

YOUR SPECIALIST MAGAZINE FOR THE SEAFOOD INDUSTRY

# FishFocus

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# ICELAND



PRODUCED IN ASSOCIATION WITH SEAFOOD FROM ICELAND AND  
THE NATIONAL FEDERATION OF FISH FRIERS



**My father was a fisherman.  
So was his father.**

— ◆ —  
**Fish is our story**

# WELCOME TO FISH FOCUS' SPOTLIGHT ON ICELAND

*The first of a series of features by Fish Focus, starting with our spotlight on Iceland.*

**Fish Focus, along with a group of National Fish and Chip Awards winners, seafood professionals and other UK media, were treated to an unforgettable trip to Iceland, courtesy of Seafood from Iceland, earlier this summer. Seafood from Iceland were proud sponsors of this year's National Fish and Chip Award, Fish and Chip Restaurant of the Year.**

Charlotte and Kevin Mitchell from Knight's Fish Restaurant, Glastonbury, who won Fish and Chip Restaurant of the Year 2024 and John Lavery from Fish City, Belfast, winners of Fish and Chip Restaurant of the Year 2023, were joined by Kate Authers, representing Noah's Fish and Chip shop in Bristol, who were one of this year's runners up.

Andrew Crook, president of the National Federation of Fish Friers and members of UK media, including Fish Focus, were also invited.

Our hosts, Björgvin Þór Björgvinsson and Alisa Silveira, from Business Iceland, took us on a four day visit, starting in Reykjavik and travelling around the stunning Snæfellsnes Peninsula, learning about the Icelandic fishing industry, seeing the beautiful landscape of Iceland and experiencing the kindness and hospitality of the Icelandic people.

A talk with Brim Seafood and a visit on one of their freezer trawlers, which catch and process thousands of tons of cod, to sea angling and a puffin sail in Stykkishólmur. Enjoying a fun-filled Fishermen's Day and the honour of being invited to the Fishermen's ball.

We ate delicious food, mostly fish and many of Björgvin's favourite cakes and waffles. We all agreed we had the best dish we had ever eaten at the Fish Company in Reykjavik – their langoustine soup!

Meeting Björgvin's friends and relatives who are involved in the seafood industry and travelling with such a great group of people, was the icing on the cake or should we say the Saltverk on the fish and chips.

A big thank you to Seafood from Iceland and Business Iceland for hosting this wonderful trip.

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# SEAFOOD FROM ICELAND AND THE NATIONAL FISH AND CHIP AWARDS



**The relationship between Seafood from Iceland and the National Federation of Fish Friers (NFFF) is one of a strategic partnership aimed at promoting Icelandic seafood in the UK markets, particularly within the fish and chips industry.**

The National Federation of Fish Friers (NFFF) organise the National Fish and Chip Awards in the UK, which gets bigger each year with new award categories added as the industry develops and innovates.

Andrew Crook, President of the NFFF told fish focus "We are absolutely delighted to have this strategic partnership with Seafood from Iceland and their sponsorship of the 'Restaurant of the Year' category, which has added an extra dimension to the awards.

"This year's visit to Iceland with the 2023 winners, Fish City, Belfast and the 2024 winners, Knight's Fish Restaurant, Glastonbury, gave us a fantastic insight into the source of the Icelandic cod that we use so much in the UK fish and chip sector."

Björgvin þór Björgvinsson, Head of Fisheries Seafood from Iceland added, "Seafood from Iceland Frozen at Sea (FAS) cod fillets are perfect for the UK fish and chip industry. We have forged an intrinsic relationship with the NFFF and its members, running promotions on National Fish and Chip Day and supporting the National Fish and Chip Awards."

The Seafood from Iceland 'Fishmas' promotion was run in the UK for two years in 2021 and 2022, utilising marketing materials such as posters, aprons, reusable shopper bags and competitions to win a 'Fishmas Feast' in 2021 and a trip for two to Iceland in 2022. The winners of the trip for two to Iceland, were Paul and Sue Matejtschuk, who were treated to a wonderful 'Fishmas Village Tour' with a visit to a freezing trawler, fish factory and the Blue Lagoon.

Björgvin þór Björgvinsson added "The sponsorship of the National Fish and Chip Awards 'Restaurant of the Year' in 2023 and 2024 gave us the opportunity to host a visit to Iceland at the end of May 2024 and it was a pleasure to meet the owners of Fish City and Knight's Fish Restaurant and to let them see the source of their FAS cod."

## National Federation of Fish Friers (NFFF)

The NFFF is the official body representing the fish and chips industry in the UK. It provides support, training, and resources to fish and chip shops, ensuring high standards in this traditional British food sector.

# Pioneering **Global Success and Economic Growth** for Icelandic Companies

**Business Iceland, also known as 'Íslandstofa' is a public-private partnership established to improve the competitiveness of Icelandic companies in foreign markets and to stimulate economic growth through increased export.**

The organisation plays a vital role in shaping the business landscape, developing international trade, attracting foreign investment, and supporting domestic enterprises in their endeavours to expand and develop.

'Business Iceland's main project under the fisheries sector is Seafood from Iceland'

Their primary mission is to enhance the competitiveness of Icelandic businesses on a global scale, by creating a robust business environment that supports sustainable economic growth and innovation.

As Iceland continues to navigate the challenges and opportunities of the global economy, Business Iceland remains an important contributor to guiding the country's business strategies.

Their efforts have contributed to the growth of key industries within their 6 main sectors which are: Energy & Green Solutions, Innovation, Creative Industries, Tourism, Fisheries, and Food & Natural Products.

## Seafood from Iceland

Their main project under the fisheries sector is **Seafood from Iceland**, a platform for Icelandic companies in the fishing industry to work together on marketing under one brand of origin to maximise the value of the products.

The main objective of this project is to increase value and export value by raising awareness and improving the audience's attitude toward seafood from Iceland.

By promoting Icelandic businesses and attracting foreign investment, Business Iceland helps to create jobs, drive innovation, and ensure sustainable economic development.

Business Iceland is a crucial player in guiding the country's business strategies, with a focus on sustainability, innovation, and international collaboration. The organisation is well-positioned to support Icelandic enterprises in their quest for global success and economic resilience.

Business Iceland serves as a cornerstone of Iceland's economic strategy, driving growth through international engagement, support for innovation, and the promotion of a favourable business environment. Its work not only benefits individual businesses but also strengthens the overall economic fabric of the nation.

*Photo Caption, Left to Right: Alisa Catherine Silveira, Athol Dipple Kevin Mitchell, Björgvin Þór Björgvinsson, John Lavery, Andrew Crook, Charlotte Mitchell, Kate Authers, Mary Aitken, Gavin Nicoll, Flosi Þorgeirsson*





A group of ten people, five men and five women, are standing in a line on a wooden floor in front of a concrete wall. The wall features a logo on the left consisting of three horizontal wavy lines, followed by the text "landsstofa" in a large, bold, sans-serif font. Below "landsstofa", the words "sinn" and "leif" are partially visible. The group is dressed in casual attire, including sweaters, jackets, and jeans. The lighting is warm, highlighting the group and the wall behind them. A large window is visible on the right side of the frame, showing an outdoor area with a building and a plant. In the foreground, a dark wooden table is partially visible with a light-colored sweater draped over it.

landsstofa  
sinn leif

# Elevating Icelandic Seafood Exports through Strategic Branding and Global Market Expansion

**Seafood from Iceland is a project managed through Business Iceland and is the owner and founder of Fisheries Iceland. The participants in Seafood from Iceland are fish producers, fish sales exporting companies, and companies in the service sector, emphasising the markets in Southern Europe, the UK, and the 'pesca tourism' market.**

The main objective of the Seafood from Iceland project is to increase the export and overall value of seafood exports by raising awareness and improving consumers' understanding of Icelandic seafood.

Björgvin Þór Björgvinsson, Head of Seafood at Business Iceland and Head of Fisheries at Seafood from Iceland delivered an excellent and highly informative presentation at the offices of Business Iceland to further explain the role of the organisation within the Icelandic seafood sector.

Iceland is a large island nation with an area of approximately 103,000 km<sup>2</sup> (40,000 miles<sup>2</sup>), larger than the UK nations of Scotland, Wales, and Northern Ireland combined and approximately 79% of the landmass of England.

The population of Iceland has grown significantly since the millennium, from 279,049 in 2000 to an estimated 387,758 in 2023, according to statistics compiled by Statista.com.\*

\*Iceland: population 2023 | Statista

'Seafood from Iceland includes fish producers, fish sales exporting companies, and companies in the service sector'

## Iceland Responsible Fisheries - certified fisheries







# FISH IS OUR STORY

Björgvin þór Björgvinsson told Fish Focus, "Business Iceland is responsible for the branding and marketing of Iceland and Icelandic export industries, supports Icelandic companies in entering foreign markets, and facilitates foreign investment in the Icelandic economy."

"Fisheries is a vital sector in Iceland, the 17th largest fishing nation in the world, although it ranks 180th by population. The industry contributes 8.1% to GDP and 25% if accounting for the indirect effects of the ocean cluster. Fisheries directly employs 8 100 people or 3.6% of the total workforce." added Björgvin

Business Iceland has been responsible for several seafood marketing projects:

**The Iceland Responsible Fisheries programme**, which includes the logo of origin and certification of seafood products, was launched in 2010.

**The Bacalao de Islandia programme** for marketing salted cod in southern Europe launched in 2013 (Spain, Portugal, and Italy)



## Seafood from Iceland participants



The **Seafood from Iceland programme**, where Icelandic fisheries companies work together under one brand of origin to maximize the marketing and value of Icelandic seafood products.

### Certification

With some of the world's richest and most sustainable fishing grounds, the Iceland Responsible Fisheries Programme has certified sustainable Icelandic fisheries in cod (2010), saithe (2013), haddock (2013), golden redfish (2014), ling (2019), tusk (2019), and Icelandic herring (2019).

### Export Value of Seafood from Iceland

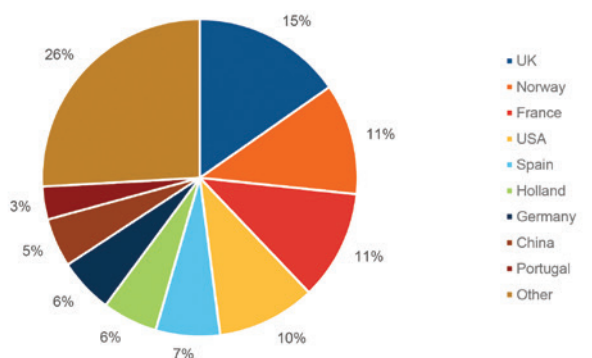
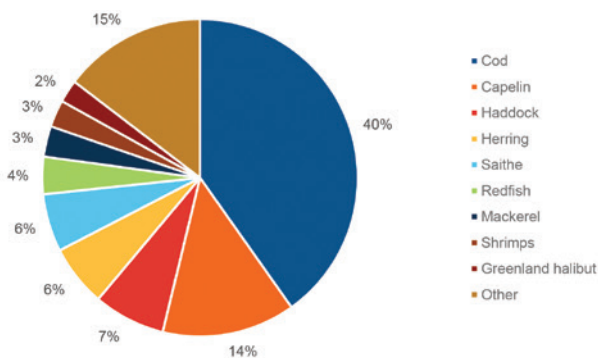
The export value and critical markets for Icelandic seafood have evolved over the years with the introduction of farmed Atlantic salmon. It is now the second largest export behind Icelandic Atlantic cod and accounts for 40% of Iceland's wild-caught fisheries exports.

Other key wild-caught fisheries include capelin (14%), haddock (7%), herring (6%), saithe (6%), redfish (4%), mackerel (3%), shrimp (3%), and Greenland halibut (2%) and other species (15%)

### Key Export Markets

Based on statistics from 2022, the key export markets and trading partners for the Icelandic fisheries export sector are the UK (15%), Norway (11%), France (11%), USA (10%), Spain (7%), Holland (6%), Germany (6%), China (5%), Portugal (53%), and the rest of the world (26%).

Image below shows the export value of fish from 2022.



# A Tale of Tradition and Innovation: Iceland's Enduring Seafood Heritage and Modern Industry

## *A Tale of Tradition and Innovation*

**Iceland is renowned for its breathtaking landscapes, geothermal wonders, and rich cultural heritage. Central to this is Iceland's deep and enduring connection with the sea. The country's seafood industry is not only a cornerstone of the economy but also a vital part of its cultural identity, shaped by centuries of tradition, innovation, and sustainable practices.**

### Historical Roots

The history of Iceland's seafood heritage dates to the settlement period in the 9th century when the Norse settlers first arrived. The harsh and rugged terrain of Iceland made agriculture challenging, leading the early inhabitants to turn to the bountiful surrounding seas for sustenance. Fishing quickly became a primary means of survival, with cod, haddock, and herring playing crucial roles in the diet and economy of early Icelanders.

Throughout the Middle Ages, fishing techniques evolved, and the trade of dried fish, particularly stockfish, became a significant economic activity. This trade expanded Iceland's reach to European markets, establishing its reputation as a reliable source of high-quality fish. By the 19th and early 20th centuries, the advent of mechanised fishing vessels and improved preservation methods such as salting and freezing further boosted the industry.

### Modern Seafood Industry

Today, Iceland's seafood industry is one of the most advanced and sustainable in the world. The country boasts an exclusive economic zone (EEZ) of approximately 758,000 square kilometres, providing access to rich fishing grounds. The industry is dominated by a diverse range of species, including cod, haddock, pollock, and mackerel, as well as shellfish and crustaceans.

**'The history of Iceland's seafood heritage dates to the settlement period in the 9th century'**

Icelandic fisheries operate under strict regulations designed to ensure sustainability.

The Marine Research Institute conducts extensive research to monitor fish stocks and recommend catch quotas, which are enforced by the Directorate of Fisheries. This science-based management approach has been instrumental in maintaining healthy fish populations and preventing overfishing.





## Cultural Significance

Seafood is deeply ingrained in Icelandic culture and cuisine. Traditional dishes such as “plokkið fiskur” (a fish stew made from boiled fish and potatoes), “harðfiskur” (dried fish), and “gravlax” (cured salmon) reflect the country’s maritime heritage. Festivals like Þorrablót celebrate Icelandic food traditions, including a variety of seafood dishes.

The Icelandic respect for the sea is evident in the cultural narratives and folklore that emphasise the importance of the ocean and its resources. Stories of sea gods and mythical creatures are woven into the cultural fabric, highlighting the profound connection between Icelanders and the sea.

## Innovation and Sustainability

Innovation has always been at the heart of Iceland’s approach to seafood. The country is a leader in fish processing technology, utilising advanced methods to maximise the value of each catch. Innovations such as fish protein hydrolysates and fish oil extraction from byproducts are examples of how Icelandic companies turn every part of the fish into valuable products, embodying the principles of a circular economy.

Iceland’s commitment to sustainability is also reflected in its aquaculture industry, which complements wild fisheries. The focus on sustainable farming practices ensures minimal environmental impact and high standards of fish welfare. Companies like Iceland Ocean Cluster are driving forward-thinking initiatives to further enhance the sustainability and profitability of the seafood sector.

## Global Influence

Icelandic seafood is highly prized worldwide for its quality and sustainability. The country exports a significant portion of its catch to international markets, contributing to its global reputation as a seafood powerhouse. Iceland’s stringent fisheries management and innovative practices serve as a model for other nations seeking to balance economic growth with environmental stewardship.

# The Cod Wars: Iceland and the UK's Historic Battle Over Fishing Rights

**Flosi Þorgeirsson, an Icelandic musician, podcast host and historian presented a vivid depiction of The Cod Wars going back in history to set the scene that would lead to the disputes which took place from the 1950's to the 1970's.**

Flosi explained "The Age of Sail changed fishing around Iceland's coastline as early as 1400 when English boats arrived to fish the rich coastal waters and they were quickly followed by fishermen and traders from Germany, Denmark, Spain and Portugal. Icelandic fishermen had long complained about being isolated as few fishing boats would sail there, but by 1410 it was the other way around."

"Iceland was part of the Kingdom of Norway at this time and new laws were passed to prohibit fishing and trade with foreigners, but that proved difficult if not impossible to uphold." he added.

This set the scene for many years of fishing disputes and the roots of the Cod Wars can be traced to the 19th and early 20th centuries, as advancements in fishing technology and an increasing demand for fish led to intensive exploitation of fish stocks. The North Atlantic, rich in cod, became a crucial battleground for fishing rights, particularly between Iceland and the United Kingdom.

Continuing on from these historical disputes, The Cod Wars were a series of confrontations between Iceland and the United Kingdom from the 1950s to the 1970s over fishing rights in Icelandic waters in the North Atlantic.

## The First Cod War (1958-1961)

The first Cod War began in September 1958 after Iceland unilaterally extended

its territorial waters from 4 nautical miles to 12 nautical miles. The United Kingdom, which had a long history of fishing in these waters, refused to recognise this extension. The conflict was marked by confrontations at sea between British trawlers and Icelandic patrol vessels. The Royal Navy was deployed to protect British fishing vessels, leading to several ramming incidents. The conflict ended in 1961 with Iceland's fishing zone being internationally recognised at 12 nautical miles.

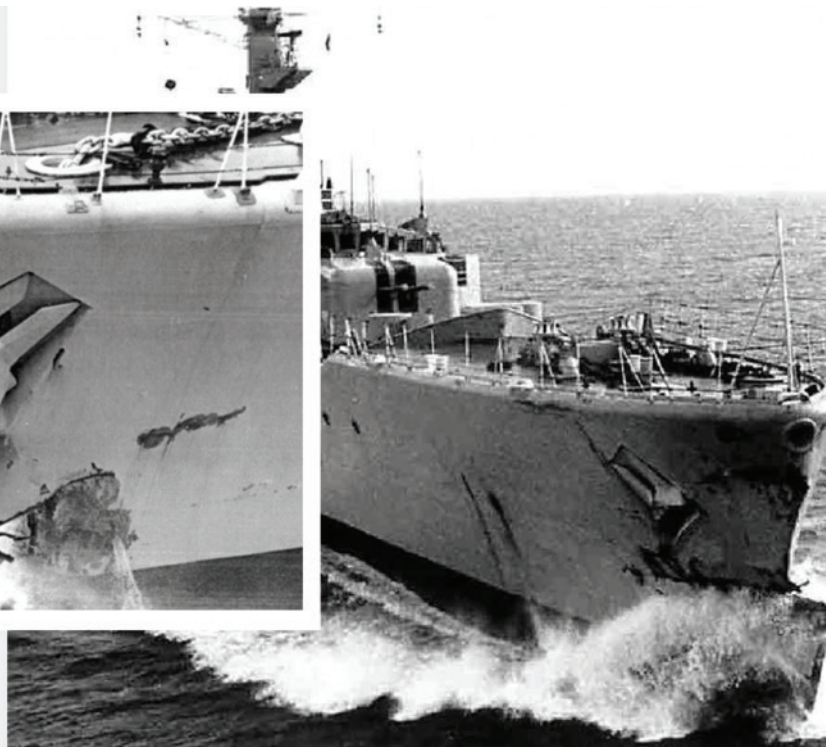
## The Second Cod War (1972-1973)

The second Cod War erupted when Iceland further extended its fishing limits to 50 nautical miles in September 1972. The UK once again opposed this move, leading to more naval confrontations. Icelandic coast guard ships used net





*Collision damage took its toll on the British fleet*



cutters to sever the nets of British trawlers, while British naval vessels were sent to protect their fishing fleet. The conflict intensified, resulting in more aggressive manoeuvres and damage to vessels on both sides. The dispute ended in 1973 with an agreement that allowed limited British access to the new 50-mile zone, coupled with specific quotas.

### The Third Cod War (1975-1976)

The third and final Cod War occurred after Iceland extended its fishing limits to 200 nautical miles in November 1975, reflecting the newly established international trend towards 200-mile exclusive economic zones (EEZs). The UK again resisted, leading to the most intense confrontations of all three Cod Wars. Iceland threatened to close the NATO base at Keflavik, a critical point during the Cold War, leveraging geopolitical concerns to gain support. The United States intervened, facilitating negotiations that resulted in the UK recognising the 200-mile limit, effectively ending the conflict in 1976.

### Consequences and Impact

The Cod Wars had significant and lasting impacts:

**Maritime Law and EEZs:** The disputes were pivotal in the global acceptance of

the 200-mile exclusive economic zone, which became enshrined in the United Nations Convention on the Law of the Sea (UNCLOS) in 1982.

**Economic Impact:** The conflicts highlighted the economic vulnerability of Iceland, which relied heavily on its fishing industry. Securing larger fishing zones helped ensure the country's economic stability.

**Diplomatic and Military Engagements:** The Cod Wars showcased the complexities of using naval power in peacetime disputes and the role of international diplomacy in resolving conflicts over natural resources.

**Environmental Awareness:** They underscored the need for sustainable fishing practices, as overfishing became a concern for both nations, influencing future fisheries management policies.

The Cod Wars were more than a series of maritime disputes; they were a testament to the changing landscape of international law, economic survival, and the interplay between national interests and global diplomacy.

They remain a notable example of how nations negotiate and assert control over vital natural resources in the face of geopolitical and economic challenges.



*The Gun Boat Baldur could inflict heavy damage on British ships.*



# Pioneering Sustainable Seafood Practices

**Brim Seafood is an influential player in the global seafood industry and has built a robust reputation for its commitment to sustainability, quality, and innovation. Headquartered in Reykjavik, Brim Seafood leverages the rich marine resources of the North Atlantic to deliver premium seafood products to markets worldwide.**

We visited their impressive offices in Reykjavik and were welcomed by Torfi Þ. Þorsteinsson, Director of Community Relations, who delivered a very informative presentation, outlining the company's capabilities and experience in the seafood sector, with a slant towards Icelandic cod and the UK Fish & Chip industry.

Over the decades, Brim has evolved, embracing modern technology and sustainable practices to meet the demands of contemporary markets while preserving marine ecosystems.

Brim Seafood's operations are anchored in its commitment to sustainability and environmental stewardship. The company employs advanced fishing techniques that minimise bycatch and reduce environmental impact.

The fleet is equipped with state-of-the-art technology to ensure efficient and responsible harvesting of fish stocks, and the company adheres to stringent regulations, certifications and corporate social responsibility.

'Brim Seafood's origins can be traced back to the early 20th century'

With the company's commitment to maintain the health of marine populations and ecosystems, they hold responsible fishing certifications including Iceland Responsible Fishing (IRF), Global Sustainable Seafood Initiative (GSSI), Marine Stewardship Council

(MSC) and IFFO assured Responsible Sourcing and Responsible Production. The company also holds various Quality, Environment and CSR certifications.

Torfi confirmed that the market for Brim's seafood products are: The UK at 17%, Norway 15.5%, France 14.4%, USA 7.9%, Germany 7.5%, Iceland 6.1%, Ukraine 4.9%, Poland 4.5% and the balance of 21.5% goes to other countries worldwide.

Chief Officer, Gestur Kristinsson gave us an introduction to the fishing vessels in the fleet which consists of three wetfish trawlers, four freezer trawlers and three pelagic vessels.

Torfi Þ. Þorsteinsson was ably assisted by Sólveig Arna Jóhannesdóttir, Marketing and Sales Manager for Frozen at Sea Products and Gestur Kristinsson, Chief Officer onboard one of BRIM's trawlers.

We were shown a historical timeline of the company, whose origins can be traced back to the early 20th century, reflecting a rich heritage intertwined with Iceland's fishing traditions.

Over the years several companies have amalgamated, and the Brim name was formed through these acquisitions in 1985. The company was founded with a vision to responsibly harness the abundant marine life of Iceland and has grown into a powerhouse in the seafood industry.



Gestur told Fish Focus, “Brim operates well-equipped fishing vessels with state-of-the-art facilities to ensure the freshest catch for freezing or processing. Our freezer trawlers that catch the Frozen at Sea (FAS) cod, which is supplied to the UK fish & chip markets, process and freeze the catch as soon as it is brought onboard, locking in maximum freshness.”

For fresh catch, the modern fish processing plant at Norðurgarður,

specialises in processing cod, saithe and redfish, resulting in 250 000 servings per day and creating employment for 130 full time employees. The plant throughput consisted of 21 734 tonnes of fish for processing into both fresh and frozen products.

Brim Seafood stands as a testament to how traditional industries can adapt to modern demands through sustainability and innovation. The company’s dedication to responsible

fishing, high-quality products, and community engagement underscores its role as a leader in the seafood sector. As global demand for sustainable seafood grows, Brim Seafood is well-positioned to continue its legacy of excellence, contributing to a healthier planet and future for the seafood industry.

*Photo Caption, Above:* Chief Officer, Gestur Kristinsson discusses the freezer trawler fleet at Brim.



# Time To Visit The Trawler!

**Torfi Þ. Þorsteinsson directed the group to get kitted up in Hi-vis and hard hats and to make their way to the key-side to visit the freezer trawler Vigri RE 71 that had landed that morning in Reykjavik.**

This state-of-the-art 67m freezer trawler is equipped with advanced fishing gear, which allows the vessel to target a variety of fish species while minimising both bycatch and environmental impact.

The trawler features the latest navigation and communication systems, including satellite positioning, sonar, and fish-finding equipment. These technologies enhance the vessel's efficiency and safety, allowing for precise and sustainable fishing operations.

Chief Officer, Gestur Kristinsson, said: "The freezer trawler Vigri is fitted with comprehensive onboard handling facilities, enabling the immediate processing and freezing of the catch, producing Frozen at Sea (FAS) fillets which ensures that the fish is at its peak freshness and quality, ready for export to global markets.

"The vessel uses selective fishing techniques to reduce bycatch and implements practices that comply with strict Icelandic and international fisheries regulations.

It is also fitted with fuel-efficient engines and systems to minimize its carbon footprint," he added.

The visit proved to be of great interest to the party and gave the fish and chip operators a fantastic insight into how their cod is caught, processed and frozen at sea, locking in the freshness of the fish before it leaves the trawler.

Kevin Mitchell of Knight's Fish Restaurant told fish focus "Due to the traceability of the catch the name of the vessel which harvests the fish is on each box of frozen fillets and to our absolute delight when we returned to our restaurant, the name on our box was Vigri RE 71. This was fantastic news for us as we can tell our customers that we have been on the ship that landed their fish."



# The Essence of Freshness

After becoming a finalist in the UK National Fish and Chip Awards overseas category 2024, Fish and Chips Vagninn, fishandchipsvagninn.is, opened a new shop in Reyjavik in May.

Priding itself on using only the freshest local ingredients, a key factor in its outstanding reputation.

The fish, typically cod is caught by one of their family boats from the nearby waters and processed in their high-tech processing plant, fiskkaup.is/en/, ensuring a freshness that is evident in every bite.

This commitment to quality means that diners can always expect the fish to be tender, flaky, and full of flavour.

After our visit to Brim's freezer trawler Vigri, learning about the cod that was caught, processed and frozen, to be sent to fish and chip shops in the UK, we were all ready for the perfectly cooked, delicious fish and chips cooked for us in Vagninn.

Although the fish is caught in the clear waters of Iceland, it is prepared and cooked using traditional British methods.

While the fish is undisputedly Icelandic, all the other necessary ingredients are imported from the UK. That goes for the coating to the deep-frying oil, the chips, the mushy peas and even the malted vinegar

Fish and Chips Vagninn offers a variety of homemade sauces. There was classic tartar sauce, curry, remoulade, koktail and a chili majo. It was hard to decide which was the nicest.

It was nice for both Charlotte and Kevin, from Knight's Fish Restaurant in Glastonbury and John, from Fish City in Belfast to see the enthusiasm of owner Árni Rudolf, promoting their industry in Iceland.

Andrew Crook, president of the National Federation of Fish Friers (NFFF) said:

"It is great to see fish and chips becoming a great British export and having visited this restaurant I have to say they are doing an excellent job. In Iceland they certainly have top quality fish and the owner has installed a British frying range to help produce fish and chips as close as you can get to what is served in the UK. A must visit if you are in Reykjavik."



Above:  
Andrew Crook  
pictured with  
owner Árni  
Rudolf

Fish & Chips  
Vagninn 'Overseas  
Category' finalist



SAFNIA  
KVALKY

ICELANDIC QUALITY  
**fish&chips**  
VAGNINN  
BRITISH TRADITION

HOPKINS

171°C

FISH & CHIPS  
VAGNINN



vessel



# Driving Innovation and Sustainability in the Blue Economy

## *Nurturing Blue Innovation, collaboration and Sustainability*

**The Iceland Ocean Cluster is a pioneering initiative based in Reykjavik, Iceland, dedicated to nurturing innovation, collaboration and sustainability in the marine and fisheries sectors.**

Established in 2011 by Dr. Thor Sigfusson, the cluster serves as a hub for entrepreneurs, researchers, and industry stakeholders, to collaborate and leverage Iceland's extensive ocean resources and expertise.

Dr. Leeper told fish focus, "By promoting a holistic approach to the blue economy, the cluster aims to create a thriving ecosystem where businesses can develop cutting-edge technologies, products and services that enhance the sustainability and profitability of the seafood industry."

"The cluster provides a supportive environment for start-ups and established companies to develop and innovate. This includes offering incubation services, mentorship and access to a network of industry experts. The focus is on developing new technologies and processes that can improve the efficiency and sustainability of ocean and seafood industries." She added

The organisation collaborates with academic institutions, research organisations and industry partners to drive R&D initiatives. These projects often explore new ways to utilise blue resources, such as developing biotechnologies from marine organisms or creating new methods for sustainable fishing and aquaculture.

Since its inception, the Ocean Cluster has significantly impacted the Icelandic economy and the global seafood industry. By nurturing a culture of innovation and sustainability, the cluster has helped numerous companies succeed in the global marketplace while promoting responsible use of aquatic resources.

'The Ocean Cluster stands at the forefront of the blue economy revolution'

Fish Focus met with Dr. Alexandra Leeper, CEO, who gave us a tour of the facility and a great overview of some of the projects and work being undertaken through the cluster and the 100% Fish Programme, where 90% of Cod is now utilised.

The Mission of 100% Fish Programme is to inspire the seafood industry and seafood communities, to utilise more of each fish, increase the value of each fish landed, support new business opportunities, increase employment and decrease waste.



The Cluster has gathered data on the value of start-ups formally collaborating with the cluster since its inception in 2011. Over the past 13 years, approximately 170 start-ups have partnered with the Cluster, either by utilising facilities in the Ocean Cluster House or through collaboration. The market value of the shares of these start-ups, based on available price information, totals around 330 billion ISK. Seven key start-ups, primarily in the health and pharmaceutical sectors, aquaculture, traceability and refrigeration technology, form the core of this valuation.

The Icelandic Ocean Cluster stands at the forefront of the blue economy revolution, blending innovation, sustainability and collaboration to create a more prosperous and environmentally conscious future for the seafood industry. Through its diverse initiatives and unwavering commitment to its mission, the cluster continues to inspire and drive positive change in the global ocean landscape.





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RUN 425

# 100% Fish Programme: Leading the Way in Fish Utilisation

The 100% Fish Programme in Iceland is an innovative and ambitious initiative aimed at achieving zero waste in the fishing industry by utilising every part of the fish. This movement, pioneered by the Iceland Ocean Cluster, seeks to transform the traditional fishing industry into a model of sustainability and efficiency, ensuring that no part of the fish goes to waste and maximum socio-economic value is gained from each fish.

The mission of the 100% Fish Project is to inspire the seafood industry and communities to utilise more of each fish, thereby increasing the value of each fish landed, supporting new business opportunities, boosting employment, and decreasing waste.

The 100% Fish Programme showcases the range of products made from fish in Iceland. Beyond traditional seafood offerings, Iceland is innovating with fish-derived supplements, medical products, textiles and biomedical products. These advancements stem from improved processing, handling and significant research and development and key here is the role of innovation in re-thinking of the potential uses and business models for different parts of the fish.

A prime example of this is in the medical sector, where cod skin is used for skin grafts, which unlike with traditional pig skin grafts, the rejection rate is practically nil.

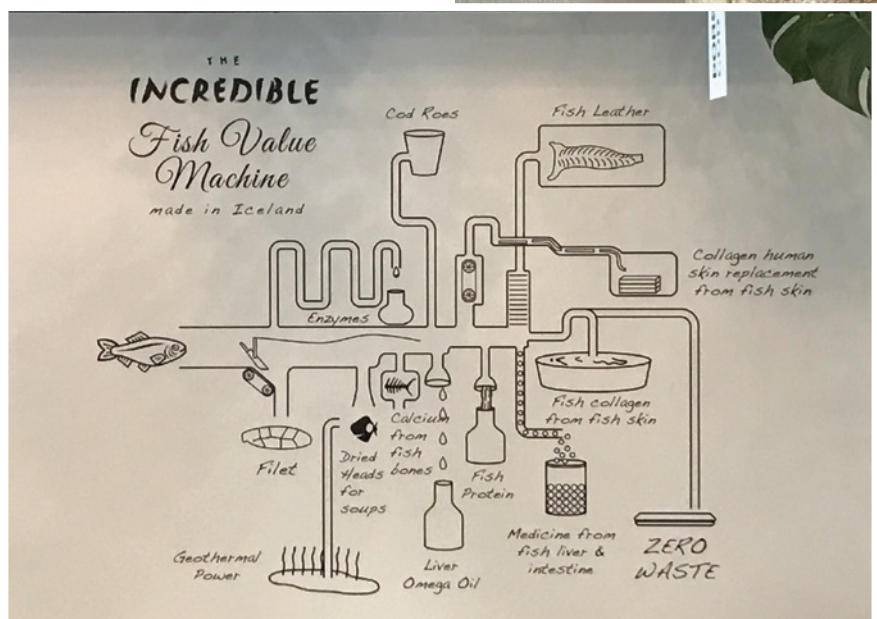
Companies within the Iceland Ocean Cluster develop supplements, proteins, cosmetics, pharmaceuticals and other high-value products from various fish parts from the value creation pyramid.

## 30-Fold Increase in Utilisation Over 30 Years

Technological advances in commercial fisheries have dramatically improved product yield. For instance, Icelandic producers of cod fillets have increased their fillet yield by up to 20% over the past two decades.

However, fillets only constitute 35% to 45% of the cod's weight, with the rest being head, bones, skin and intestines. Due to strict fisheries management regulations, Icelandic fisheries have innovated to profitably exploit the secondary yield from fishing.

Since the 1990s, the utilisation of secondary yields in fisheries has increased 30-fold, the export value per kilogramme of cod has quadrupled and the variety of marine products has multiplied. Today, Icelandic cod producers typically use up to 90% of their raw material.



## Challenges and Collaboration

One of the greatest challenges of the 100% Fish Programme is demonstrating the value of cooperation to seafood companies through handling and quality management – also linked to an improved cold supply chain and increasing standardised automation, which have played a key role here in the value creation from the fillet.

By building trust and showing companies the benefits of collaboration, the project aims to secure a brighter future for seafood businesses and coastal regions. 100% Fish facilitates valuable connections with academia, start-ups, R&D institutions, and more within the industry. The Ocean Cluster Network, established by the Iceland Ocean Cluster, is a global network that shares information and knowledge about full seafood utilisation across the oceans.

## Opportunities and Global Impact

Research shows that the average raw material utilisation rate of cod in Europe and North America is just over 50%, meaning about half of each fish's weight is wasted. This highlights a significant opportunity for sharing knowledge and experience in fully utilising seafood products. By doing so, the global protein supply and fisheries' profits could increase substantially. In Iceland, the industry has achieved over 90% utilisation of white fish.

Innovative health, pharmaceutical, and fashion products from wild fish stocks are being developed in the Icelandic economy. This innovation is driven by a commitment to create more value from each fish. The results are impressive: Icelanders are extracting at least 40% more value from each cod compared to most developed countries. Fish is not just fillets; it includes health products derived from roes, omega and pharmaceuticals from liver, and utilisation of head and bones—essentially, nothing goes to waste.



# MSC Certification in Icelandic Fisheries

## *Ensuring sustainability through effective fisheries management*

**The MSC (Marine Stewardship Council) is an international certification programme that ensures fisheries are sustainable and environmentally friendly. This certification is highly significant for Icelandic fisheries, as the country is economically and culturally dependent on fishing. MSC certification helps maintain the health of the oceans and ensures that marine resources are used responsibly for future generations.**

With its high-tech, sustainable approach to fishing and some of the world's strictest quotas, Iceland has a profitable, efficient and environmentally focused model for others to follow and is a leading example of responsible fisheries management.

The implementation of an Individual Transfer Quota (ITQ) system allowed the industry to rationalise which led to fewer, bigger stronger companies.

The Marine Research Institute advises the government on fishing quotas and works with fisheries such as Visir to gather data that informs them of the health of fish population. This works in perfect harmony with the MSC Standards.

By increasing the health of the fish population, today's fishers are getting a good catch each time their vessels go out, meaning they spend less time fishing, using less fuel and reducing carbon emissions.

The investment in technology and careful management means Iceland been able to achieve MSC certification of its cod, ling, haddock, herring and saithe fisheries and obtaining the ecolabel validates their effort in protecting the environment.

To obtain MSC certification, Icelandic fisheries must go through a stringent

process that covers many aspects of their operations. The process begins with assessing whether the fisheries meet MSC standards for sustainability. In Iceland, the fishery client which holds all the MSC fishery certifications is Icelandic Sustainable Fisheries (ISF). This is a membership based fishery client with currently almost 70 paying members. Around 99% of all landings has been certified.

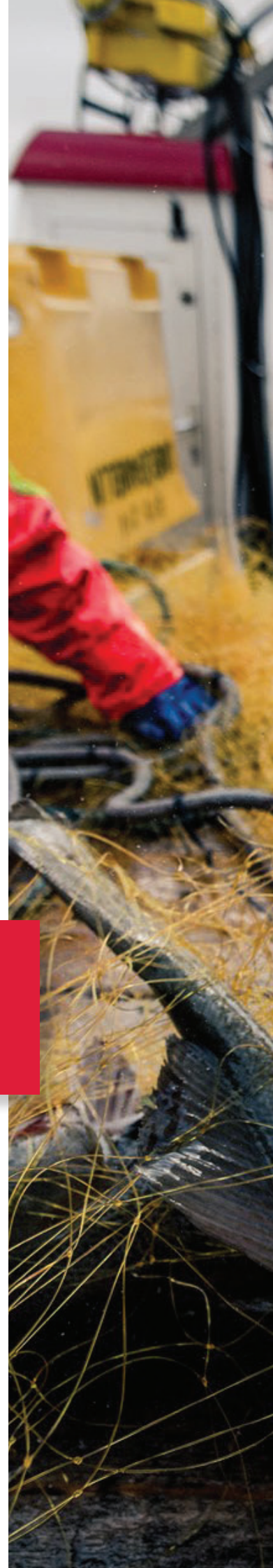
Gisli Gislason, MSC Program Director, North Atlantic Outreach Iceland, said: "The first fishery in Iceland was certified in 2011 against the MSC fishery standard. Icelandic Sustainable Fisheries (ISF) the current fishery client organisation was created the year after.

"It has been rewarding following for over a decade an effective and successful engagement of the industry through their fishery client."

**'The first fishery in Iceland was certified in 2011 against the MSC standard'**

However, pelagic fisheries in the North East Atlantic, including Iceland, have lost their MSC certificate, due to a disagreement on quota sharing which has led to combined fishing being above scientific advise.

Because of this the percentage of MSC in landings in Iceland is currently lower. Globally, Iceland has been the first with 9 species into MSC fishery certification which was then followed by neighbouring countries. Furthermore, more than 200 sites in Iceland hold valid MSC chain of custody certificates.







## Attaining MSC Certification

### The MSC fishery standard include:

**Status of Fish Stocks:** Fisheries must ensure that the stocks are in healthy condition and that their utilisation is within sustainable limits.

**Impact on Ecosystems:** The fisheries must not have harmful effects on other species or marine ecosystems.

**Management System:** There must be an effective and transparent management system in place to ensure that the fisheries are managed sustainably.

## Benefits of MSC Certification

Companies that obtain MSC certification enjoy several benefits, including:

**Increased Consumer Trust:** Consumers are increasingly looking for sustainable

products. MSC certification provides assurance that the product has been responsibly caught.

**Better Market Access:** Many large retailers and distributors require MSC certification for the seafood products they purchase.

**Environmental Protection:** By meeting strict environmental standards, Icelandic companies contribute to the protection of the oceans and their ecosystems.

MSC certification is essential for the Icelandic fishing industry as it confirms and ensures sustainability and the protection of marine resources.

By obtaining MSC certification, Icelandic companies can improve their competitive position in the global market, increase consumer trust, and contribute to a healthier marine ecosystem.

This is a crucial factor in the future development of Icelandic fisheries and the conservation of the oceans.

# Iceland Responsible Fisheries Scheme

## Iceland Responsible Fisheries Foundation

The Iceland Responsible Fisheries Foundation owns and operates the brand of Iceland Responsible Fisheries. The Foundation was established in February 2011 and took over the operation and management of the Iceland Responsible Fisheries (IRF) certification programme from the Fisheries Association of Iceland.

The Foundation's role is to make and maintain contracts for the certification programme, promote and communicate with stakeholders.

A technical committee is responsible for all the technical work, specifications and certification, as well as communication with certification and public bodies.

## The IRF Scheme

The Iceland Responsible Fisheries (IRF) scheme is a certification programme that verifies Icelandic fisheries as responsible and sustainable.

This scheme is critical for maintaining Iceland's reputation as a leader in sustainable fishing practices.

The IRF certification ensures that Icelandic fisheries are managed in a way that preserves marine ecosystems, ensures the long-term viability of fish stocks, and supports the local economy.

The IRF scheme aims to promote sustainable fisheries management and responsible fishing practices in Iceland.

## Certification Process

Fisheries or companies apply for certification by submitting relevant information about their operations after which an independent third-party assessor evaluates the fishery against the IRF standards, which are based on the FAO (Food and Agriculture Organization) Code of Conduct for Responsible Fisheries.



The assessor verifies that the fishery meets all the required criteria, including sustainable stock management, minimal environmental impact, and effective management systems.

Then, if the fishery meets the IRF standards, it is granted certification, which is valid for a specific period, usually five years. The fishery is subject to annual audits to ensure continued compliance.

### Benefits of IRF Certification

The IRF certification provides numerous benefits:

**Market Access:** Certified fisheries gain access to international markets that demand sustainably sourced seafood.

**Consumer Confidence:** The certification assures consumers that the seafood they purchase is responsibly sourced and contributes to sustainable fishing practices.

**Environmental Stewardship:** Certified fisheries contribute to the preservation of marine environments and biodiversity.

**Economic Benefits:** Sustainable fishing practices ensure the long-term viability of the fishing industry, supporting local communities and economies.

The IRF logo on seafood products indicates that they come from responsibly managed fisheries, reinforcing Iceland's reputation for high-quality and sustainable seafood.

# Set Sail for **Puffin Watching** and **Fishing Trips** from **Stykkishólmur, Iceland**

**After a drive north of Reykjavik (with the obligatory stop for cake), through beautiful landscapes of lava fields and distant volcanoes, we arrived in the Snæfellsnes Peninsula, in the tiny village of Stykkishólmur, where we had a short hike in the harbour rocks, with stunning views.**

We dined at at Sjávarpakkhúsið, a restaurant at the edge of the harbour, then, full of yet more delicious fish we put on as many layers of clothing as we could, ready for sea angling and a puffin sail with Ocean Adventures.

For those interested in fishing, Ocean Adventures offers sea angling tours. These excursions cater to both novice and experienced anglers, providing all necessary equipment and guidance.

Participants can catch a variety of fish species, including cod, haddock, and pollock, making for an exciting and rewarding outing.

During the summer months, the company offers tours to see the adorable Atlantic puffins and other sea birds. These seabirds nest on coastal cliffs and islands, providing a spectacular sight for bird enthusiasts.

'Catching cod using a fishing line at 45m'





The boat was small, but powerful and we raced through the water to a group of nearby islands, where we all tried to spot elusive puffins. Then it was time to see who could catch the most cod. Every time a line went in, a large cod was pulled out – 6 cod in around 10 minutes. It was obvious to see why fishing for cod in Icelandic waters is so successful.

It was about 11pm, but still broad daylight, icy cold but so beautiful, that nobody really noticed. Time to head to Hellissandur, with a brief stop on the way to take photos of the iconic Kirkjufell mountain, before checking in at the Adventure hotel, full of fish, happy memories and of course, cake!





Minningargjöf  
Guðmundur Þórarinn  
Ógmundsson

**Minningargjöf**  
  
**Guðmundur Þórarinn Ógmundsson**  
f. 25. 1900. d. 28. 5. 1962

Ég hef þessum beið af minningargjöf  
þess Guðmundar Þórarins Ógmundsson  
þess sem Guðmundur Ógmundsson  
erfingur og sálar áhrifgjafi í Viti-Angarþekki  
Viti-Angarþekki í Höfn.

Karol Ógmundsson  
Viti-Angarþekki

Myndir: K. Ógmundsson / Viti-Angarþekki



# A Journey Through Hellissandur's Rich Maritime History

**Hellissandur, one of Iceland's oldest fishing villages, was once a bustling fishing hub. In the 1700s, the village boasted around 60 seasonal fishermen's huts. Today, the combined population of Hellissandur and its neighbouring village, Rif, is approximately 544.**

## The Fishermen's Garden and Maritime Museum

After a wonderful couple of days in Reykjavik, we travelled to the small coastal village of Hellissandur, on the northwestern tip of Snæfellsnes peninsula. We stayed in a hotel with the incredible backdrop of the Snæfellsjökull glacier, made famous by Jules Verne in his science fiction novel *Journey to the Centre of the Earth*.

Like many towns and villages in Iceland, Hellissandur has its own museum, offering a fascinating glimpse into the lives of local fishermen.

The Fishermen's Garden, established by local fishermen in 1977-78, showcases the tools and instruments used by fishermen in earlier times. Among the garden's unique features are enormous whale bones from a whale that washed ashore, giving visitors a tangible connection to the area's natural history.

## Jöklarar: A Monument to the Glacier People

The Fishermen's Garden is also home to the Jöklarar monument, created by the artist Ragnar Kjartansson, known for his statue of Bárður Snæfellsás at Arnarstapi. Unveiled in 1974, the statue celebrates the local fishermen and their annual celebrations. It was recently restored and bronzed in Germany in 2018-2019 due to weather damage. This monument is one of Kjartansson's oldest artworks and is owned by the lifesaving association department Helga Bárðardóttir.

## Maritime Treasures

Inside the Maritime Museum, we saw the eight-oar rowing boat Bliki, the oldest preserved fishing boat in Iceland, dating back to 1826. This boat was used by local fishermen until 1965, representing a vital link to Iceland's maritime past.

A massive cod, one of the largest caught in Iceland, weighing 54 kilos and measuring 164 cm long is another of the museum's treasures. This impressive fish was caught in 1990, seven miles north of Rif, highlighting the rich fishing grounds around the village.

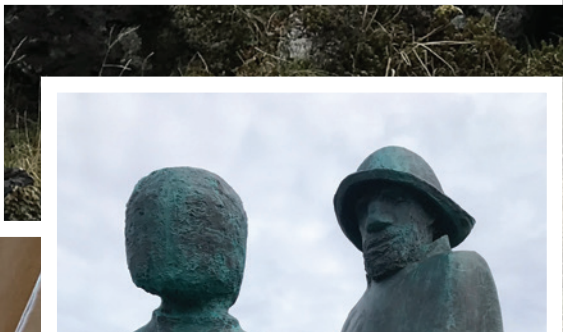
Local historian, Thora Olsen, gave us a history of the area and the vital importance fishing has played in the lives of the people of Hellissandur, how the fishermen risked their lives to feed their families, in the sometimes-treacherous seas around Iceland and the pride that the people in Hellissandur have for their fishermen.

For those seeking to understand the profound connection between the people of Hellissandur and the sea, a visit to the Fishermen's Garden and Maritime Museum offers an insightful and engaging experience.



Skinnbrók  
Eigari og notandi Fjöðþjón  
Aðalman  
fæddur 04.09.1902 -  
dauður 27.05.1985  
Gefin af Ólafi Sveinbjörnssyni  
1. júní 1991





# Meeting Local Fishermen And The Snæfellsjökull National Park

## *More Icelandic hospitality*

After visiting the museum, we walked to the lovely coffee house, Gilbakki, owned by Ludvik Ver Smarason and his wife, Anna Thora Bodvarsdottir, our Host Björgvin's uncle and Aunt. We were treated to wonderful Icelandic waffles with the local rhubarb jam and warming cups of hot chocolate – just what we needed after the chilly weather outside!

Ludvik told us about his boat Kari III SH 219, he fished for cod and his annual catch was around 100 tonnes of cod a year. Also at the café was local fisherman, Aron Baldursson. Captain of the vessel Rifsari SH 70, who also fished for cod. His annual catch was around 1000 tonnes of cod a year. The Brim trawler we visited the previous day, was aiming for 1000 tonnes of cod a month!



Snæfellsjökull National Park, was next on our list. Local mayor, Kristinn Jonasson, welcomed us to the visitor's centre, where we were given a short talk about the National Park and the work being done to promote and protect the area, with exhibitions and talks about local folklore and the beautiful landscape being a regular feature.

The area encapsulates many of the geological and geographical features that define Iceland as a whole, which is why the region is sometimes referred to as "Iceland in Miniature."

We were still full of waffles but managed to make space for a delicious lunch of locally caught cod. We were all starting to wonder how Icelandic people are so slim and if we would be charged extra for our extra weight on our flight home.

# Fishermen's Day in Iceland

**Fishermen's Day, known as 'Sjómanna dagurinn' in Icelandic, is a national celebration held on the first Sunday of June every year. This day is dedicated to honouring the contributions and sacrifices of fishermen, who have historically been vital to Iceland's economy and culture. Fishermen's Day is a cherished tradition that reflects the deep connection between Icelandic society and the sea.**

The tradition of Fishermen's Day dates to the early 20th century. The first official celebration was held in 1938, organised by the Association of Icelandic Fishermen. This event was established to recognise the hard work and bravery of fishermen, who faced the harsh and often dangerous conditions of the North Atlantic Ocean to provide for their families and communities.

Fishermen's Day is more than just a celebration; it reflects Iceland's cultural identity and the day serves to acknowledge the critical role that fishermen play in the nation's prosperity. It is a time to express gratitude for their hard work and to preserve the maritime heritage that has shaped Icelandic society.

## Celebrations and Activities

Fishermen's Day is marked by various festivities and activities that take place in coastal towns and villages across Iceland.

We were lucky enough to experience Fishermen's Day first hand in the fishing village of Rif, on the Snaefellsnes Peninsula.

The day was filled with activities for all ages, including bouncy castles, games, music performances and food stalls offering fresh seafood.

We were given a tour of the Sjavaridjan seafood processing factory in Rif, by the owner Alexander Kristinsson and fed well on fish soup and fishy canapes.

Then it was competition time! It was a lovely sunny day, but cold and we were all chilly, as we watched teams of local fishermen competing against each other to be crowned the strongest and maybe the craziest!

Stacking heavy fish boxes, then donning outsized, padded survival suits, giving each other wheelbarrows, before plunging into freezing tubs of water, topped up with ice to retrieve bottle openers. Then downing ice-cold coke and tying sailor's knots, with frozen and numb fingers.

Tug of war followed, with not just local fishermen taking part, but their kids too – future fishermen in the making?

## Cultural Impact

Fishermen's Day highlights the values of resilience, teamwork, and respect for nature, which are integral to Icelandic culture.

## Modern Relevance

While the fishing industry remains a significant economic sector, Fishermen's Day also serves as a reminder of the importance of sustainable fishing practices.

## Fishermen's Ball

The day ended with the wonderful Fishermen's Ball and Dinner, in the village of Ólafsvík. We were so lucky to be invited to attend by Alexander Kristinsson, managing director of Sjavaridjan.

The fun was still going on, with performances by some of the fishermen – none of us were 100% sure what was happening most of the time, but we had a great evening with these friendly Icelanders and felt honoured to be included. It was lovely to see the fishermen and their wives, who we'd met earlier, dressed in their finery, dancing the night away.







# A 25-Year Legacy of Global Impact and Sustainable Development

The GRÓ Fisheries Training Programme (FTP) stands as a beacon of international cooperation and capacity building in fisheries management. Through its comprehensive training and commitment to sustainability, the programme is making a tangible difference in the management of aquatic resources in developing countries, ensuring that these vital resources are preserved for future generations.

The FTP offers applied postgraduate training for fisheries professionals, coordinates targeted short courses in partner countries and administers postgraduate scholarships to former fellows, under the auspices of UNESCO.

Through cooperation with their extensive network of partners, they aspire to further Iceland's contribution to the United Nation's Sustainable Development Goals, by promoting the sustainable use and management of living aquatic resources in less developed countries.

## GRÓ Fisheries, Iceland's Fisheries Training Programme

The Fisheries Training Programme's objectives are to strengthen capacities by providing excellence in training, education and research opportunities, by facilitating the professional growth of fisheries professionals and by placing cooperation, capacity building, knowledge-sharing and research at the forefront of their mission.

Julie Ingham, Deputy Director of the GRÓ Fisheries Training Programme told Fish Focus

"We run a six-month applied and research programme in Iceland annually

for 25 fisheries professionals from developing countries who address problems in their fisheries at home, work with Icelandic experts and produce a research paper which is published on our website. "

"This is part of our larger goals of strengthening the professional's individual capacities which feeds into strengthening their institutional capacity at home, with the aim of working towards SDG 14.

Then we work with our international partners on addressing their needs by designing specialised in-country courses working with the institutes, the former fellows and Icelandic experts."

"We have an alumni network of 500 former fellows and we offer funding for the dissemination of their research at international conferences and scholarship funding for MSc and PhD research connected with an Icelandic university." she added.



# FISH AND CHIPS

An Icelandic take on the great British institution of Fish & Chips using wild beer and vodka battered Icelandic cod.

Recipe Courtesy of Seafood from Iceland  
[www.seafoodfromiceland.com/recipes](http://www.seafoodfromiceland.com/recipes)



## INGREDIENTS

### FISH

200g cod loins  
 Salt to taste  
 Lemon zest

### SPICE BLEND

200g flour  
 4g smoked paprika  
 2g onion powder

### BATTER

550ml beer  
 50ml vodka  
 400g flour  
 10g salt  
 10g baking soda

### TARTAR SAUCE

250g mayonnaise  
 50g pickles  
 1 tbsp. finely chopped shallots  
 ½ lemon  
 2 tbsp. finely chopped dill  
 Sea salt  
 Pepper

### OTHER INGREDIENTS

Frying oil

## PREPARATION

### FISH

Slice fish to evenly sized pieces. Spread with salt and lemon zest. Refrigerate for 15 min. Rinse in cold water and wipe dry.

### BATTER

Mix flour, salt, baking soda and vodka in a bowl. Slowly add the beer while stirring.

### TARTAR SAUCE

Add pickles and shallots to mayonnaise and stir. Add dill and lemon juice. Salt and pepper to taste.

### SPICE BLEND

Mix flour with smoked paprika and onion powder.

### COOKING

Cover fish with the spice blend. Dip into the batter. Deep fry in oil at 180°C for 4-5 min. Turn regularly for even cooking.

# HADDOCK FINGERS

Equally yummy with cod or your choice of fish, but a winner for all the family and so easy to make.

Recipe Courtesy of Seafood from Iceland  
[www.seafoodfromiceland.com/recipes](http://www.seafoodfromiceland.com/recipes)



## INGREDIENTS

### FISH

200g haddock  
 15g garlic pepper

### BATTER

200g flour  
 200g egg whites  
 250g Japanese breadcrumbs (panko)

### AVOCADO MASH

150g avocado  
 60ml oil  
 1 tsp. salt  
 ½ lemon

### OTHER INGREDIENTS

Lime

## PREPARATION

### AVOCADO MASH

Mix avocado, olive oil, salt and lemon juice in a blender or food processor.

### FISH

Cut into strips and cover with garlic pepper. Roll in flour, egg whites and breadcrumbs. Deep fry in oil at 180°C for 6 min. Serve with avocado mash and lime slices.

## FISH TACO

Cod tacos, colourful, fresh and bursting with flavour. A perfect summer dish.

Recipe Courtesy of Seafood from Iceland  
[www.seafoodfromiceland.com/recipes](http://www.seafoodfromiceland.com/recipes)



### INGREDIENTS

#### FISH

200 g cod filets  
 50 g garlic oil  
 Chilli sauce

#### BATTER

550g beer  
 40 g flour  
 10g salt  
 10g baking soda

#### CHILI MAYO

200g mayonnaise  
 15g chili sauce (sriracha)  
 2g salt

#### COLESLAW

50g carrots  
 150g white cabbage  
 150g red cabbage  
 Juice from 1 lime  
 4g salt  
 50ml apple cider vinegar  
 2g parsley

#### OTHER INGREDIENTS

Tortillas 6"  
 Lime  
 Finely chopped coriander leaves  
 1,5 litre frying oil  
 Spring onion

### PREPARATION

#### COLESLAW

Thinly slice the red cabbage, white cabbage.  
 Grate carrots  
 Add vinegar, lime juice, sugar and salt.  
 Add chopped parsley.  
 Mix together.

#### BATTER

Mix flour with baking soda, salt and beer and stir.

#### FISH

Cut to approx. 5cm strips.  
 Rub with garlic oil and chilli sauce.  
 Cover in batter and deep fry in oil at 180°C for 5 min.  
 Serve on a tortilla with coleslaw, chilli mayo, spring onions, coriander and a slice of lime.

## FRIED FISH & MUSHROOM RISOTTO

A perfect risotto with mushrooms and shallots, served with beautiful cod fillets or other white fish of your choice

Recipe Courtesy of Seafood from Iceland  
[www.seafoodfromiceland.com/recipes](http://www.seafoodfromiceland.com/recipes)



### INGREDIENTS

#### FISH

300g cod filets  
 Oil for pan frying  
 40g butter  
 Salt to taste

#### RISOTTO

150g risotto rice  
 100g dried wild mushrooms  
 150g chopped mushrooms  
 100g finely chopped shallots  
 170ml white wine

300g chicken broth  
 300g water  
 100g heavy cream  
 50g grated parmesan cheese  
 5g parsley

#### OTHER INGREDIENTS

Parmesan cheese  
 Spring onion  
 Lemon

### PREPARATION

#### RISOTTO

Fry mushrooms, dried wild mushrooms and shallots on high heat. Add risotto rice. Add white wine and simmer.  
 Add chicken broth and water and boil until rice is tender.  
 Add cream, parmesan and parsley.

#### FISH

Fry fish on one side for 2 min.  
 Add butter to the pan.  
 Turn fish and cook in oven at 180°C for 6 min.  
 Serve with risotto, spring onion, lemon slice and grated parmesan.

