

Consumer decision and carbon footprint

Sigurður (Siggi) Pétursson, founder of Novo Food

19. October 2022



- **Novo Food short intro**
- **Who is the king?**
- **France salmon market**
- **Consumer decision**
- **Carbon footprint**
- **Main environmental factors**
- **“Net positive” effects**

All in the family

Novo ehf. in Iceland and owner of Novo Food sarl. in France and its subsidiaries was founded in 2006 by two Icelandic couples, each bringing their education and expertise to the table.



Gudmundur Stefansson
CEO
Ph.D. Food Science



Thora Vala Haraldsdottir
Head of France office
Engineer

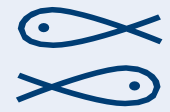


Ingibjorg Valgeirsdottir
Head of Iceland office
B.Sc. Physiotherapy



Sigurdur Petursson
President of Board
M.Sc. in Fisheries

Novo Food is the supplier of total solutions of fresh and frozen seafood with main source from Iceland for all market sectors in France, Europe's largest seafood market.



Sourcing

Sourcing setup with own employees in Iceland and France



Production

Boulogne Seafood is the value-added production facility located in Boulogne-sur-Mer where most fresh seafood products are distributed to wholesale, HORECA, and retail markets.



Wholesale & Distribution

Novo Food and Nordvik focused on wholesale, and industrial sales (B2B) with own distribution center (Nordvik)



Novo Food and subsidiaries

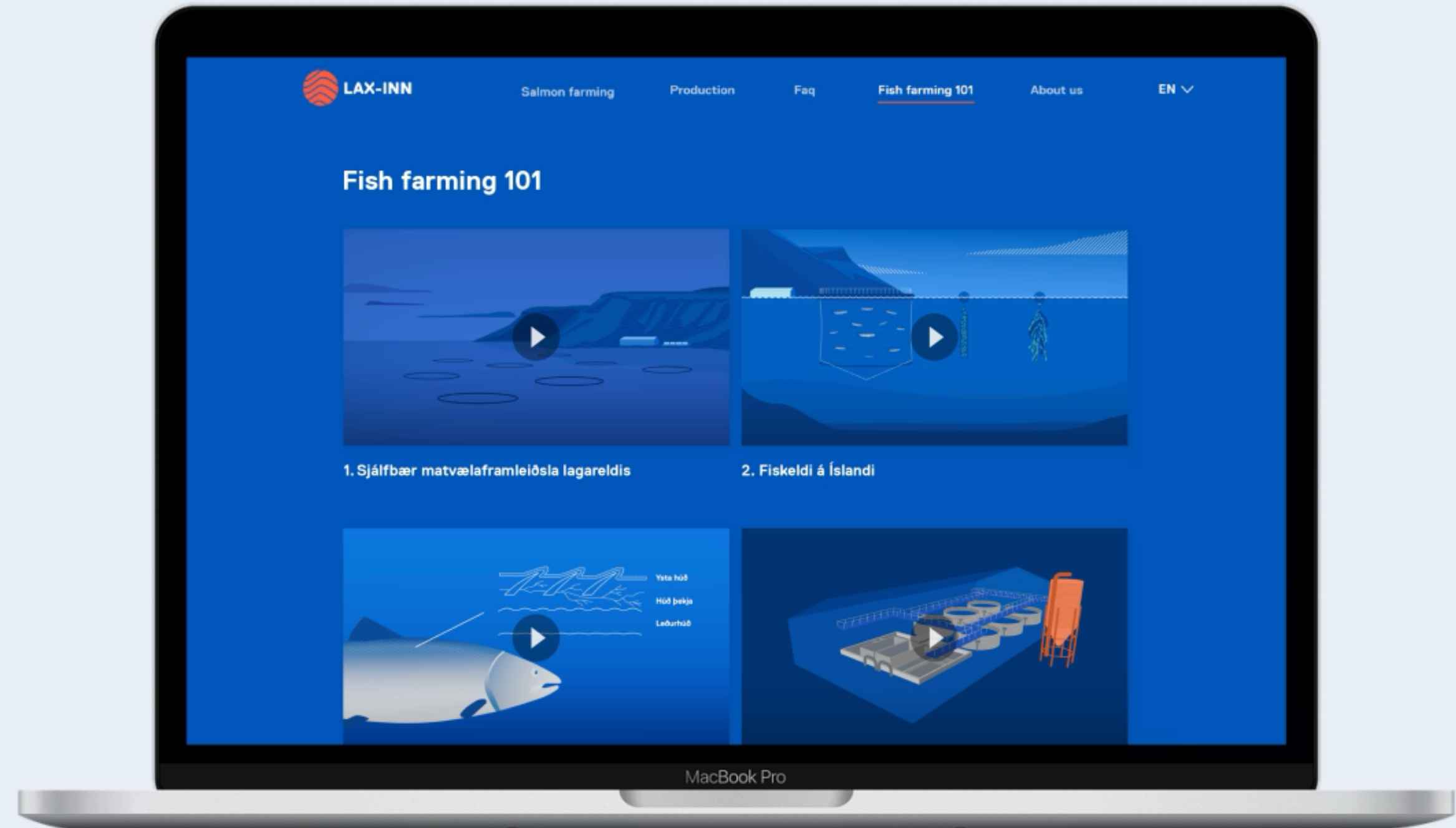
90 employees and 41 million Euros in turnover

BOULOGNE
SEAFOOD



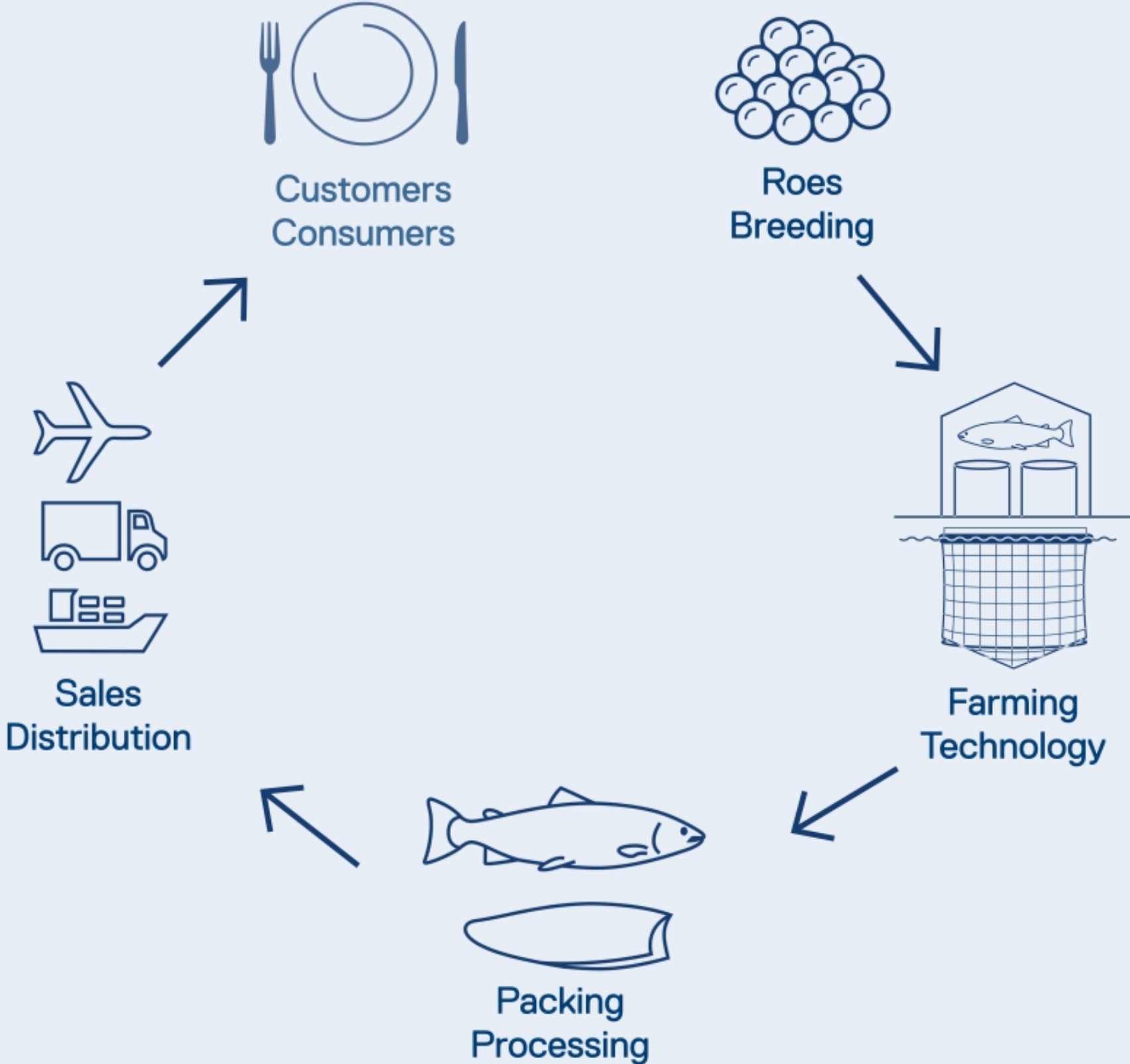
Supply chain

- From roe to fish on dish
- E-training: “fishfarming 101”
- Based on conditions in Iceland
- See www.lax-inn.is and www.raekt.is



Fish farmer?

Working on each step of the fish farming



Customer is the King



Monsieur François Saumon

- One of 65 million habitants



France is Europe's largest import market for seafood

- Iceland main market for fresh seafood
- Biggest importer of seafood in Europe
- Main market of salmon in the world
- Most of fresh seafood distributed from Boulogne sur Mer



France is dominated by retail sales of seafood

- About 30% restaurant and food service (HORECA)
- About 70% in retail (supermarkets)



François

- Prefers pre-packed salmon than from fresh fish counter
- Selects his salmon based on several factors



Main decisions factors

- Packaging, best before date and price
- Presentation: color, texture, portions etc.
- Accessibility, packaging and easy to prepare (cook)
- Label and sustainable certification
- Health claims and nutrients
- Origin
- Environmental matters – carbon footprint

Main decisions factors

- **Packaging, best before date and price**
- Relevant to the workshop “million-dollar question”:

“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?”



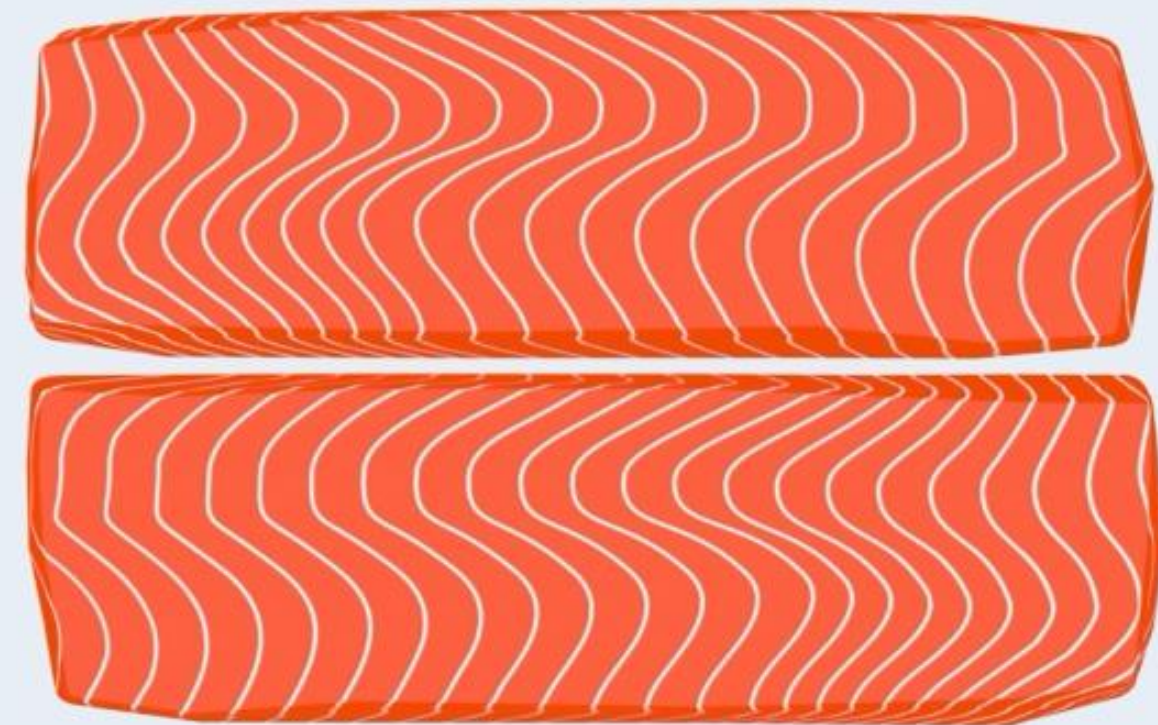
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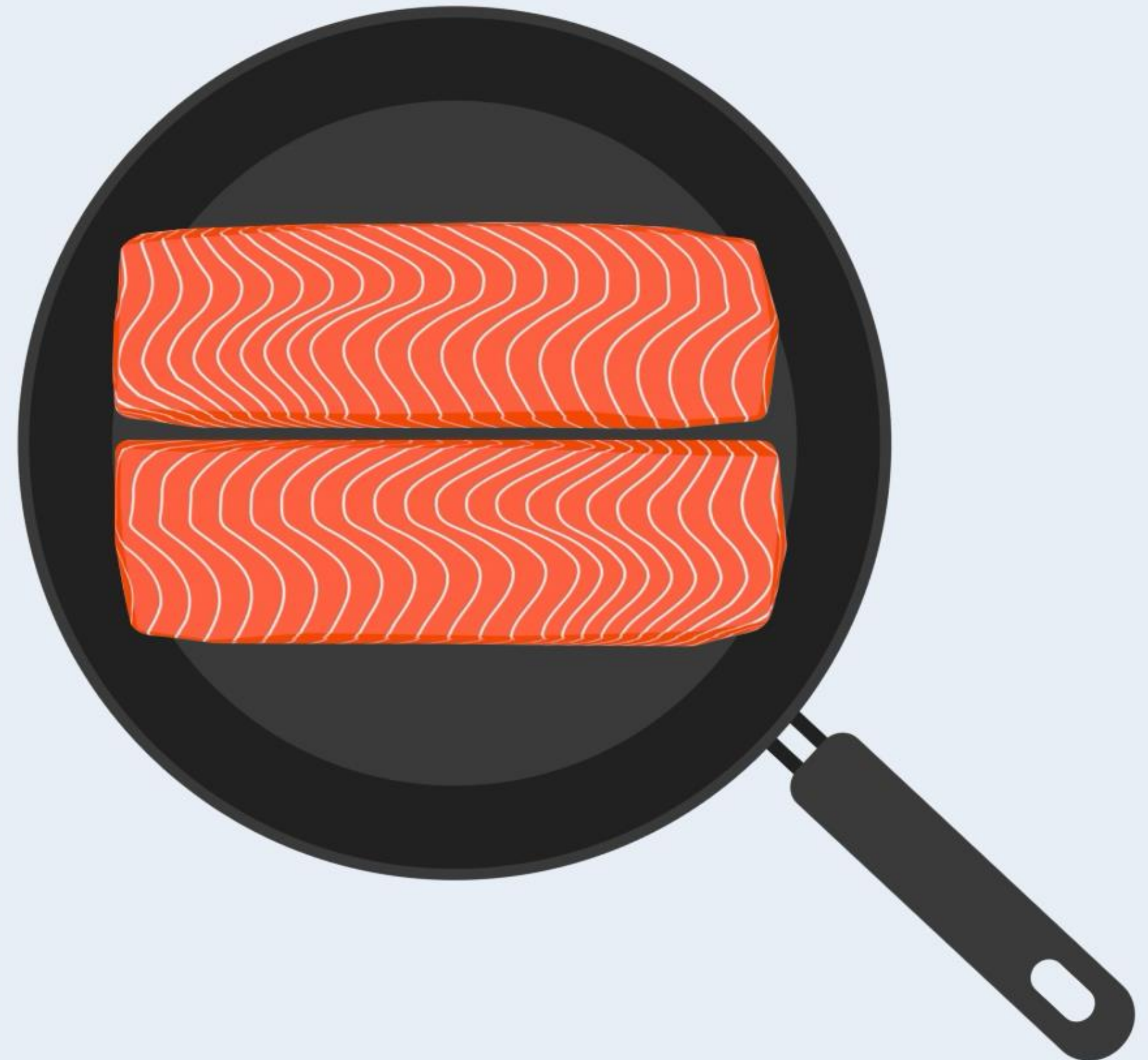
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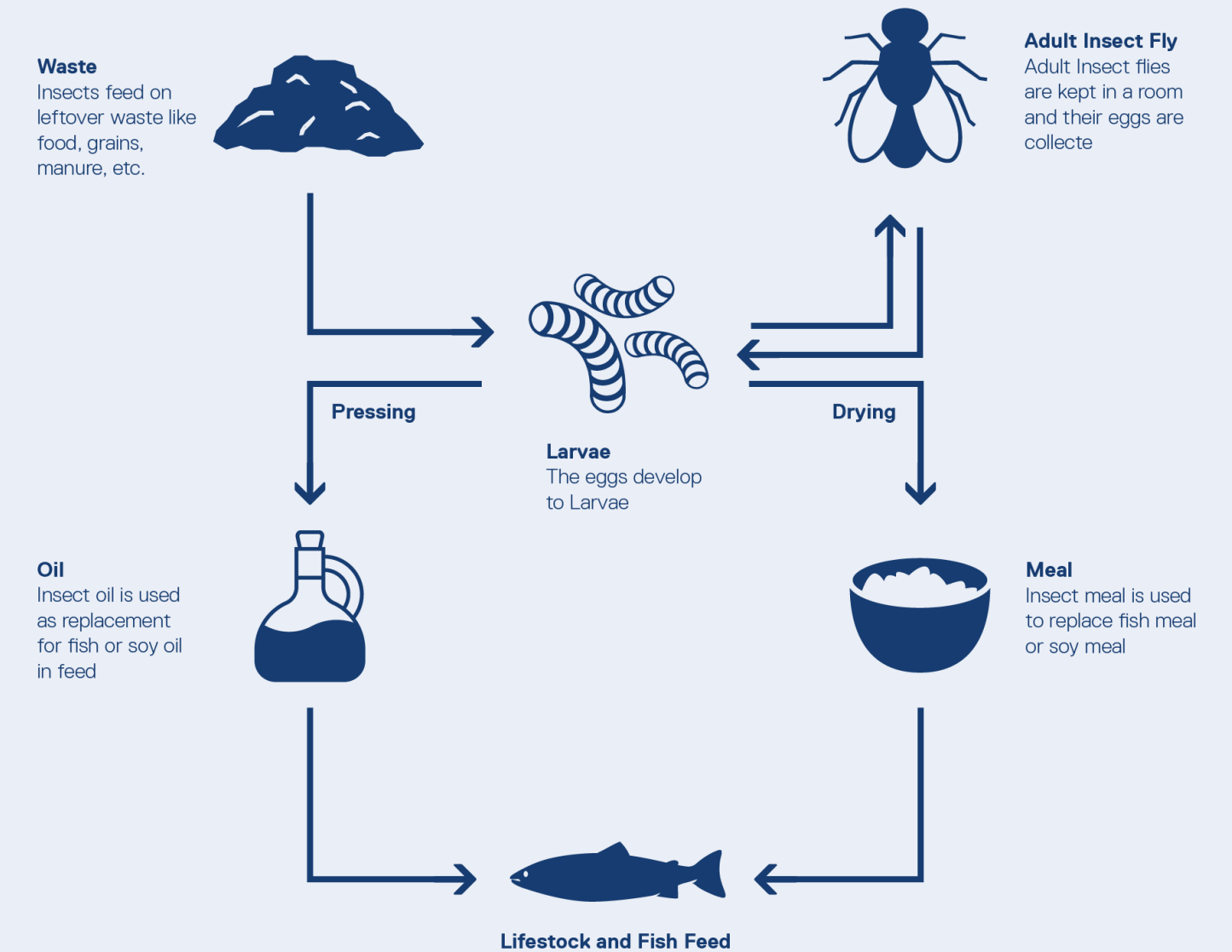


Steps to improve carbon footprint

- Development in feed composition: insect, seaweed, algae etc.
- Possible to produce feed material linked to circular aquaculture system
- IMTA – farming linked with other i.e. sea farming and seaweed farming
- Collection and usage of organic waste: biofuel, fertilizer etc.
- Domestical sourcing and transport methods of supplies and products
- Reduce usage of fossil fuel and use other resources
- Forestry and other net positive actions not directly linked to aquaculture

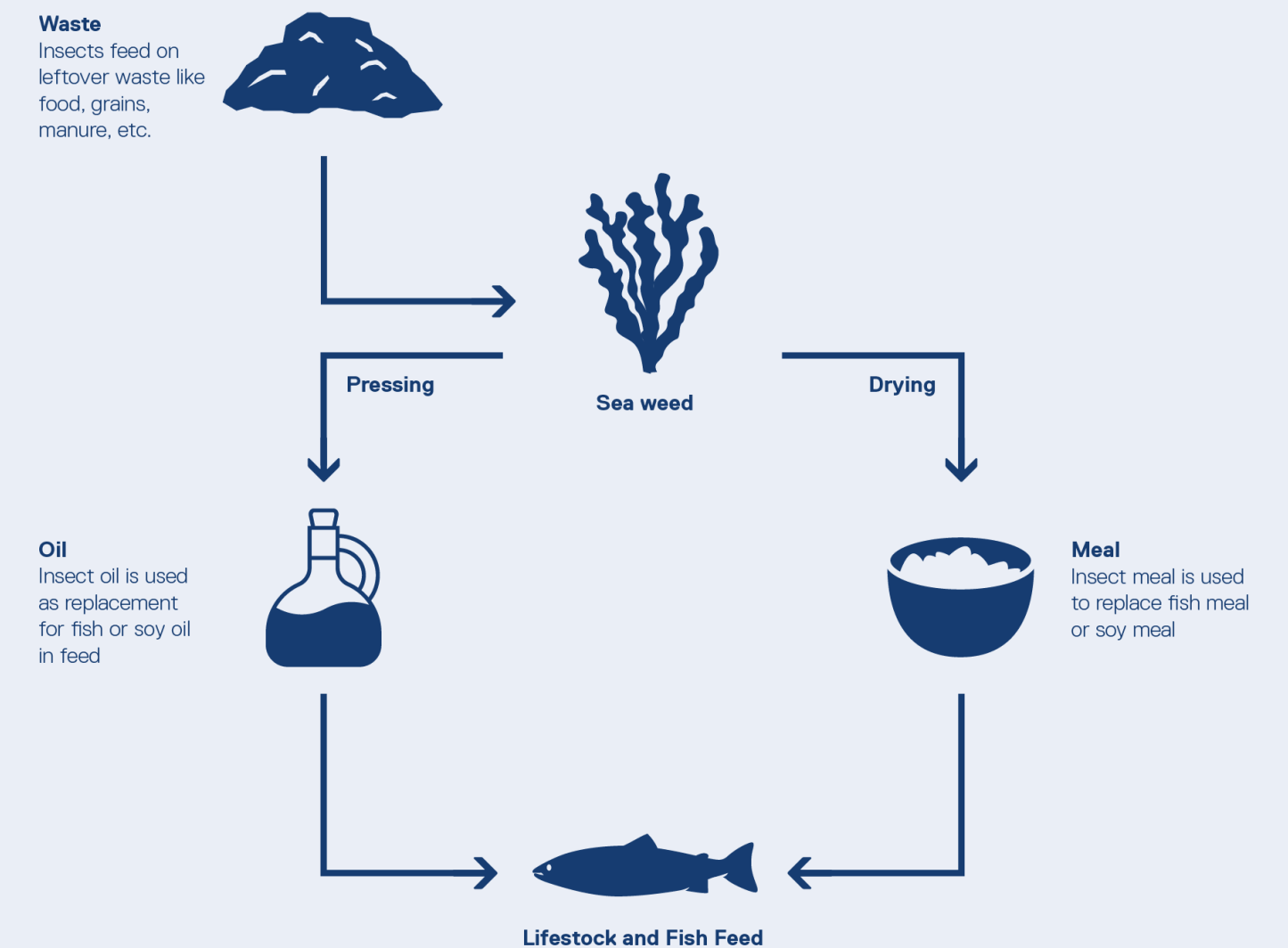
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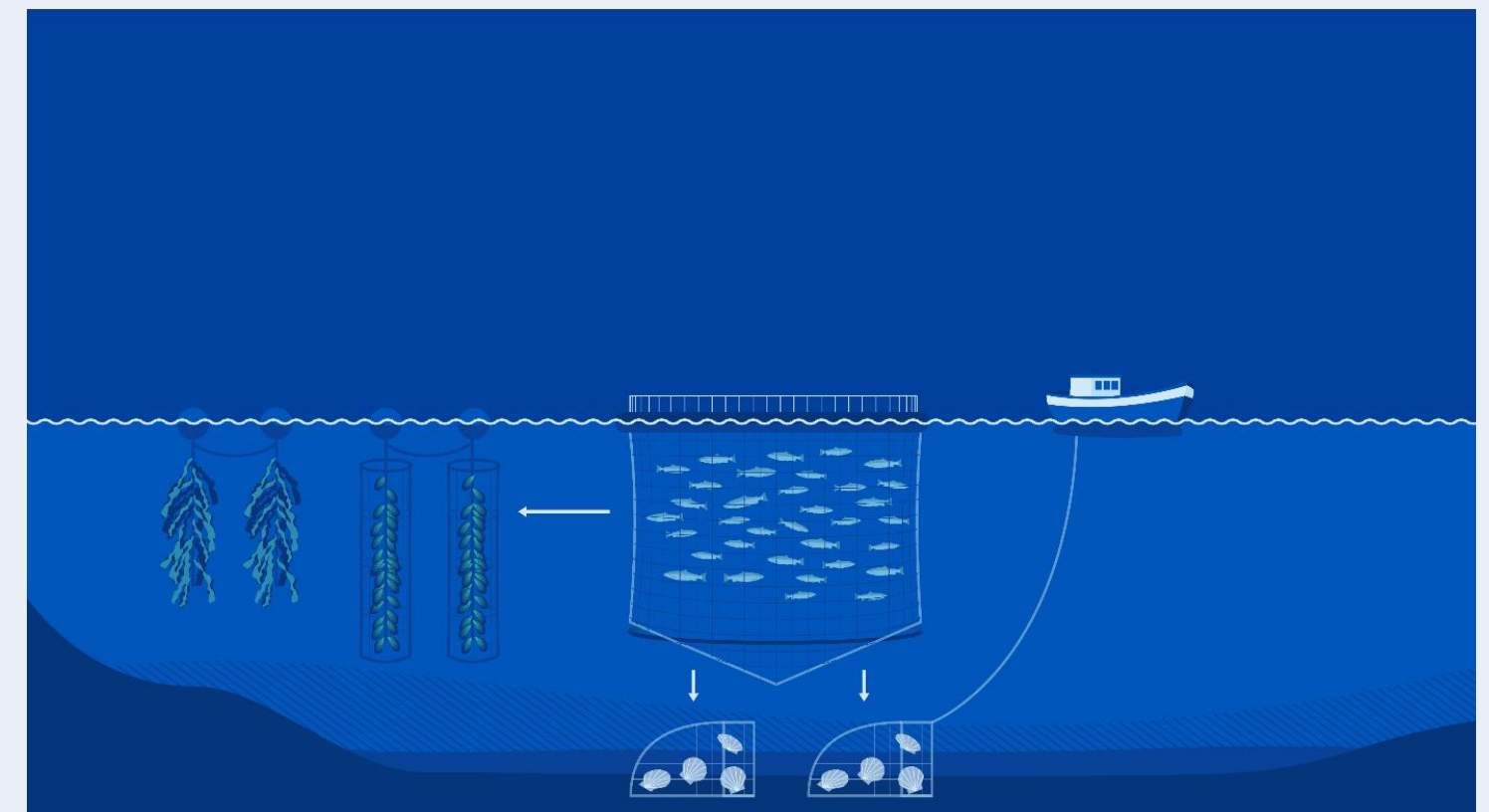
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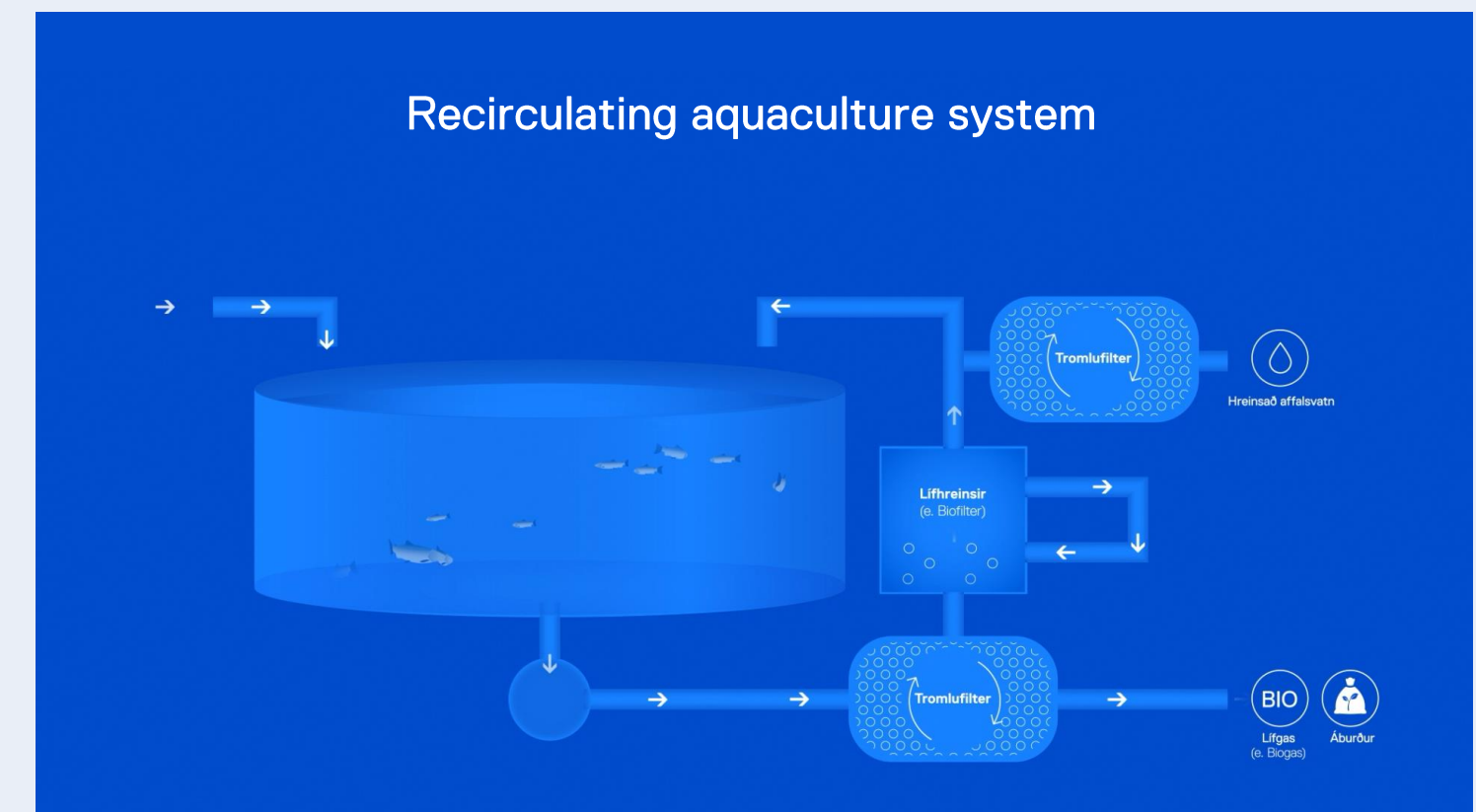
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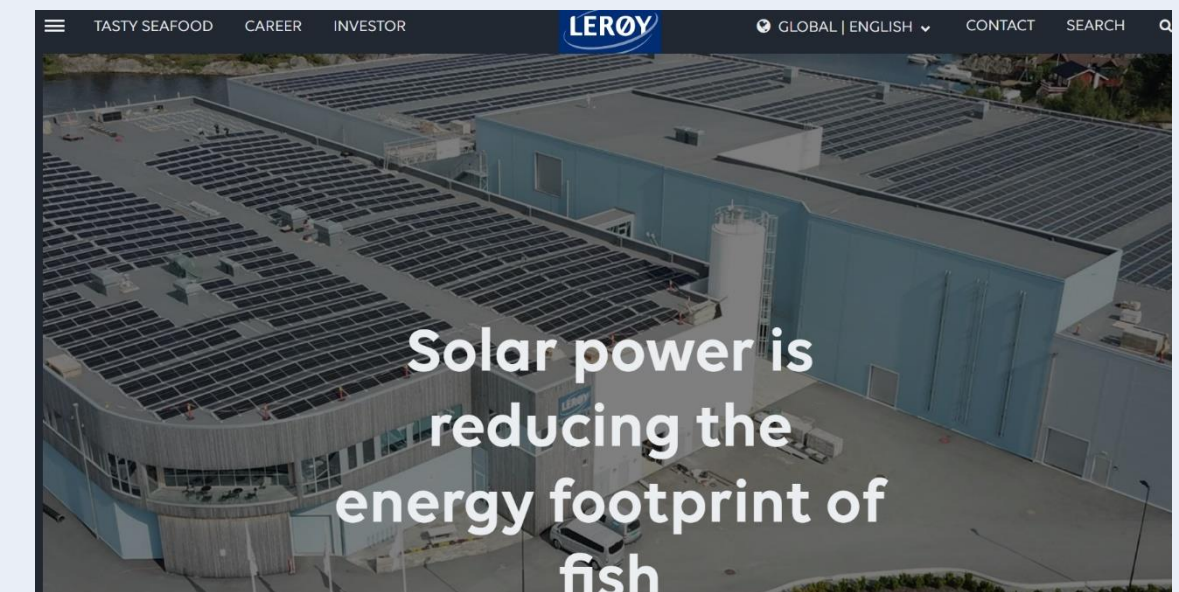
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- Forestry and other net positive actions not directly linked to aquaculture
- Good possibility for being carbon neutral and even “net positive”

Orkuskipti
fóðurpramma
á Íslandi



Circular net positive ecosystem

- Green resources of power, utilization of “waste” and combine different circular aquaculture systems
- Ultimate goal should be to have neutral or “net positive” carbon footprint

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Consumer decision making and carbon footprint

