

Group B

Facilitator:

Gísli Þorsteinsson

Discussions

- **Presentation**
- Gísli Svan Einarsson from Verið Science park started with a short presentation on traceability in FISK Seafood, where they are using RFID to track the fish they catch and are working with Maritech, Sæplast and Matís to further develop that technology.
- **Discussions**
- Erla from Vísir Ltd. expressed the importance of linking the whole production chain together and emphasised that Vísir hf. would be ready to share any information they have collected in that respect.
- The Icelandic Quota stem was discussed and Gísli Svan Einarsson emphasised that one of its major benefits was how it allows larger companies to plan ahead and ensure stable production all through the year and between years. He also said that the main reason why big retailers want to buy from FISK is because they can deliver what they promise!!!
- It was noted that stability in the quota system was important, as companies are not going to put money into something long-term (like ecolabelling) if they are not sure they will be able to utilise the resource in the future.

Discussions

- The difference between Iceland and the Faroese was discussed. For example does faroese boat owners have something in common with Icelandic companies that take care of the whole supply chain?
- Sigurjón Arason from Matís talked about how traceability is important to make sure that we get good quality all year around. Traceability and quality is interlinked.
- Kristján Þórarinsson from LÍÚ asked: Is sustainability and traceability the same? Traceability is reliability, if you are sustainable but do not have traceability then you do not have reliability and the buyer will not believe you unless you can proof what you are saying.
- Pétur Bjarnason from Fiskifélag Íslands noted on market demand, that retailers in UK have tried to get people to eat something else than cod, but not with much success. So where are they going to get cod if not from Iceland or Faroes?
- Kristján Þórarinson asked, who is the buyer? It is not the end consumer that is necessarily asking the difficult questions. Only 10-12 large buyers are asking these difficult questions. The end consumer usually don't care.
- The MSC was discussed

Conclusion

- Traceability is key and underlies everything else as documentation
- Sustainable use of fish stocks ensures continued operation and reliable delivery
- The demand comes mostly from NGOs and large buyers want response. Consumers have usually not been that interested in the past
- The industry must be proactive, we can't let NGOs lead the way
- Markets differ where the UK market (larger buyers) is more demanding than other markets
- West Nordic region must work together on sustainability issues