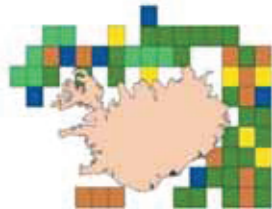


New software for increased profitability in the seafood industry.

Increased value of seafood



With FisHmark, data from electronic log-books and information systems in processing and marketing can be connected and valuable historic information regarding the company extracted.

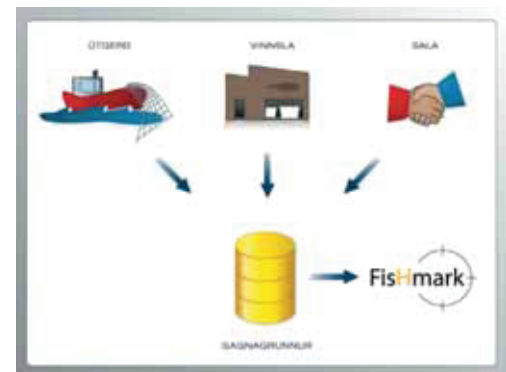


The system can be used to estimate the most profitable plan for catch and processing, by using data already in place in the companies.

FisHmark is a new software for fisheries companies. The software proposes the most profitable plan for catching and processing of seafood. It is thought of as an important tool for internal management in seafood companies. A prototype is already in place and a commercial version will be ready in 2009. A Master thesis at the University of Iceland studied the feasibility of using FisHmark in the Icelandic fishing industry and revealed that profitability may be increased by up to 10%.

With FisHmark you can:

- Analyse which factors affect the value of seafood and the profitability of catching and processing.
- Propose the most profitable way of catching and how to market and process the catch.
- Enable fish merchants to send information regarding products, for example their origin.
- Connect data from electronic log-books and data systems in processing and marketing.
- Increase profitability of your value chain.



FisHmark is a collaborative project between Matis ohf. and a group of software- and fisheries companies. Info: sveinn.margeirsson@matis.is

