

Sales and marketing of farmed cod from Iceland

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Overview

- Export of whole fish
- Export of fillets and portions of fillets
- Farmed and wild
- Conclusions

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Export of whole fish

- Captured 'small' cod grown to slaughter size (+4kg):
 - Fresh H&G exported iced in styrofoam boxes
 - Has been mostly discontinued
 - As wetfish, iced in crates
 - Sold on fresh fish auction markets
 - Quantities vary
 - Limited marketing

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Fillets and portions

- Raw material
 - Captured on-grown cod
 - Cod grown from captured seedlings
 - Cod grown from spawning
- Processing
 - Farmed cod processed in the same way as wild cod



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Sales (and marketing)



- Fresh farmed cod loins
 - Sold to mainland Europe as farmed cod loins
 - Buyers are mostly supermarkets that don't sell wild caught cod
- Marketing is limited to supplying these buyers with the product.
 - End marketing is mostly in the hands of the retailer

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Cont.



- The rest of the fillet goes into conventional products and through existing sales channels.
 - Either as portions or various block products.

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Farmed and wild



- Important to market the farmed cod alongside the wild - not against it
- Wild and farmed Atlantic cod can, together, help to keep cod's market share and its presence on the market as an "always available" product.

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Conclusion



- Limited direct marketing of farmed cod from Iceland
- The farmed cod mostly goes into the same channels as the wild
- Farmed and wild side by side – neither better than the other

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