Value chain of containerised fish from Iceland

Important supply

Each year Icelandic companies export considerable volumes of containerised whole fresh fish to foreign markets. The mainstays of these deliveries are heading for auction markets in the UK and Germany where they are bought by domestic processors. These markets are of great importance for a number of Icelandic fishing companies and to the Icelandic economy as the export generates considerable value. These supplies are also highly important for a large number of processors in the UK and Germany, as Icelandic deliveries account for the mainstay of supply in auction markets in Hull, Grimsby and Bremerhaven.

Icelandic whole fresh fish has earned a good reputation at fish markets around Europe and processors from both the UK and Germany strive to source their raw material from Icelandic sources. For the better part of last century Icelandic fishing vessels landed their catch directly into the fish markets, but for the past three decades the bulk of the supplies have been transported from Iceland in container vessels.

Emphasis on quality

The value chain of containerised whole fresh fish starts when the fish is caught and ends when the final product is served on the consumer’s plate. A large number of influencing factors along the value chain have a deciding effect on the quality of the final product. Since there are so many links in the chain it is particularly important that each link is aware of its role and responsibilities.

Matis has published a web based supply chain guide where information intended for those involved in the value chain can be obtained. Amongst the information available are numerous statistical data on volumes, values and trends in supply, a guide on how best to secure quality along the supply chain and other useful information intended for those involved in the value chain of Icelandic containerised fish.

www.matis.is/supplychainguide

Roughly one hundred Icelandic fishing vessels are involved in supplying whole fresh fish to foreign auction markets each year. The mainstays of these supplies are though coming from 20-30 vessels that supply the markets on a weekly basis.

When the fishing vessels have landed their catch in Iceland it is loaded into a container and shipped onto a container vessel that transports the catch to the UK or the European mainland.

On its arrival to the UK or Germany local agents takes over the responsibility of getting the catch to market. They act as representatives of the suppliers making sure that supply is adequately distributed between individual markets and weekdays.

The whole value chain is aimed at providing the final costumer with the best possible quality product.