



Samfélagsleg ábyrgð
í sjávarútvegi

2.-3. NÓVEMBER Í HÖRPU

Opportunities for sustainable blue growth using circular economic models

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HAMPIÐJAN



HÁSKÓLINN Í REYKJAVÍK
REYKJAVÍK UNIVERSITY

ICELANDAIR
CARGO

ISI ICELAND
SEAFOOD



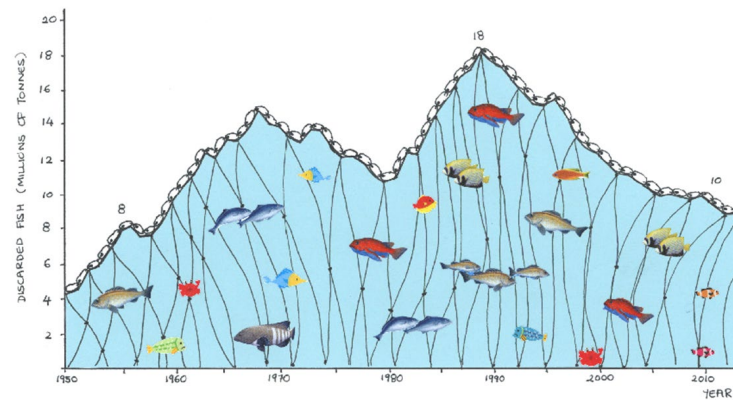
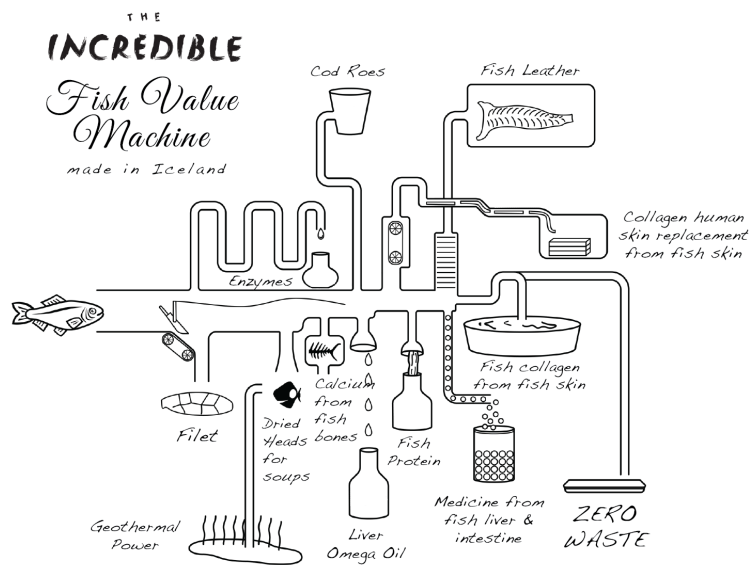
marel

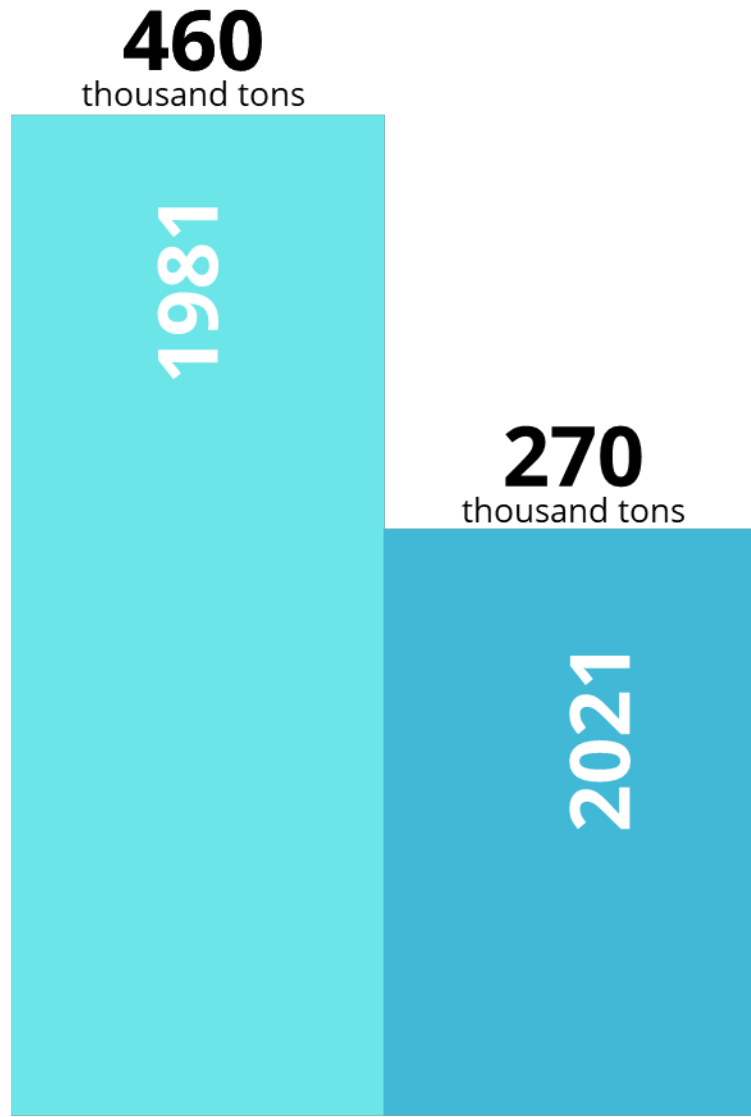
Pipar TBWA



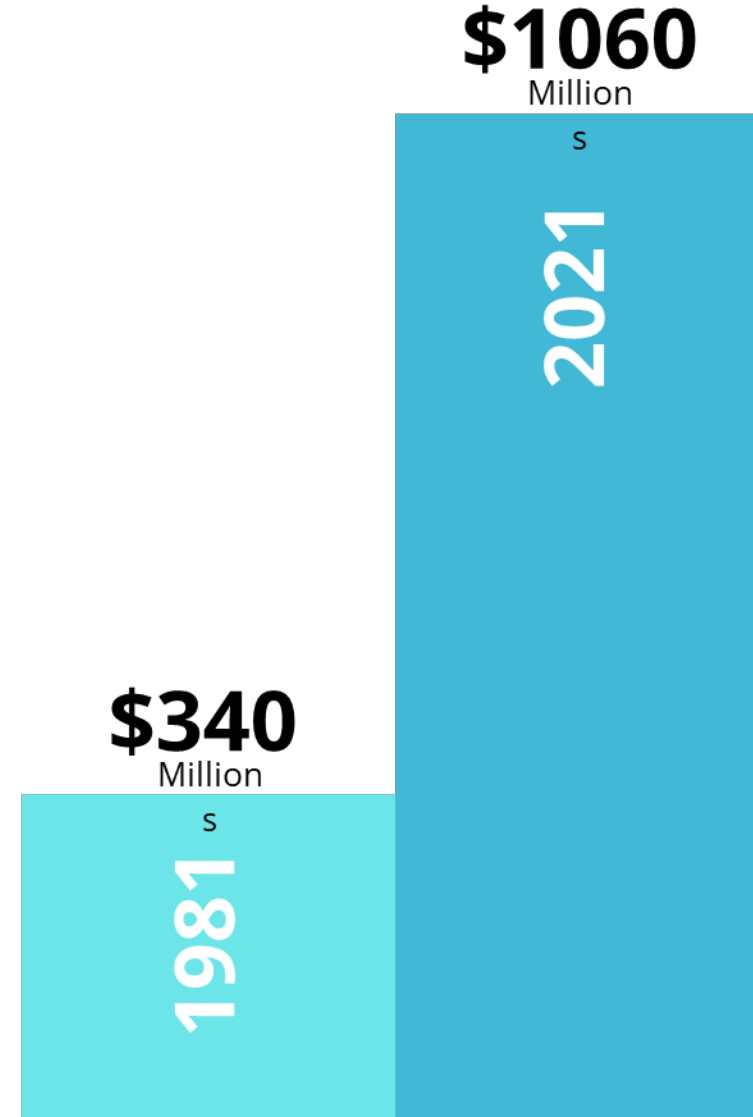
SJÁVARÚTVEGS
RÁÐSTEFNAN

2023



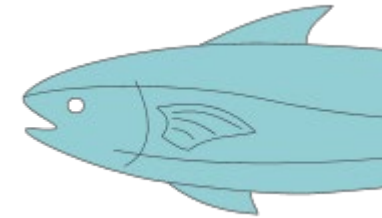
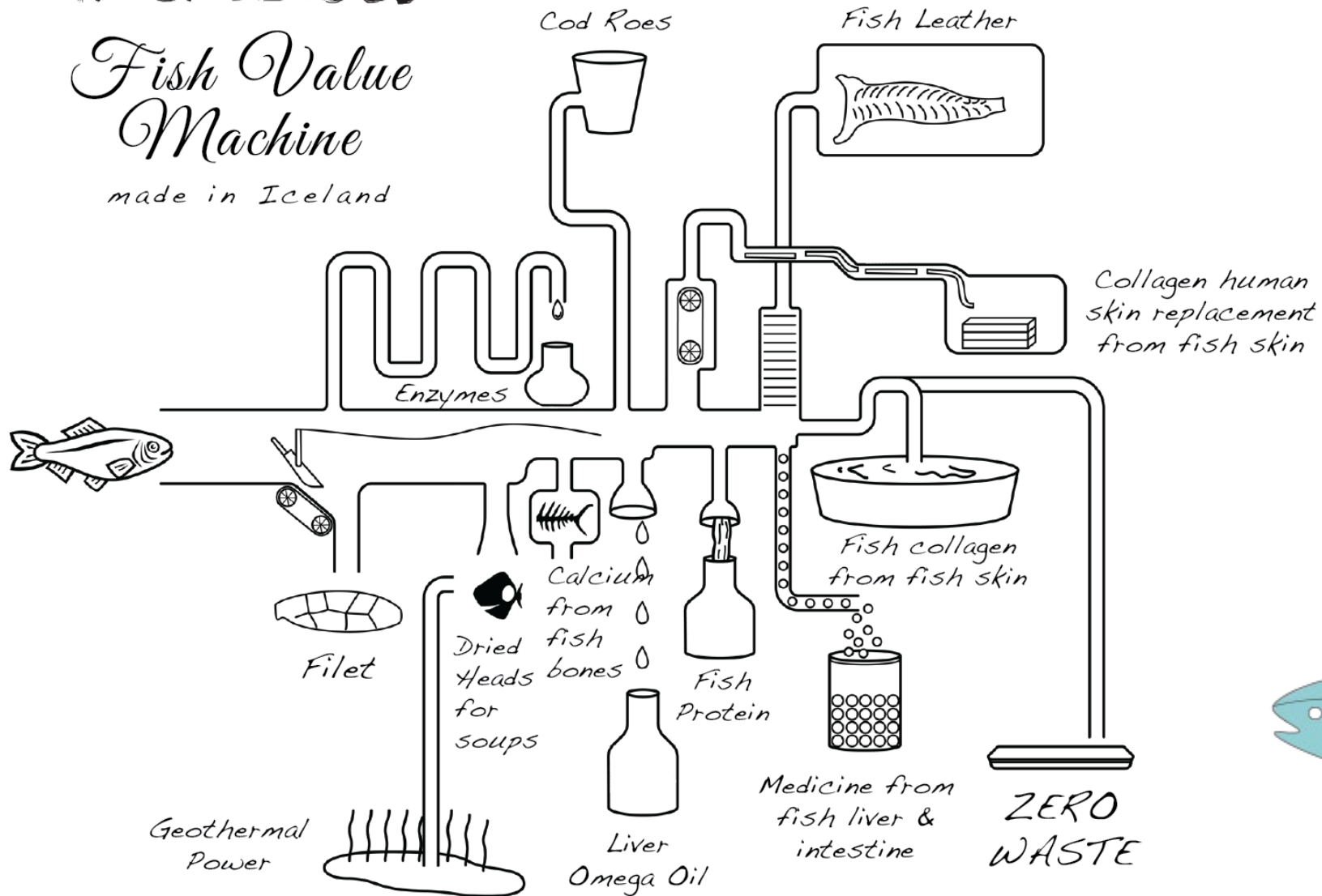
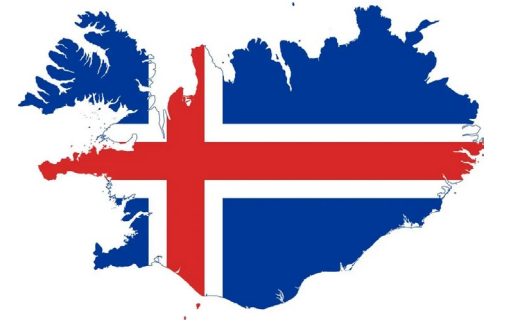


Total cod catch

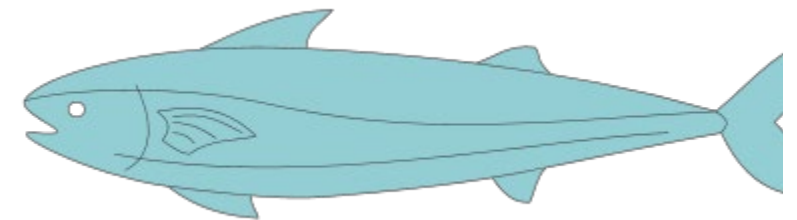


Average export value

made in Iceland



40-50%



90%



Quality Seafood



Cosmetics



Omega-3 Oil



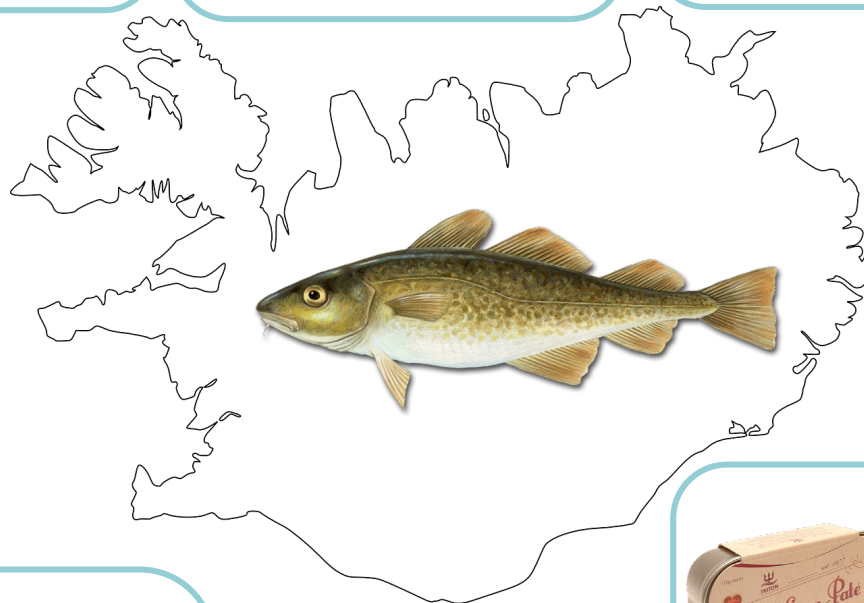
Collagen Drinks



Pet Treats & Dried Heads



Marine Supplements



Medical Products



Fish Leather



Cosmetics



Fish Leather



Liver & Roe



Liver & Roe



Omega-3 Oil

2000

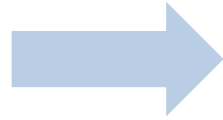
2010

2020

2013

82kg

per hour



2023

200+ kg

per hour

2023

Total potential value

per fish

\$4500+



Blue economy
a larger and
more diverse
sector.

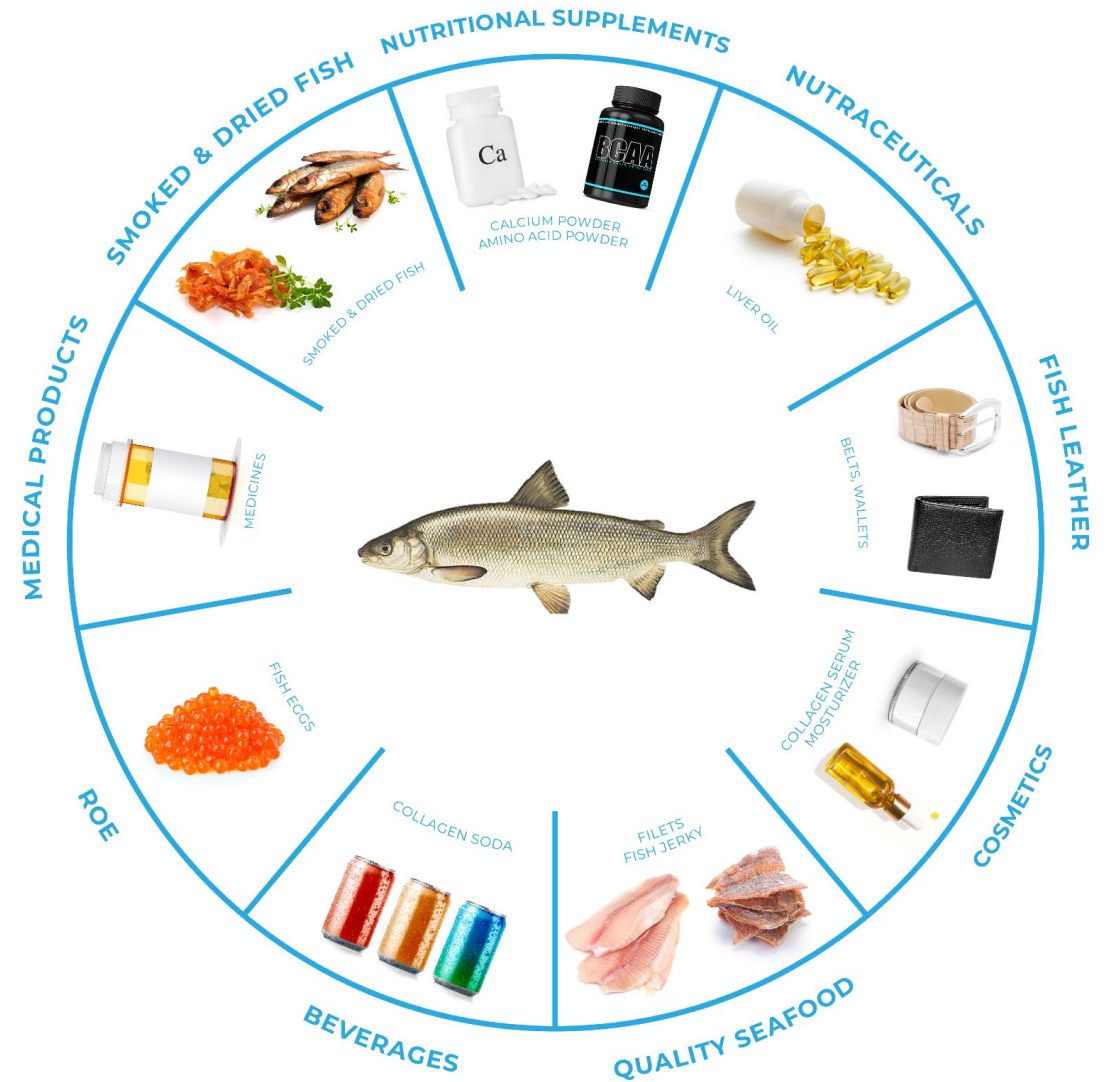




Icelandic 100%
fish know-how
spreading
internationally.



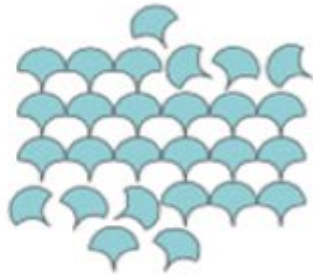
Collaboration to
build new blue,
circular value
chains in a
different context.



Case 1

High value – lower volume.

**Gelatin or collagen peptides
from mixed species fish
scales.**



matís

Case 2

Mid-value – mid volume.

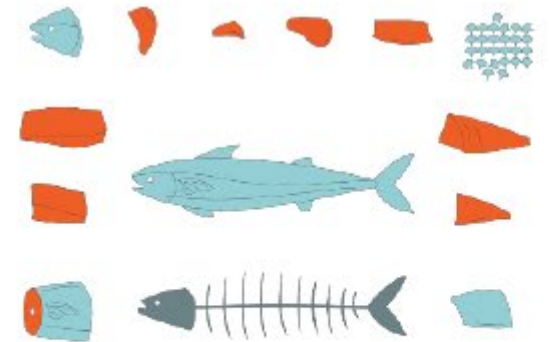
**Protein hydrolysates from
mixed species fish heads**



Case 3

Lower value – higher volume.

**Fish meal from all rest
material from mixed species.**





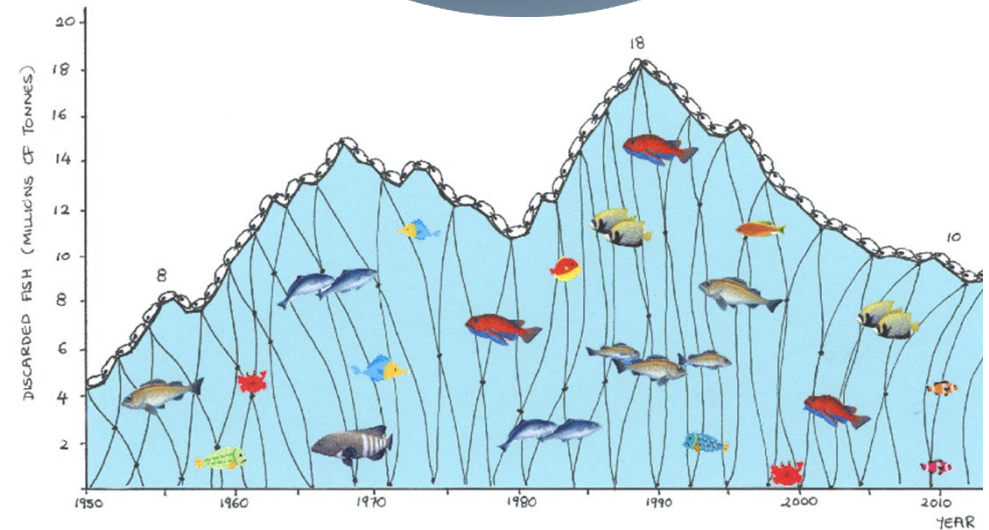
100% GREAT LAKES FISH PLEDGE

The Great Lakes are home to a sizeable commercial fishery for diverse species such as Lake Whitefish, Yellow Perch, Walleye and Lake Trout. In most cases, only the fillets of these fish are eaten by people, while the remaining 60% of the fish is relegated to inexpensive animal feed or discarded. Recognizing the need to prevent waste and promote the sustainable use of these fish, the Great Lakes St. Lawrence Governors and Premiers (GSGP) initiated the 100% Great Lakes Fish campaign.



Opportunity
driving industry
collaboration &
commitment.

Icelandic model
reducing seafood
loss and
increasing blue
value globally.





100% models for
growing the wider
blue economy.

Nordic and cross
sector collaboration
fueling brand new
ideas for circular
blue growth.



Thank you

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