

SPECIES, PRICING AND MARKETS

DIRECT SALES VS AUCTION

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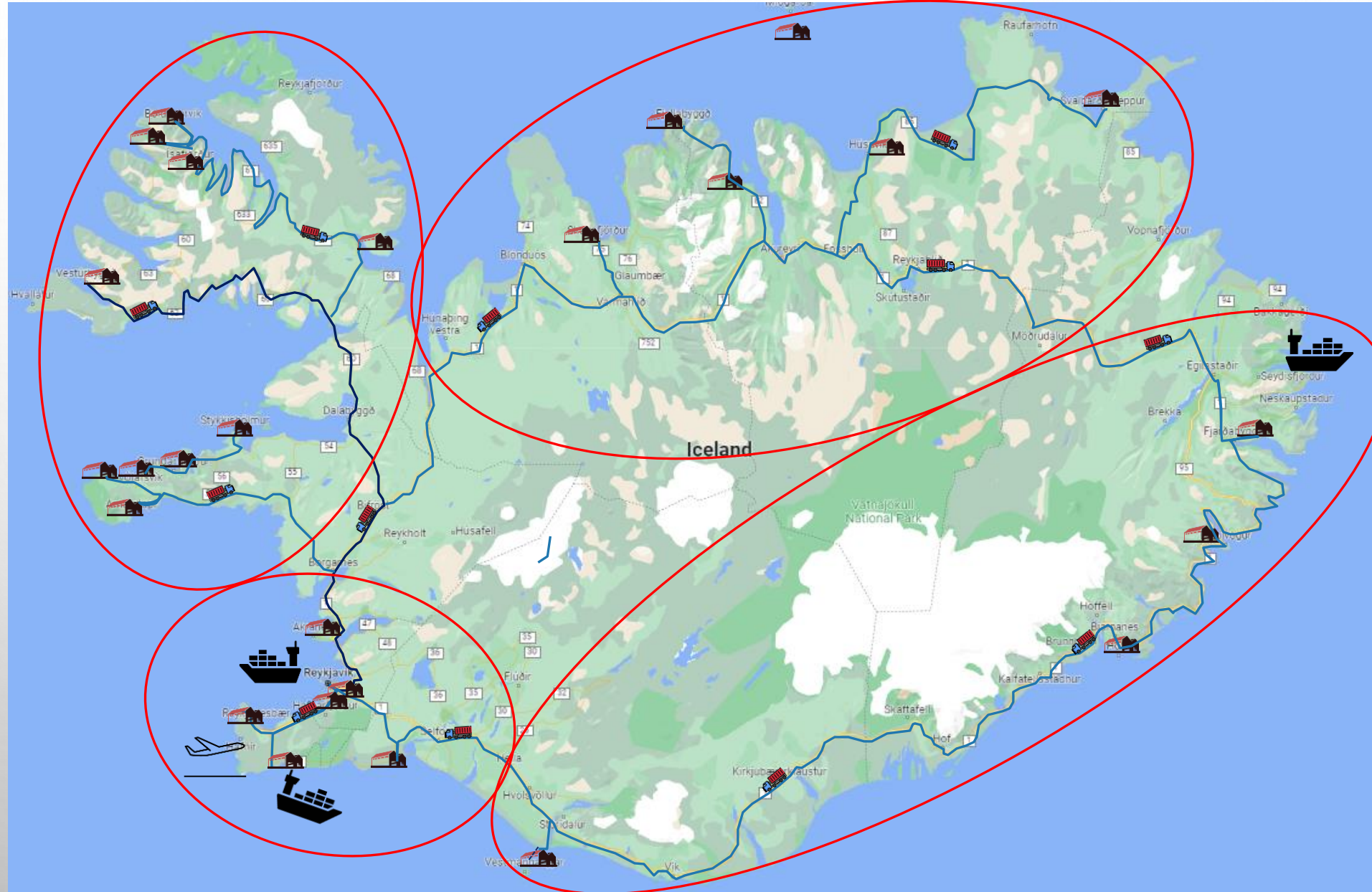


OVERVIEW

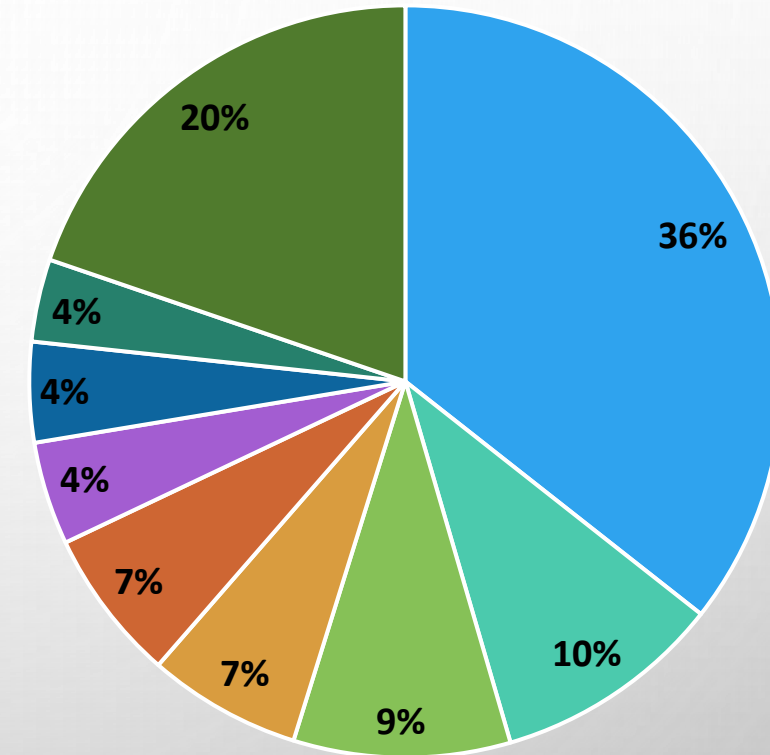
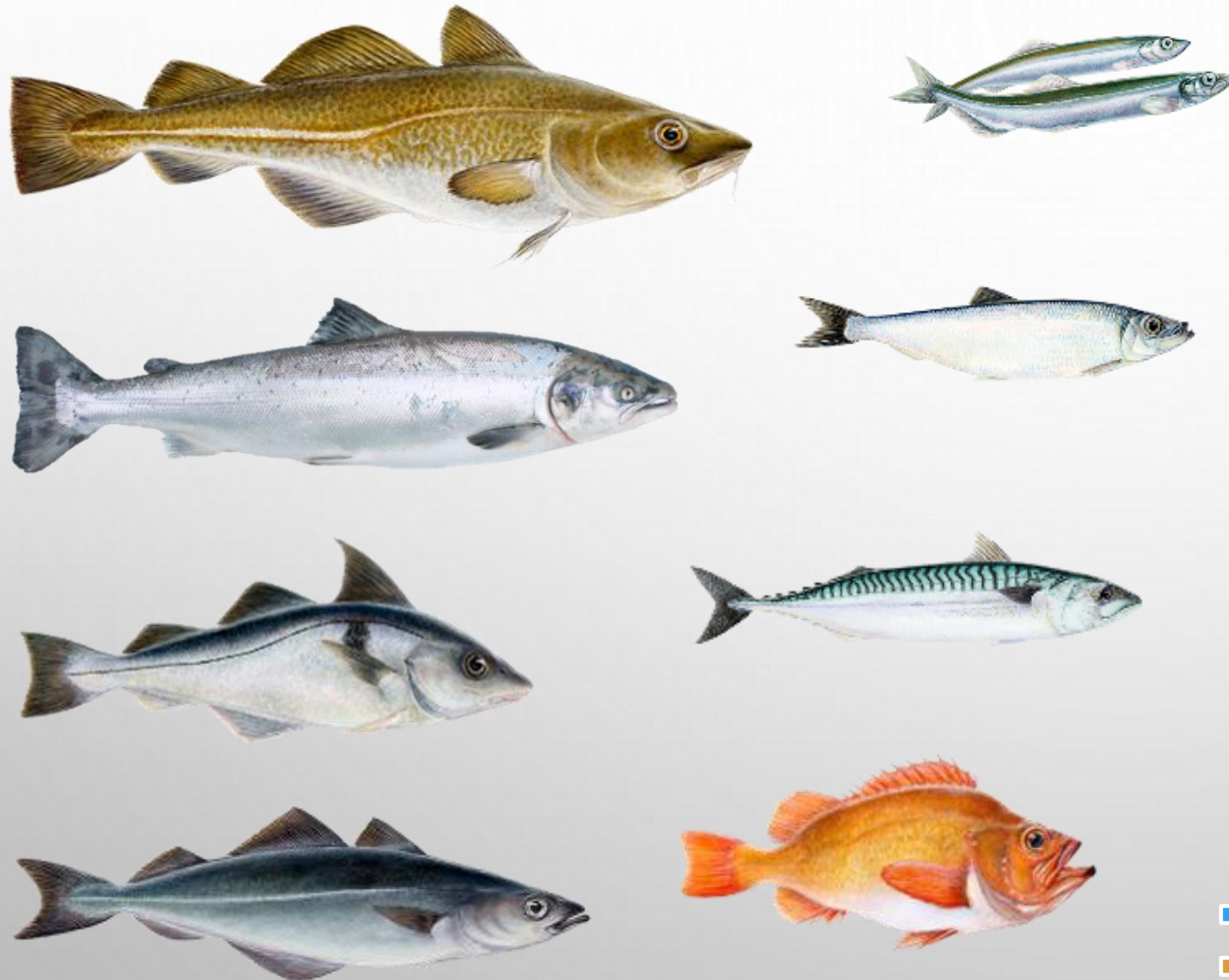
- Paper 1 – Effects of size and rigor status of whole and gutted Atlantic salmon (*Salmo salar*) on the product ratio
- Seafood industry in Iceland;
 - Location of the Fish Auction Markets
 - Export value by species
 - Catch quantity and export value by fish group
 - Groundfish and Cod - Where is the fish going after being landed?
 - Direct sales vs Auction
 - Aquaculture development
 - Paper 2 and 3 – The development, opportunities and challenges of the Fish Auction Markets in Iceland
 - Establishment, development, data, research questions etc.

Iceland

- Remote and sparsely populated
- Fish landings all around
 - West: 10%
 - North-East: 37%
 - South-East: 41%
 - Capital area: 12%
- 26 fish auction markets
- International airport;
 - Keflavík (Capital area)
- International harbors;
 - Reykjavik (Capital area)
 - Þorlákshöfn (Capital area)
 - Seyðisfjörður (East)



EXPORT VALUE BY SPECIES (AVERAGE 2021-2023)

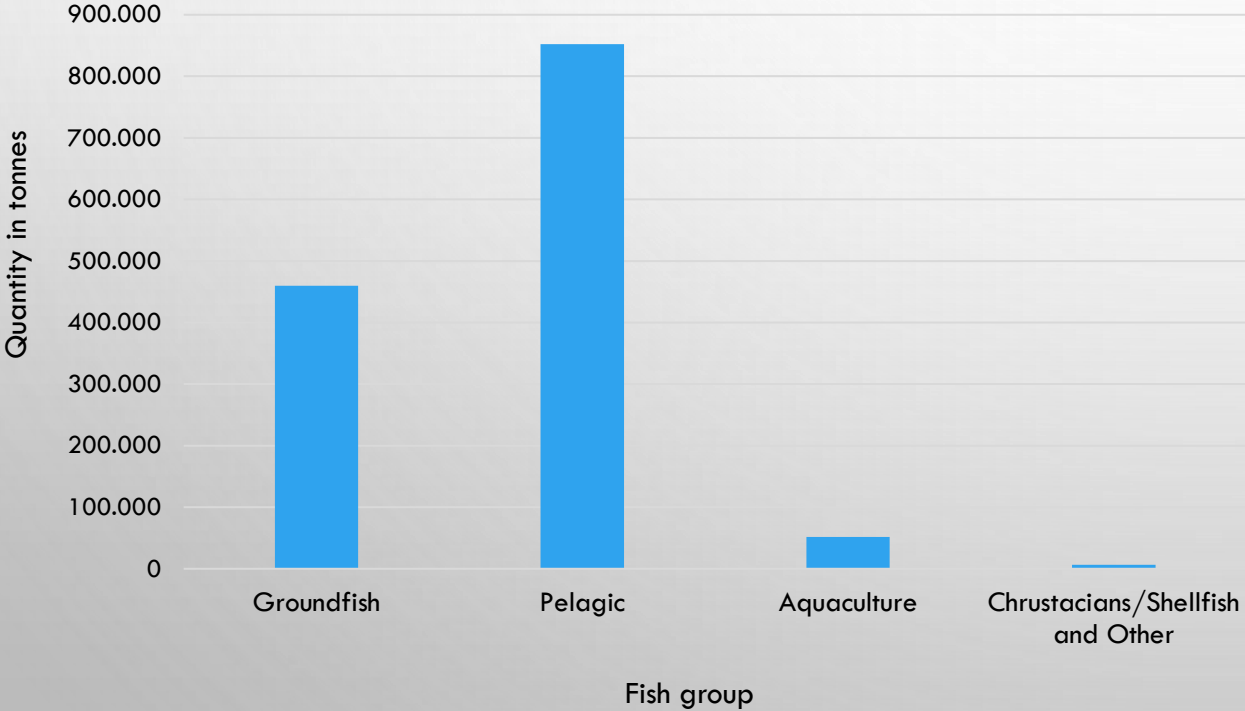


- Cod
- Salmon
- Capelin
- Haddock
- Herring (Ice- and Nor-Ice)
- Saithe
- Mackerel
- Red fish
- Other

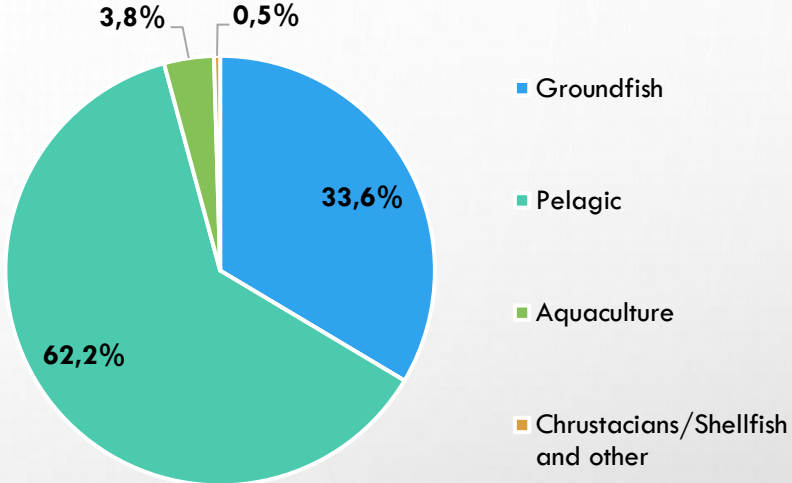
QUANTITY AND EXPORT VALUE BY FISH GROUP (AVERAGE FOR YEAR 2021, 2022 AND 2023)

- Total quantity almost 1.4 million Tonnes/Year
- Total export value almost 2.5 billion EUR/Year

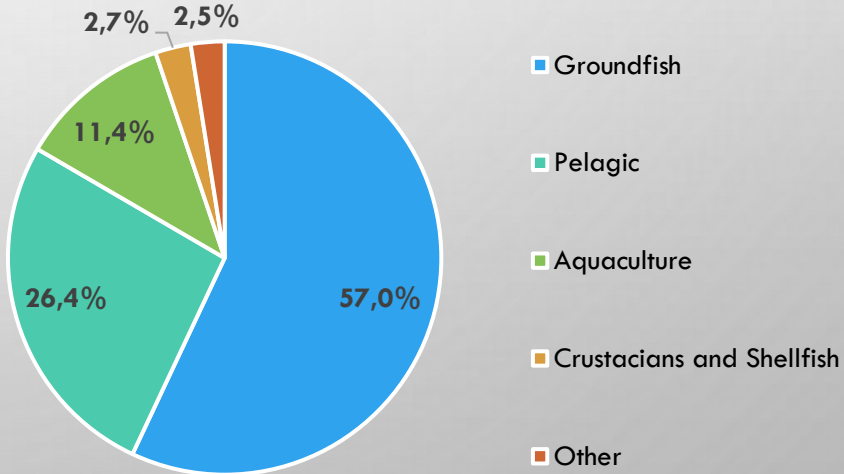
Quantity by fish group



Percentage of total quantity by fish group



Export value by fish group

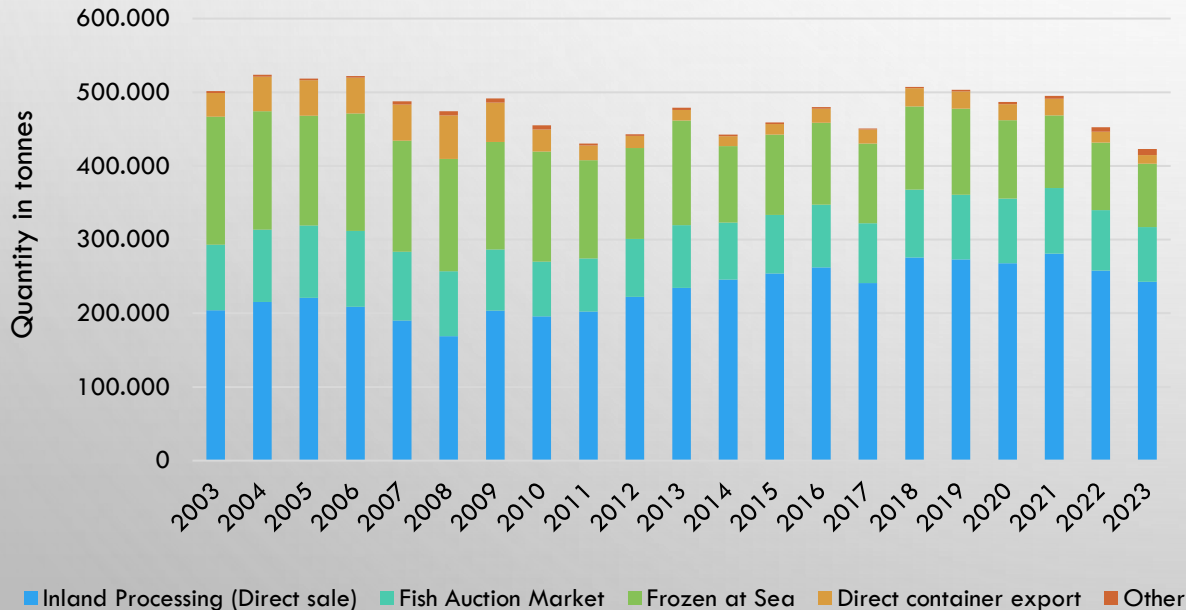


GROUND FISH AND COD – WHERE IS THE FISH GOING AFTER LANDING?

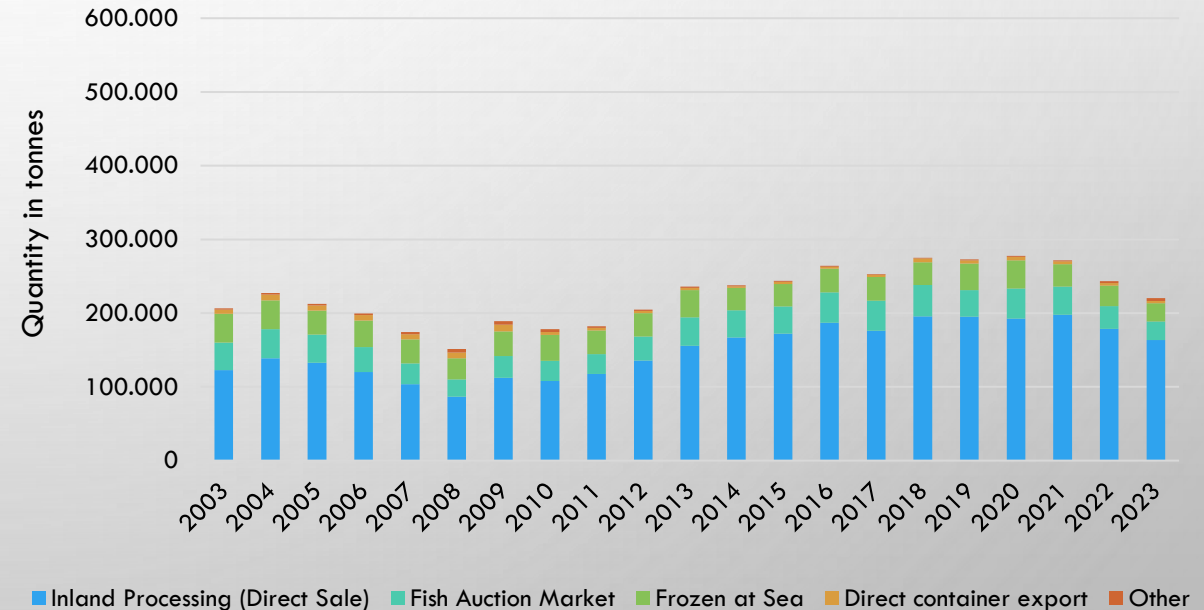
- Quantity varies by 16-19% between years to the fish auction markets
 - Steady quantity
- Quantity varies by 35-57% between years to inland processing (direct sale)
 - Increasing quantity

- Quantity varies by 11-18% between years to the fish auction markets
 - Decreasing quantity
- Quantity varies by 57-74% between years to inland processing (direct sale)
 - Increasing quantity

All groundfish species

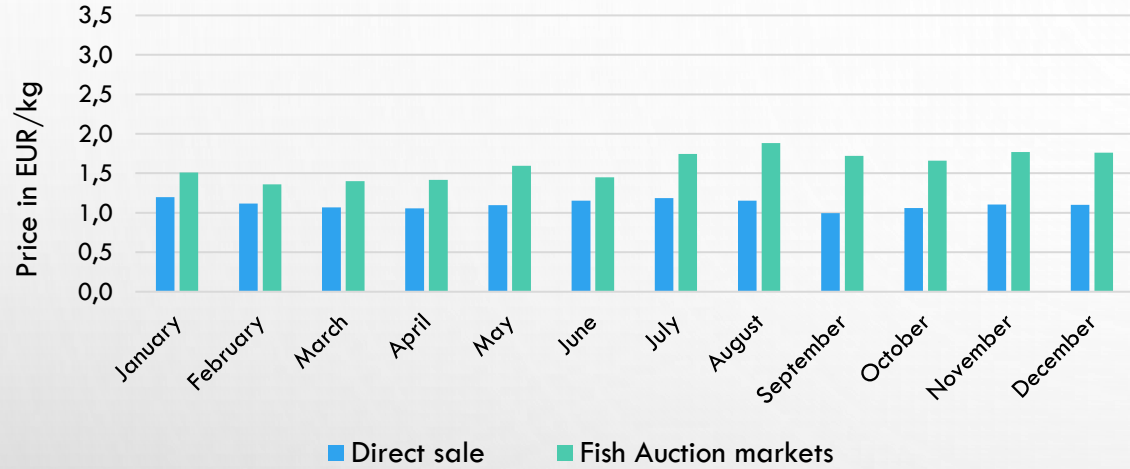


Cod

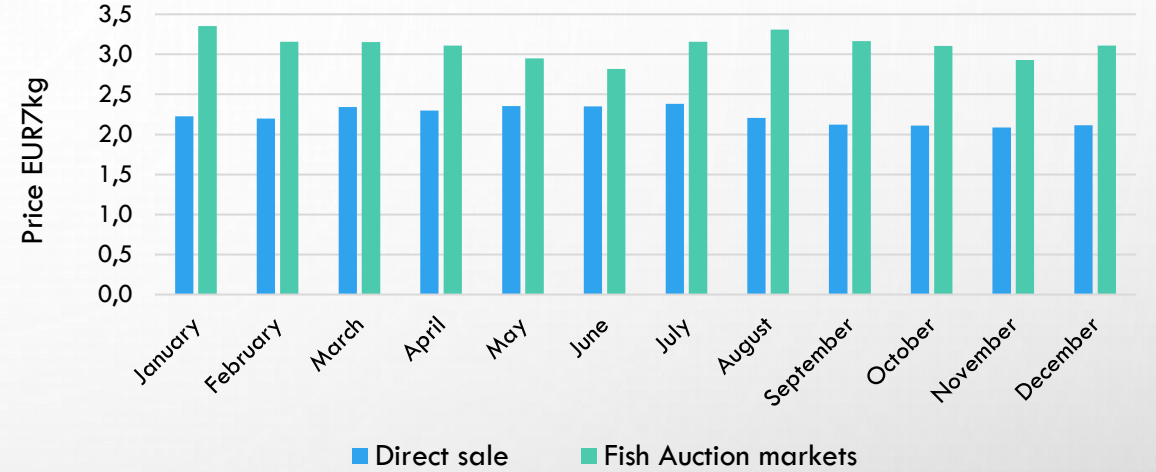


AVERAGE COD PRICE AND QUANTITY – DIRECT SALE VS FISH AUCTION MARKETS

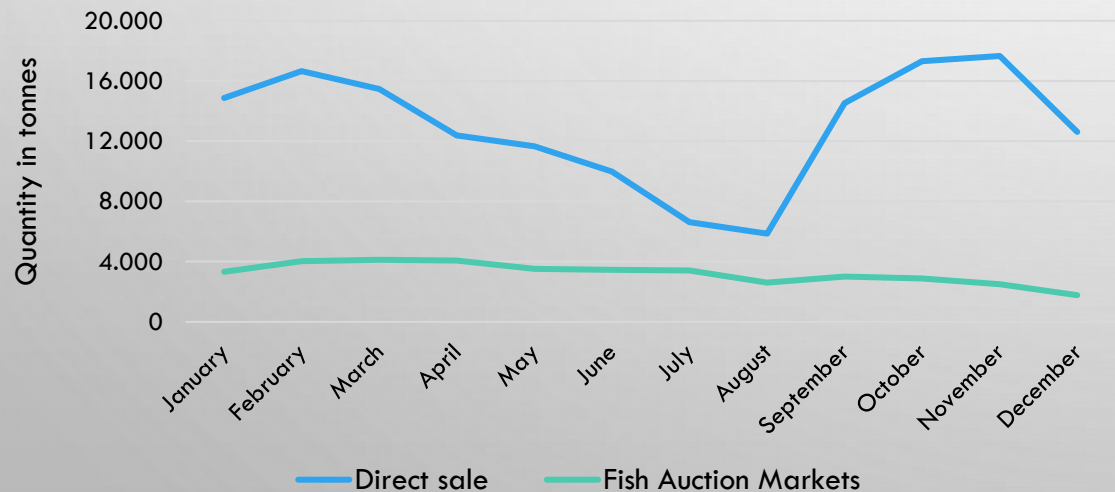
2013 - Price



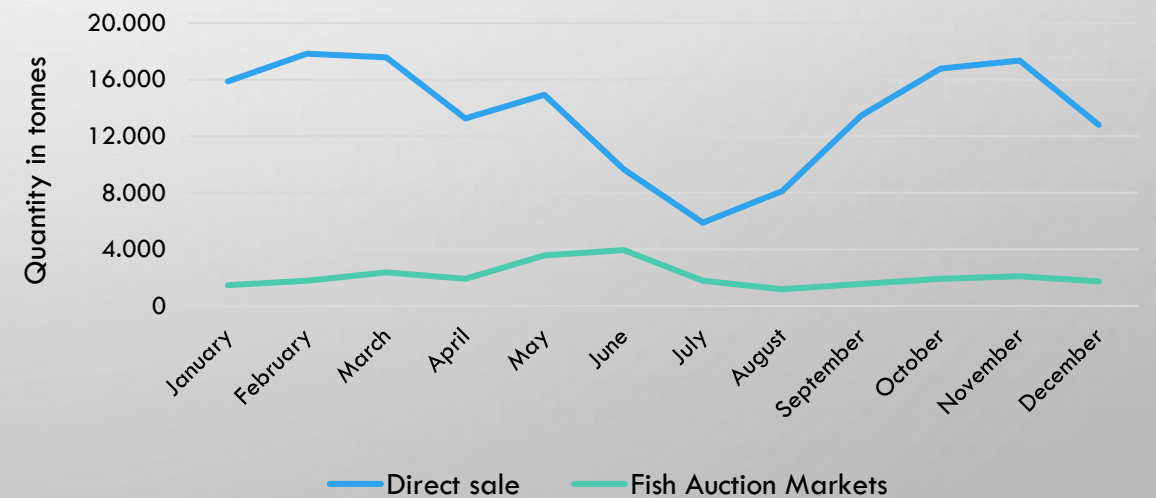
2023 - Price



2013 - Quantity



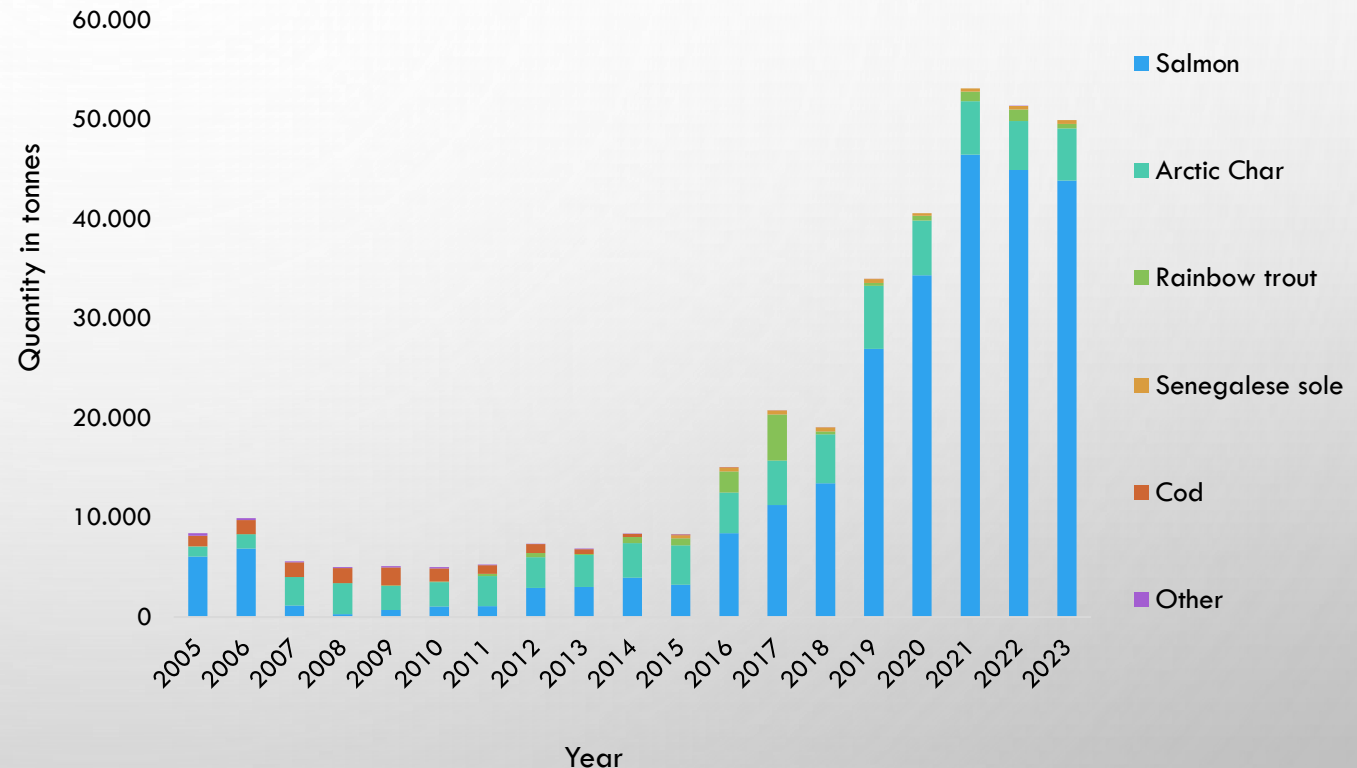
2023 - Quantity



AQUACULTURE IN ICELAND

- Increased production in recent years
 - Especially from 2018
- Almost 50 thousand tonnes in 2023
 - Salmon almost 44 thousand tonnes (88%)
 - Arctic char steady increase (over 5 thousand tonnes)
 - Senegalese sole and Trout (Around 800 tonnes)
- Aquaculture expected to grow up to at least 300 thousand tonnes by the year 2032
 - At least 150 thousand tonnes in sea cages
 - At least 150 thousand tonnes in land based

Aquaculture in Iceland



PAPER 2 AND 3 – THE DEVELOPMENT OF FISH AUCTION MARKETS IN ICELAND - OPPORTUNITIES AND CHALLENGES

- Establishment and the development of the fish auction markets in Iceland
- What are the benefits of the fish auction markets in Iceland?
 - Specialization
 - Constant supply year round
 - Service around Iceland
- Data will be used from RSF (Reiknisstofa Fiskmarkaðanna)
- Research questions?
 - How much has been sold through the fish auction markets in Iceland?
 - What species?
 - Price development
 - Auction vs direct sale
 - How can the Fish Auction Market increase the quantity and add new species?

TAKK FYRIR

