of herring properly was short-lived, and by the late 19th the herring industry was showing up. Silfurhafinn and many other herring boats were left without their main industry and local financial backbone. The award-winning Herring Era Museum in Silfurhafinn, the largest maritime museum in Iceland, now brings to the story days of the herring industry in Iceland.

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B C D E F G H I J K L M N O P R S T U V X Y Ý Þ Æ Ö




reyktur
SMOKED

Smoking lamb and fish is an old tradition in Iceland as it helps the food keep longer and is

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A B C D E F G H I J K L M N O P R S T U V X Y Ý Þ Æ Ö

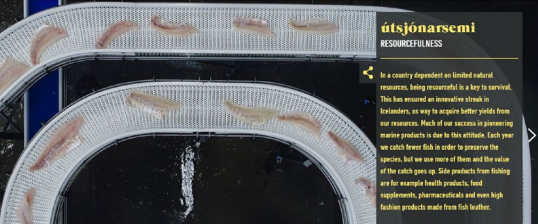


jaxl
MOLAR

Jaxl is Icelandic for molar, the strong grinding teeth at the back of the jaw. It is also used figuratively to describe a person who is particularly tough. The people of Reykjavík embody this rugged, hardworking spirit, as generations have been shaped by the sea, fighting to survive in this formidable landscape.

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R S T U V X Y Þ Æ Ö



útsjónarsemi
RESOURCEFULNESS

In a country dependent on limited natural resources, being resourceful is a key to survival. This has ensured an innovative streak in Icelanders, as way to acquire better yields from our resources. Much of our success in pioneering marine products is due to this attitude. Each year we catch fewer fish in order to preserve the species, but we use more of them and the value of the catch goes up. Side products from fishing are for example healthy products, food supplements, pharmaceuticals and even high fashion products made from fish leather.

←

E F G H I J K L M N O P R S T U V X Y Ý Þ Æ Ö



réttur
COURSE

Fine dining in Iceland will typically take you through several different courses, perfect for highlighting the different Icelandic ingredients. Fish or other marine-based proteins is a traditional first course, often followed by lamb, a fourthly traditional for Icelandic, stews and localities since they roam the hills and grass on spires such as thyme, adding to the taste of the meat. Typically, a dessert at a restaurant involves áyr. Icelanders are proud of this very wholesome product that is made like cheese but tastes like unsweetened yogurt.

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F G H I J K L M N O P R S T U V X Y Ý Þ Æ Ö



aflakló
A GOOD FISHERMAN

Aflakló is a combination (aff) and clew (kló), a somebody that is really. Good fishermen have a Iceland. Today they do sense but also highly equipment. Perhaps we will soon see how development of technology. They have

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A B C D E F G H I J K L M N O P R S T U V X



þorskur
COD

Cod has long been the backbone of the Icelandic economy, so much so that it has sparked three minor wars in this otherwise peaceful nation. The Cod Wars, as they are known, took place between the late 19th and 1970s, when UK trawlers entered waters that Iceland had recently claimed as their own. Iceland came out on top in all conflicts, and no one was seriously hurt. Cod is also an important staple on dinner tables around the country, where it's traditionally served very simply with boiled potatoes on the side. Visitors should also try the dried cod, which is not far from delicious with a touch of wit.

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A B C D E F G H I J K L M N O P R S T U V X Y Ý Þ Æ Ö




ýsa
HADDOCK

The Westfjords were built on back of the fishing industry and although the economy has gradually begun to diversify the region is still heavily dependent on sea for its livelihood. The most common ocean catches are haddock and cod, and wolffish and shrimp are also important. Fish farming has also taken off, with teams such as Silkenfjörður and the neighboring Þrándfjörður producing thousands of tons of ocean salmon every year. You can sample fresh local seafood at a number of excellent restaurants around the region.

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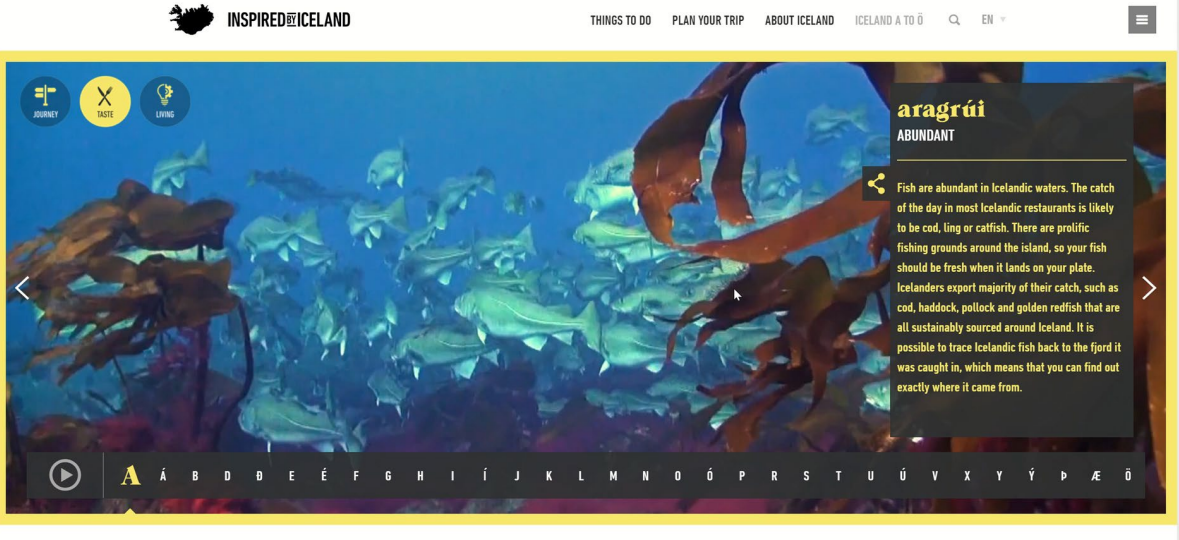
I J K L M N O P R S T U V X Y Ý Þ Æ Ö



I am an expert in responsible fisheries.

←

0:23



aragrúi
ABUNDANT

Fish are abundant in Icelandic waters. The catch of the day in most Icelandic restaurants is likely to be cod, ling or catfish. There are prolific fishing grounds around the island, so your fish should be fresh when it lands on your plate. Icelanders export majority of their catch, such as cod, haddock, pollock and golden redfish that are all sustainably sourced around Iceland. It is possible to trace Icelandic fish back to the fjord it was caught in, which means that you can find out exactly where it came from.

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A Á B D D E É F G H I Í J K L M N O Ó P R S T U Ú V X Y Ý Þ Æ Ö



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