

Nordic Salmon: Value adding processing in Nordic aquaculture

– Workshop on secondary processing of farmed fish in the Nordic –

Sponsored by AG-Fisk



Planning group:

- Sæmundur Elíasson, Matis, Iceland
- Gunnar Þórðarson, Matis, Iceland
- Unn Laksá, Sjókovin, Faroe Islands
- Audun Iversen, Nofima, Norway
- Christian Rohde, Baader, Denmark

Workshop aims

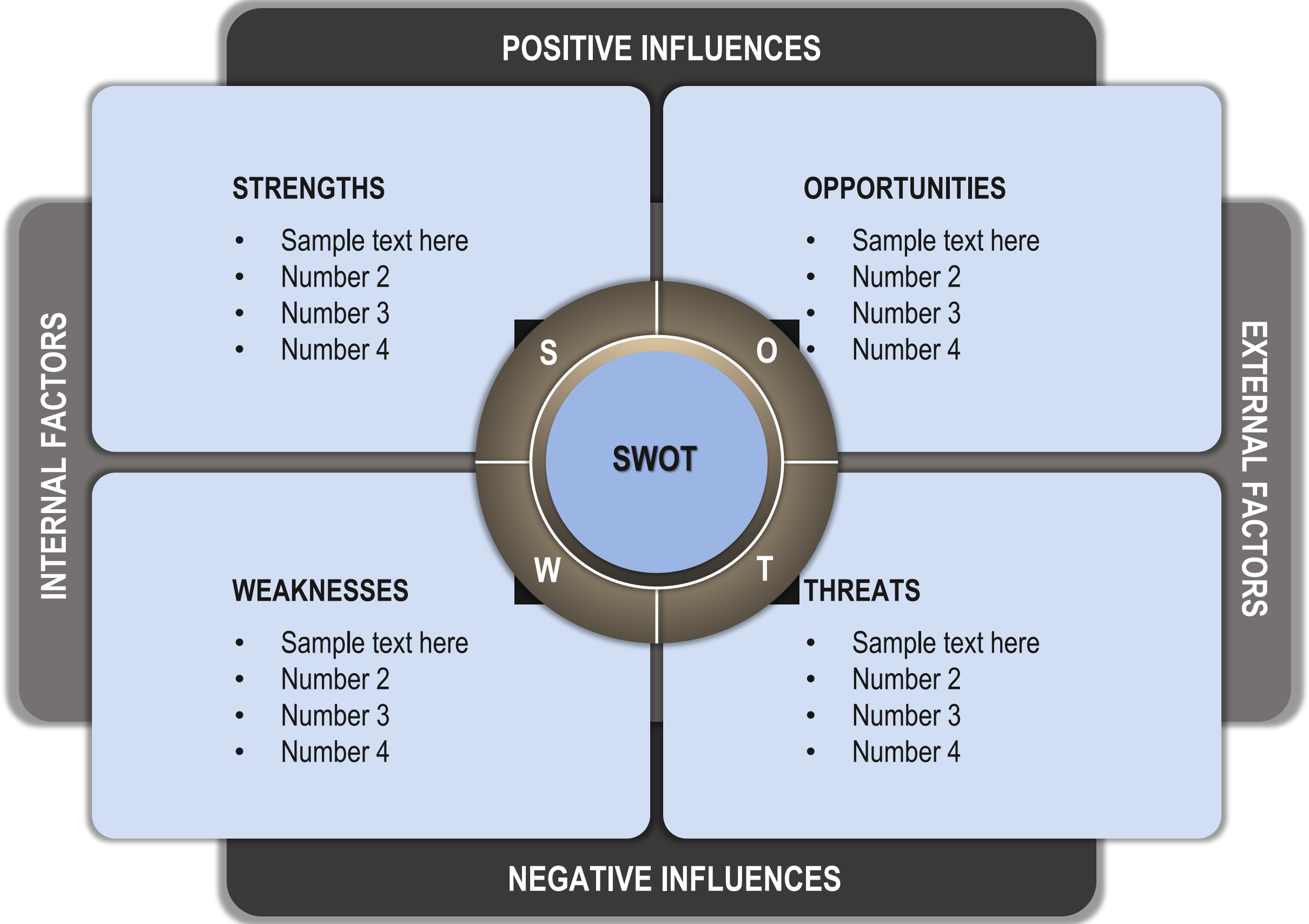
- The project is designed to support a broad range of stakeholders working in the salmon farming industry in the Nordic region, with the focus of exploring options and feasibility for secondary processing.

Key questions:

- “Is large scale value adding processing of salmon feasible in the Nordic countries?”
- “Is competitiveness for further processing achievable by using high-tech machinery in the processing?”



SWOT analysis slide



Workshop Agenda

- Presenter have their SWOT analysis at the end of each presentation
- Discussions after each presentation and session
- The round up will involve splitting the workshop group to individual tables for short SWOT analysis discussions
- Refreshments for all at LAX-INN after the workshop

08:30 **Opening the workshop: Short introduction to the SWOT analysis**

1. Sæmundur Elíasson, Mátis

08:45 **Address:**

1. Elliði Vignisson, major of Ölfus municipality.

09:00 – 10:30 **Session 1: Competitiveness in secondary processing in the Nordic**

1. Halldór Thorkelsson, Marel. „How waterjets increase automation and value generation in the salmon industry”
2. Frank Yri, Seaborn/Iceborn. „Value added production in Norway /Iceland”
3. Per Alfred Holte, Maritech. „Know your fish – How can automated, objective quality control enable new competitive advantages?”

10:30 **Coffee**

11:00 – 13:00 **Session 2: Marketing and logistics for value added products**

1. Ögmundur Hrafn Magnússon, Ministry for Foreign Affairs. „Tariffs and trade in value added products from EEA to the EU”.
2. Sigurður Pétursson, Novo Food. „Consumer decision making and carbon footprint”
3. Audun Iversen, Nofima. „How can processing contribute to reduced footprint from the salmon industry?”
4. Jón Havbo Atlason, Hiddenfjord. „Reducing the environmental impact of salmon production”

13:00 – 13:30 **Lunch**

13:30 – 14:30 **Session 3: Side-streams production**

1. Matti Isohätälä, Hätälä. „Side product handling and manufacturing processes”
2. Dennis Lohmann, Baader. „Co-product Valorization: Towards Industrial Implementation of Innovative Food Processing Concepts for 100% Utilization”

14:30 **Short coffee break**

14:45 **Discussions and Round up**

16:00 **Closure**

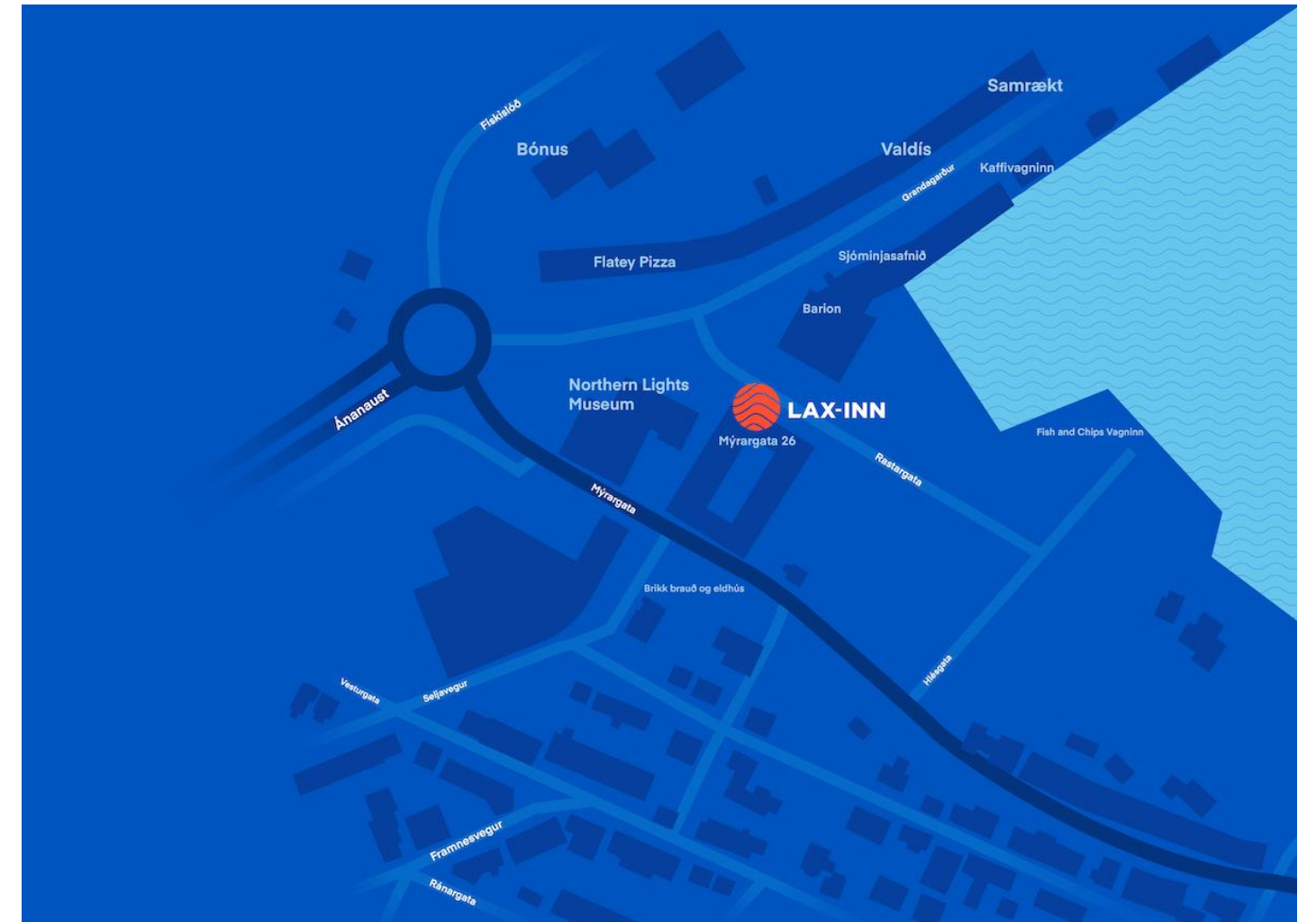
17:00 **Refreshments at Lax-inn Mýrargötu 26, 101 Reykjavík.**



Lax-Inn

The purpose of LAX-INN educational centre is to:

- Raise public interest in sustainable food production
- Share knowledge about the position of aquaculture, the technology used, and distribution companies in the industry
- Make information on environmental aspects accessible
- Make the opportunities based on technological development and innovation visible



Collaboration

