

**Workshop on Catch
Quality and Pricing in the
Nordic Region**

Welcome



**Nordic
Co-operation**

The Nordic Council of Ministers
working group for fisheries and
aquaculture

What is the quality of our fish?

Auðlindin okkar / our resource

„Íslenskur fiskur er þekktur fyrir gæði og íslensk sjávarútvegsfyrirtæki eru alþjóðlega samkeppnishæf. Veiðum er stýrt þannig að fiskur er veiddur á þeim árstíma og svæðum þar sem gæði hans eru mest og markaðsaðstæður hagstæðastar“

“Icelandic fish is known for its quality and Icelandic fisheries are internationally competitive. Fishing is managed so that fish are caught at the times of year and in areas where their quality is highest, and market conditions are best”

Matvælastefna / Icelandic food policy

10 forgangsverkefni / 10 priorities identified

Eftirfarandi framtíðarsýn fyrir íslenska matvælaframleiðslu er sett fram með það að leiðarljósi að Ísland verði í fremstu röð ríkja í framleiðslu hágæða matvæla:

- 1. Ísland verði í fremstu röð ríkja í gæðum framleiddra matvæla.*

The following vision for Icelandic food production is presented with the guiding principle that Iceland will be among the leading countries in the production of high-quality food:

- 1. Iceland will be among the leading countries in the quality of food produced.*

What is the quality of our fish?

We do however have very limited scientific data on quality

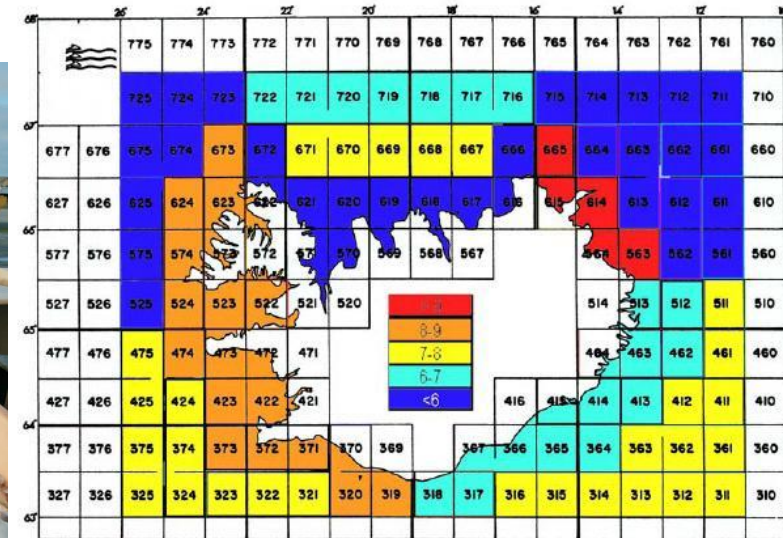
One of the criticism of Auðlindin okkar was that small vessels catches (strandveiðiafli) is of poorer quality than other catches. But the evidences are lacking.

How can we improve if we do not know what needs improvement?

.....and can we then link quality with prices?



What is the quality of our fish?



Mynd 4.6. Fjöldi hringorma í hverju kg af þorsklökum [fj hringorma/kg flaka] á öðru tímabili, mars, apríl og maí fyrir árin 2001 til og með 2005.

What is the quality of our fish?

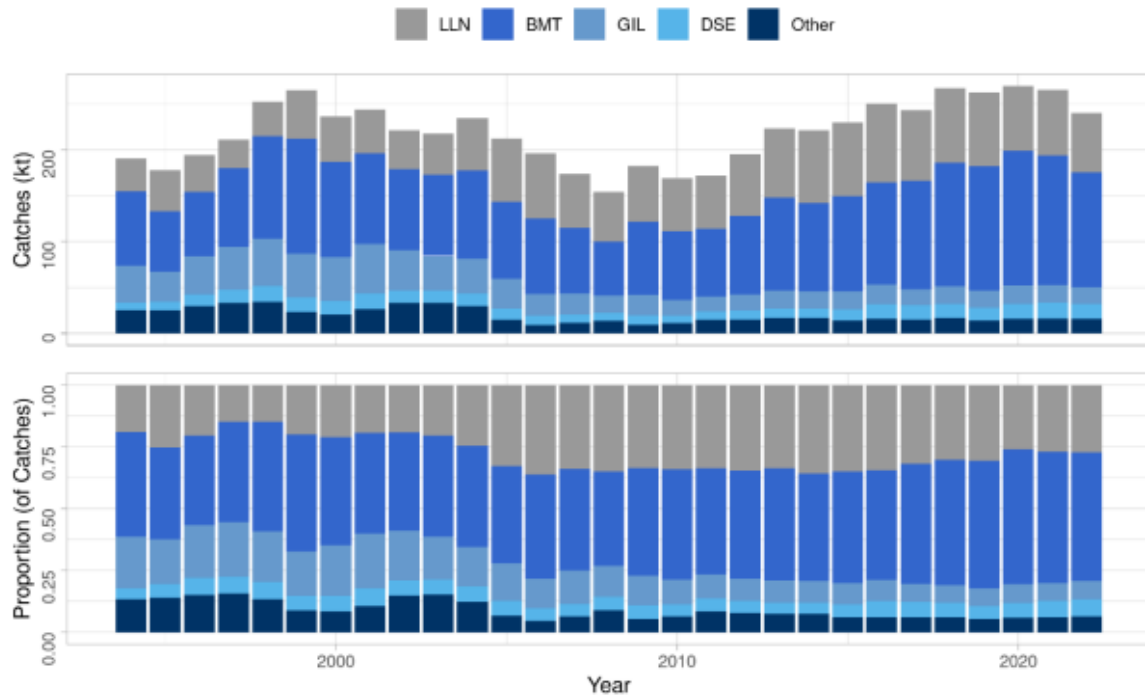


Figure 6. Icelandic cod. Total catch (landings) by fishing gear since 1994, according to statistics from the Directorate of Fisheries.

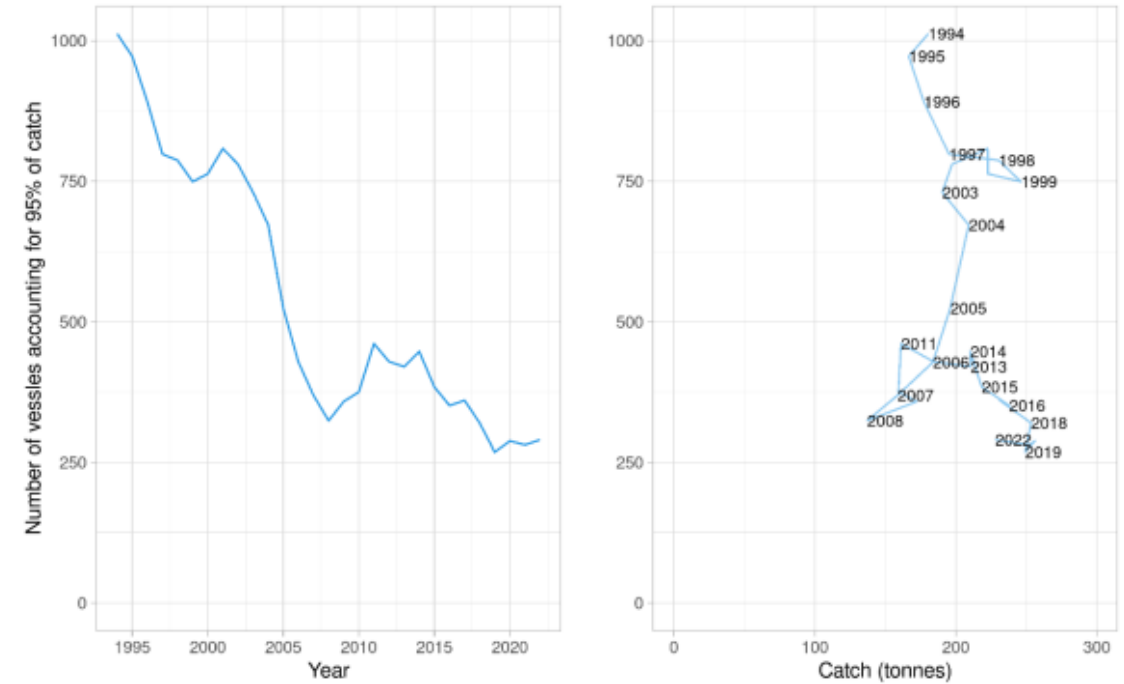


Figure 7. Icelandic cod. Number of vessels (all gear types) accounting for 95% of the total catch annually since 1994. Left: Plotted against year. Right: Plotted against total catch. Data from the Directorate of Fisheries.