



Matís ohf.





Mergers



Rannsóknastofa



Private company acquired by IFL June 2006





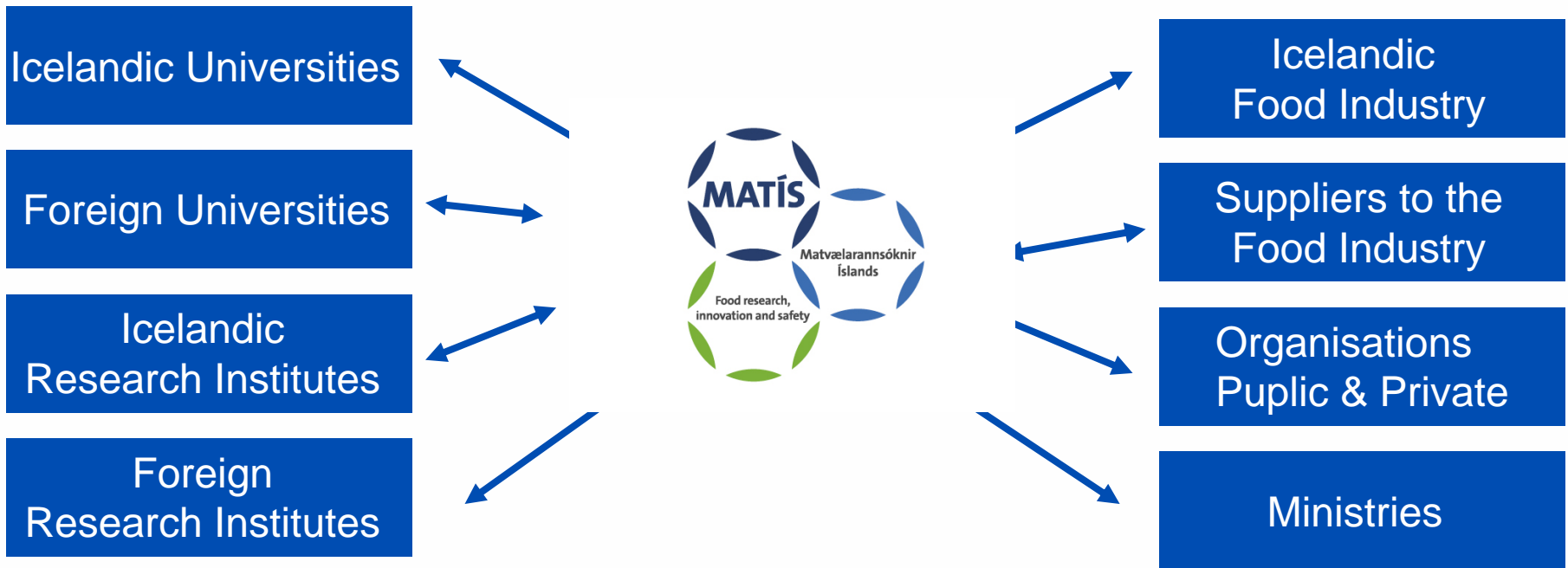
Matís ohf

- New public limited:
 - Total stock owned by the government
 - Various opportunities
- Main aim is to perform research in the area:
 - Innovation for the food industry in cooperation with the food industry and consumers
 - Food safety and wholesome food for the consumers





Cooperation



for Innovation in the Icelandic Food Industry

Added Value of Food Products

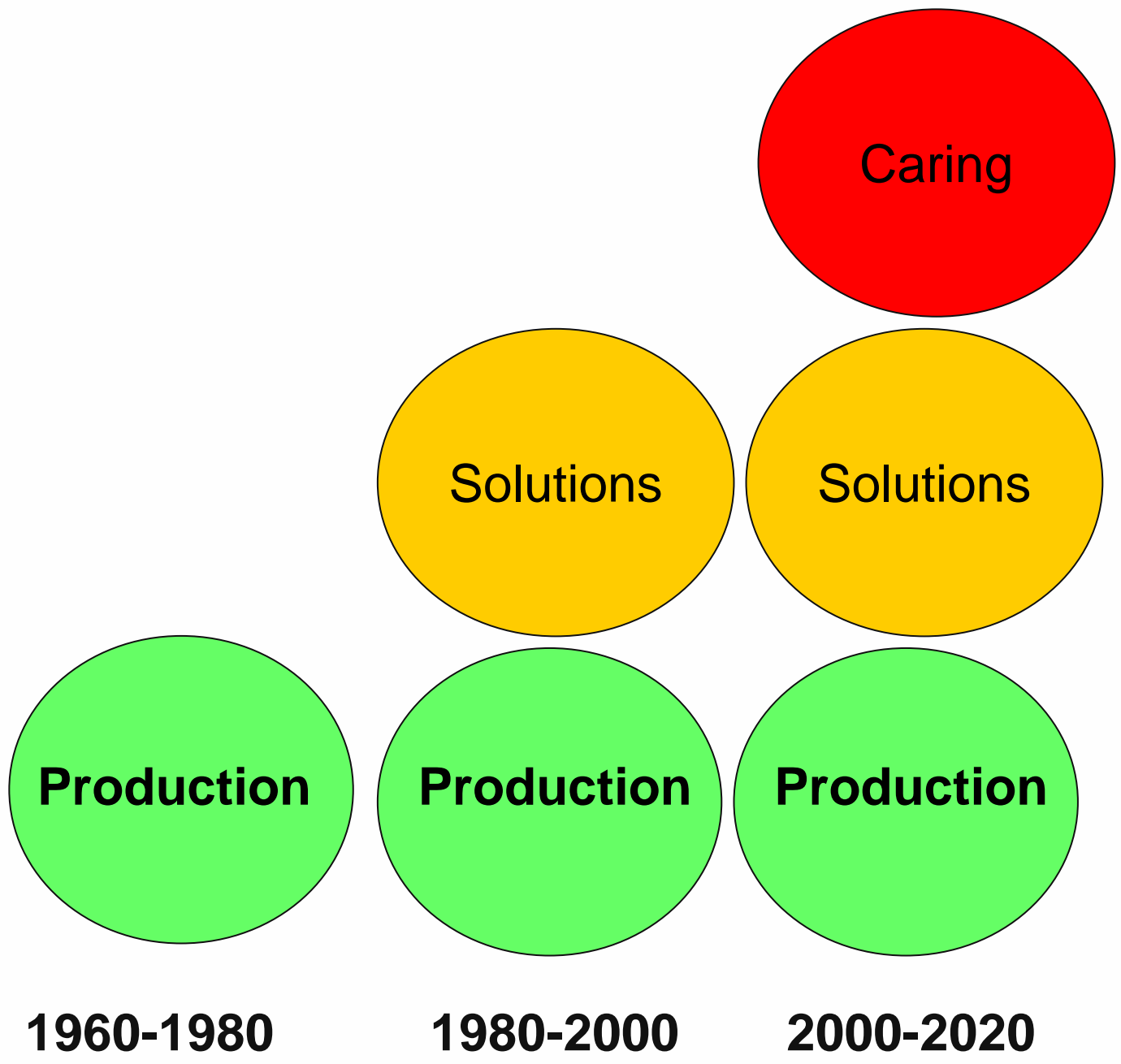




Criteria to production, processing and marketing of food

1. **Safety**
2. **Nutrition and supply**
3. **Price**
4. **Pleasure, convenience and diversity**
5. **Culture and religion**
6. **Ethics and environment**





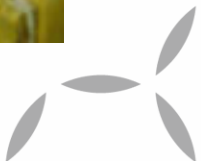


Traditional food and culture

Other opportunities



Hrátt saltað og þurrkað kjöt





Hrátt og þurrkað kjöt



Photo taken in 1968. © Adam Woolfitt/CORBIS

<http://pro.corbis.com/search/searchFrame.aspx>





Skynmat á skerpi kjöti. Skilgreing á gæðapáttum



From : Laila S. Jacobsen, 2005. [www..hfs..fo](http://www.hfs.fo)





Hangikjöt. Saltað, reykt og soðið



From Nordlenska and Matra in Iceland





Hangikjöt. Saltað, reykt og ekki soðið





Taðreyking



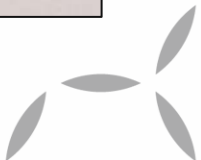
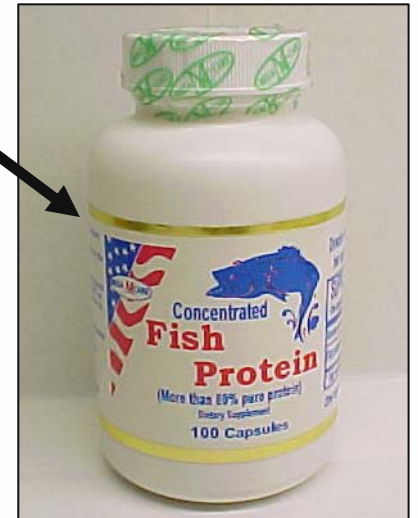
From Nordlenska in Iceland





Íslenskur matvælaíðnaður.

Hvert stefnir hann?



Takk fyrir

