

## Unused fish parts into produce

- Cut-offs
- Bones
- Back bone meat
- Head
- Trimmings
- Skins
- Waste parts
- Intestens





Turnover  
**108.1 M€**

Fish processed  
per year

**18** M KG

Permanent staff over

**200**

Seasonally up to 350

Finnish fishermen over

**400**

Headquarters in Oulu, sales offices also  
in Seinäjoki and Hämeenlinna. Additional  
production facility in Himanka.

In the latest B2B customer satisfaction survey\*, Hätälä's customer loyalty NPS was 64 (over 50 = excellent).

"I have even recommended buying Hätälä's products to people working at other stores."

"Everything works well and the products are high quality."

\* Source: Innolink Research 18 February 2021



# Circular economy

- Cuts off, bones, heads → Separation of clean meat → Rest to animal food → Pet food Industry
- Processwaters → Cleaned by systems filtration or similar → Cleaning → Water treatment → Solid matter into biogas → Savings
- All styrofoam boxes recycled
- Carton to recycle
- Vacuum films into recycle
- Always have to think new ways to improve recycling

# SALMON VALUE ADDING

- The use of whole salmon is key element to succeed
- Processing manufacturing requires investments
- Knowledge is best to build in-house
- R&D investments are quite often supported by government, and state especially if combined with green initiatives



# PLENTY OF TASTY DISHES FROM SALMON

**Salmon strips**  
Original 240g and  
Honey 300g

Easy meals for  
everyday use!



**Salmon fillet** ca. 450g

Handy, smaller package  
for single and DINK  
households



**Salmon medallion**

1 x 200g package

Ready and tasty looking  
medallions from the  
best loin fillets



**Salmon balls**

We updated the enduring  
Finnish favorite. New shape,  
better taste, new packaging.  
80% fair northern fish.

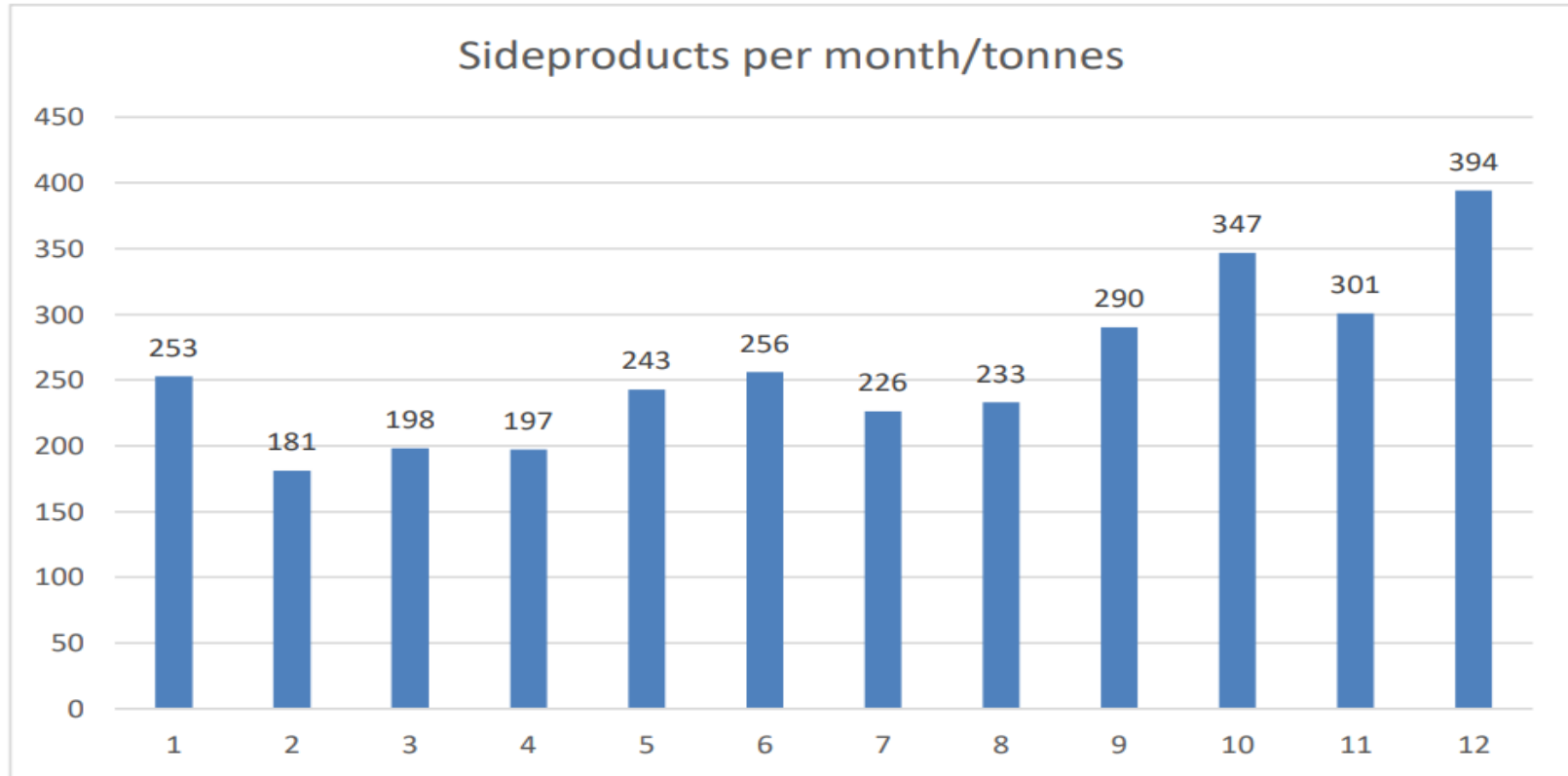


**Smoked salmon  
clubs**

Meaty salmon  
treats



# Side products handling



Here you can see the overall processing of CAT III side products. 242 working days + 32 days = 274 production days on average. Per day (avg) 11,38 tonnes raw material. December month 17 working days and per day (avg) 23,18 tonnes raw material.

# Side products handling

In total the processing of side-products mass balance:

Product	Type	Amount per year	per month	working days (274)
fish heads	fresh	2300	192	8,39
scraped bones	fresh	600	50	2,19
trim cuts	fresh	240	20	0,88
	<b><u>total</u></b>	<b><u>3640</u></b>	<b><u>303</u></b>	<b><u>11,46</u></b>

# Product consumer study



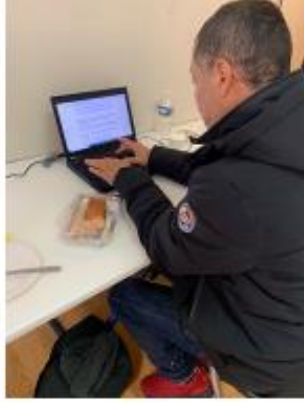
*Tested products in France 2020.*





## Information gathering

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*Pictures from the test site. Pictures have been taken and delivered by the approval of the clients.*



# Part of consumer study in France

	<b>Flam Stekt</b>	<b>Saumon Fumea Saud</b>	<b>Saumon BRGR</b>	<b>Lindströmin kalapihvi</b>	<b>Kalafel</b>
Helppo valmistaa	4,6	4,5	4,3	3,9	4,2
Herkullinen	4,4	4,2	3,5	2,8	3,6
Terveellinen	4,3	4,2	3,6	3,5	3,5
Erilainen kuin muut saatavilla olevat tuotteet	4,3	4,1	4,0	3,9	3,8
Vastinetta rahalle	4,1	4,1	3,5	2,8	3,4

Conclusion?

# Raaka-aine, keitto ja liemen siivilöinti

Pää

Ruoto

Trimmi

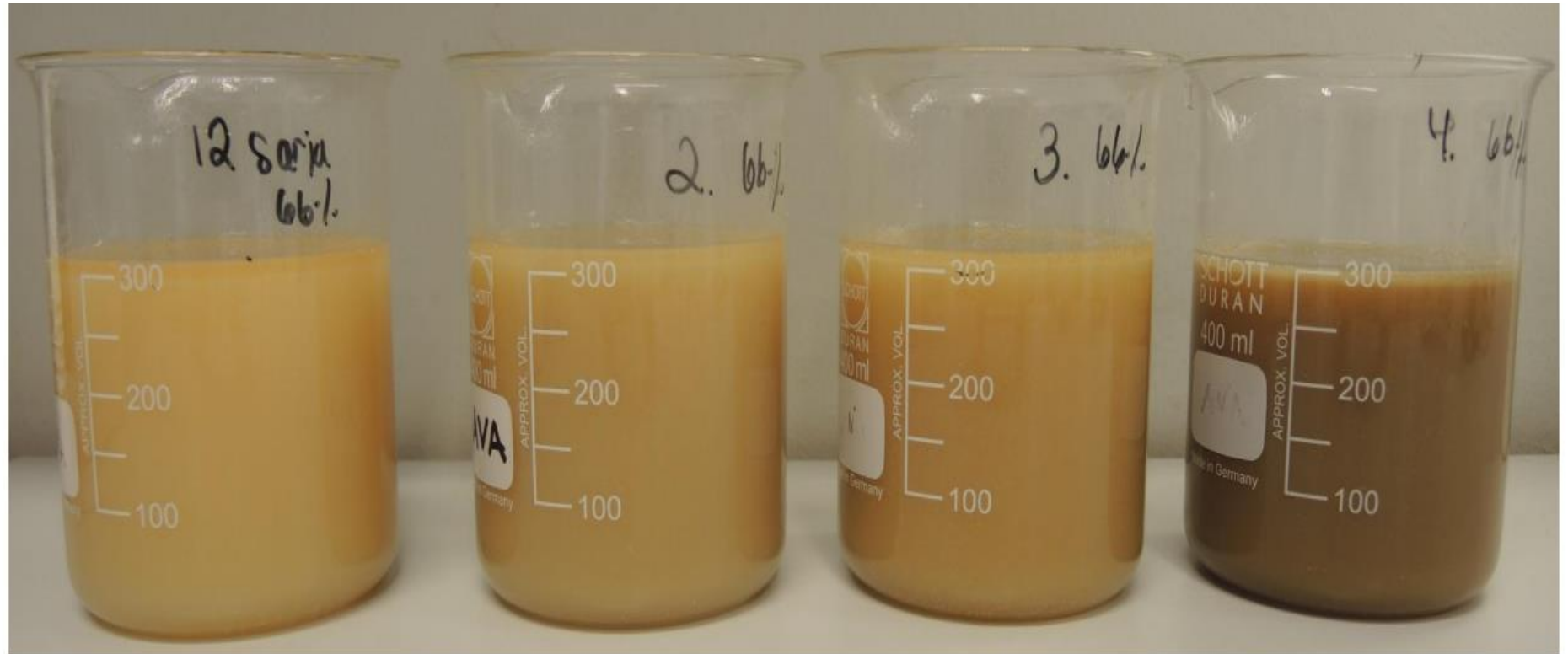
Nahka



# Erotettu kiinteä osa ja liemi+öljy



# Konsentroidut kalaliemet (31.10.)



Kirjolohiliemi

Lohiliemi +  
kasvikset  
(sipuli, porkkana,  
palsternakka)

Lohiliemi +  
paahdetut  
kasvikset

Lohiliemi + kasvikset  
+ mausteet  
(mustapippuri, laakerinlehti)

# Rasvan erotus keittoa seuraavana päivänä



Pää



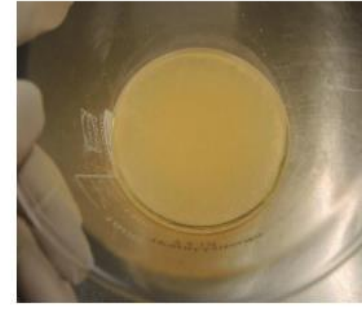
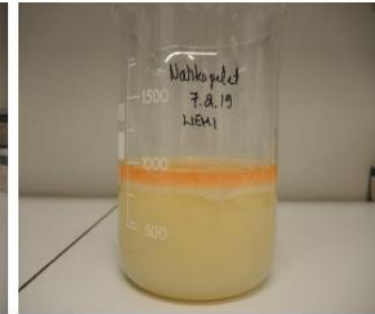
Ruoto



Trimmi



Nahka



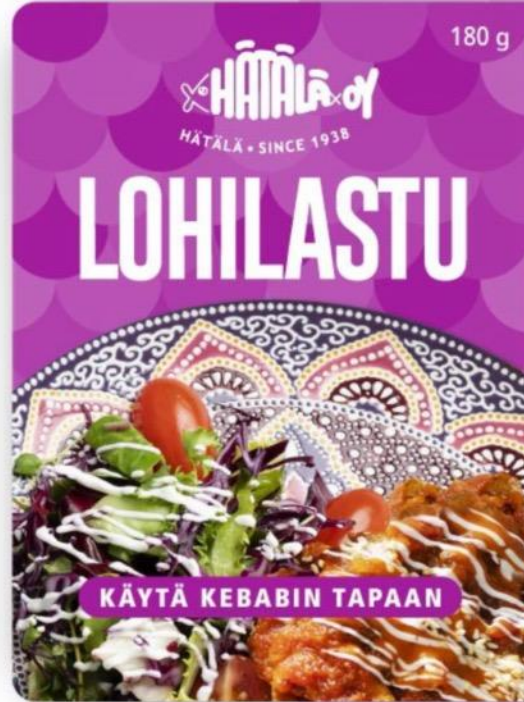
Liemi

Öljy



# TOMORROW'S KEBAB IS MADE FROM FISH

- Genuine spicy flavour of meat kebab
- Healthier fish version (Omega-3 fatty acids, plenty of protein)
- Pleasant texture
- Versatile ingredient for fish foods: in addition to kebab dishes, can be used for e.g. casseroles for the whole family
- **Percentage of fish up to 80%**
- Package size: 180g



SALMON



KEBAB

*Supervaiaton*

*80% kalaa DÖNER*



LOHTA

*Ohuet lastut ♥ Kokkaa*



*Aito maku*

*Rakastamme kalaa*

*OMEGA 3*

*Terveellistä*



# FAIR NORTHERN VENDACE PATTY MEETS MODERN TRENDS

## Co-developed with WWF Finland

- Domestic wild caught fish is recognised and proven by research to be ecological food. Increasing its food product use and consumption also fits the Finnish governments' 2021 development programme for domestic fish.
- For example, vendace availability is good throughout the year, but especially younger consumers consider it to be old fashioned.
- Hätälä's innovative product development co-operated with WWF Finland's youth work committee to demolish these stereotypes – **this resulted in an easy-to-use fish product with an appeal for the modern consumer, all from Finnish vendace.**





**OUR DRIVING  
PRINCIPLE:**  
Delicious taste

**HÄTÄLÄ** *oy*  
HÄTÄLÄ • SINCE 1938



**WE LOVE FISH  
— AND IT SHOWS**

