

Tilapia from Iceland

“Made” with high quality, safe and sustainable geothermal heat



“Arctic” tilapia (*Oreochromis niloticus*)



Sustainable use of geothermal energy

Species that “no one knew” few years ago, are now among the most important species today.

Each of “the new species” has its pros and cons from biology to marketing.

Ministers, public research funds, fish farmers and investors should be open minded in regard to which projects should be focused on.

New emerging possibilities if Iceland could create a unique position as fish farming nation.

Farming “warm” species in “cold” country stops unwanted escapes into the wild nature.

Tilapia

Tilapia (*Oreochromis niloticus*) is a lean fish species of potential commercial value. The increased production of Tilapia as an aquaculture product has made it more available to consumers. It is one of the most popular fish species in USA and the consumption is increasing in Europe.

Culture of warm water species like Tilapia, with high growth rate, could be economically feasible in a cold climate like Iceland based on using the available sustainable geothermal warm water for farming. Iceland is also rich in fresh cold water that is necessary for farming safe, healthy and high quality products.

The focus is on the opportunities of marketing fresh fillets of Arctic Tilapia overseas. It is not possible to compete on markets for frozen fillets since the competition from Asia is too strong. For economical reasons, fillets need to be shipped by sea to Europe since air freight is too costly.



Geysir, located in south Iceland.