



Your
Seafood
Guide





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Iceland Seafood International

We are a worldwide sales and marketing company for frozen, salted and fresh seafood. Our mission is to bring quality seafood from selected dedicated producers to demanding operators and consumers with the aim to create growth and value.

Iceland Seafood International 's headquarters are in Iceland and we run seven different subsidiaries in Europe and North America. The company has a strong relationship with processors in the North Atlantic and South East Asia, as well as connections with all major seafood markets.

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Since 1932 - History and heritage

Iceland Seafood International is the descendant of three associations and it has inherited an important part of their business connections, both on the producing and the marketing side. These are: The Union of Icelandic Fish Producers (SIF), founded in 1932; the Herring Board, founded in 1935, and the Seafood Division of Samband of Iceland, founded in 1957, later Iceland Seafood International.



Products

Iceland Seafood International offers a wide range of frozen, fresh and salted seafood products.

Frozen Seafood:

- Groundfish products: Fillet portions, IQF and interleaved
- Shrimps, cooked and peeled, also whole in the shell
- Frozen lobster tails and whole lobsters

Fresh Seafood

- Line caught fresh fillets air freighted from Iceland to Europe and USA
- Custom made loins

Salted Seafood

- Wetsalted fillets and split
- Light salted frozen fillets
- Salted herring
- Other salted products

Other

- Stockfish
- Dried fishheads
- Roes; sugarsalted and hardsalted



Iceland Seafood Brands

Global Brands



ISI SEAFOOD is the corporate logo and identity for the group. It is also Iceland Seafood's primary seafood brand.



Iceland Gold is our brand name for selected North Atlantic products.



The Islandia brand is your guarantee for high quality wet salted and light salted frozen products.



Regional Brands

Spain

High quality wet salted portions from Icelandic Cod.



**Islandia®
armengol**
Productos
del Mar

Selected light-salted fillets and portions.



Germany

Iceland brand stands for high quality international seafood products.

“Die neuen Erfolgsmodelle”





ISI Addresses

Headquarters

Iceland Seafood International | Köllunarklettsvegur 2
104 Reykjavík | Iceland

T +354 550 8000 | F +354 550 8001
is@is.is | www.is.is

Subsidiaries

Iceland

Iceland Seafood ehf. | Köllunarklettsvegur 2
104 Reykjavík | Iceland

T +354 550 8000 | F +354 550 8001
is@is.is | www.is.is

UK

Iceland Seafood Ltd. | Suite 14,
Alexandra Business Centre
Fishermans Wharf, Grimsby NE Lincolnshire, DN31 1UL
United Kingdom

T +44 (0) 1472 800 172 | F +44 (0) 1472 354240
uk@is.is | www.is.is

F. Barraclough Ltd. | 35 Essex Street | Wakefield Road
Bradford, BD4 7PG | United Kingdom

T + 44 (0) 1274 728982 | F +44 (0) 1274 736 576
sales@fbarraclough.co.uk | www.is.is



Germany

Iceland Seafood GmbH | Grosser Grasbrook 9
20457 Hamburg | Germany

T +49 40 450 2270 | F +49 40 450 22750
hamburg@is.is | www.iceland-seafood.de

France

Iceland Seafood France S.A.S. | n°4-6 / Terrasse /
Bâtiment 1 | Rue Huret Lagache | 62200 Boulogne
sur mer | France

T +33-3-21-10-25-64 | F +33-3-21-10-25-61
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Spain

Iceland Seafood Spain SL | Joan Lluís Vives, 13
Polígono Industrial Can Tries | 08232 Viladecavalls
Barcelona | Spain

T +34 93 733 80 11 | F +34 93 336 54 14
is@icelandseafood.es | www.is.is

Greece

Iceland Seafood Hellas SA | Efklidou 6
Piraeus 185 40 | Greece

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info@icelandseafood.gr | www.is.is

USA

ISI Seafood Inc. | 1700 Post Road, Unit B-6 | Fairfield,
CT 06824 | USA

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Iceland Seafood Iceland



Company profile

Founded	1990
Operations	Exports, trading and technical services
Main markets	Europe, North America, Asia
Main species	Cod, Haddock, Saithe, Redfish Greenland Halibut, Herring, Mackerel, Capelin, Blue Whiting, Prawns
Main products	Frozen, fresh and salted seafood
Customer groups	Traders, distributors, wholesalers, retail

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Iceland Seafood ehf

Iceland Seafood ehf, located in Reykjavík, is a leading company in exports of seafood from Iceland to all main markets around the world. The company operates in close co-operation with Icelandic fish producers. Iceland Seafood's main functions are trading, sourcing for ISI's subsidiaries and technical services for producers and customers.

Your contact at Iceland Seafood:

Name

Phone

E-mail

Iceland Seafood ehf.

T+354 550 8000 | is@is.is | www.is.is

Iceland Seafood Germany



Company profile

Founded	1996
Operations	Import, sales, production and distribution
Main markets	Germany, Austria, Switzerland, Netherlands
Main species	Redfish, Atlantic Saithe, Atlantic Salmon, Chum Salmon, Cod, Alaska Pollock, Pike Perch, Catfish, Haddock, Tilapia, Hake and warm water Prawns
Main products	Frozen consumer packed fish and seafood. Fresh fish fillets
Customer groups	Retail, food service and catering



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Iceland Seafood GmbH

Iceland Seafood GmbH, located in Hamburg, is a supplier of high quality frozen and fresh seafood from all parts of the world. Frozen seafood is mainly supplied directly to retail customers and packed under a private or distributor's label. Fresh fish is mainly flown in from Iceland for retail, food service and catering companies in all parts of Germany.

Your contact at Iceland Seafood:

Name

Phone

E-mail

Iceland Seafood UK



Company profile

Founded	1980
Operations	Import, sales, repacking and distribution
Main markets	United Kingdom
Main species	Cod, Haddock, Saithe, Prawns, Seabass, Hake, Tuna and Salmon.
Main products	Land and sea-frozen Cod, Haddock, Saithe fillets, Prawns, Longline and handline Tuna, Wild Salmon, Scallops.
Customer groups	Retail, distribution companies, further processing industries, and food services

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Iceland Seafood Limited

Iceland Seafood Limited, based in Grimsby, is a supplier of high quality seafood products to the UK market. F. Barraclough Ltd., as part of the UK operation, sources and packs speciality and white fish products primarily for the UK Retail market. Iceland Seafood Limited offers direct access to its partners in fishing and processing in Iceland. Through its fishing and processing partners in other parts of the world, including Asia, Iceland Seafood Ltd is your perfect partner for quality seafood from the oceans of the world.

Your contact at Iceland Seafood:

Name

Phone

E-mail

Iceland Seafood Ltd.

F. Barraclough Ltd.

T+44 (0) 1472 800 172 | T+ 44 (0) 1274 728982 | uk@is.is | www.is.is

Iceland Seafood France



Company profile

Founded	2000
Operations	Import, sales and distribution of frozen and fresh seafood
Main markets	France and Belgium
Main species	Frozen Cod, Catfish, Redfish, fresh Cod and Shellfish
Customer groups	Wholesales and distribution



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Iceland Seafood France

Iceland Seafood France, based in Boulogne-sur-mer, provides high quality seafood from Iceland as well as from Canada, USA, South Africa, Namibia, New Zealand and Asia. The company supplies fresh and frozen products to foodservices, retail and processors in France.

Your contact at Iceland Seafood:

Name

Phone

E-mail

Iceland Seafood S.A.S

T +33-3-21-10-25-64 | info@icelandseafood.fr | www.icelandseafood.fr

Iceland Seafood Spain



Company profile

Founded	1990
Operations	Import, processing and distribution of salted and frozen seafood of North Atlantic, Asian and Mediterranean origin
Main markets	Spain, Portugal, Italy
Main species	Cod, Ling, Saithe, Redfish, Norway Lobster, Mediterranean Langoustine
Main products	Wetsalted split fish and fillets, frozen light salted fillets, landfrozen and sea frozen fillets and portions, shellfish
Customer groups	Traders, processors, distributors, retail

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Iceland Seafood Spain SL

Iceland Seafood Spain is the main importer of Icelandic wetsalted cod in Spain (Bacalao de Islandia) and is a strong player in frozen seafood. The main market is Spain but the company is also selling to Italy and Portugal.

Besides seafood from Iceland, Iceland Seafood is also selling and marketing species from other parts of the world. In order to increase services to the market, the company recently moved to a newly renovated facility close to Barcelona. The new location includes processing facilities, cold stores, a logistic center and a head office.

Your contact at Iceland Seafood:

Name

Phone

E-mail

Iceland Seafood Spain SL

T +34 93 733 80 11 | is@icelandseafood.es | www.is.is

Iceland Seafood Greece



Company profile

Founded	1998
Operations	Processing and distribution
Main markets	Greece
Main species	Cod, Ling, Tusk
Main products	Salted fish products, Cod roe paste (tarama)
Customer groups	Wholesale and retail market, fresh dips producers



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Iceland Seafood Hellas SA

The main operations of Iceland Seafood Hellas are processing and distribution of salted fish and cod roe paste (tarama). Its main customers, as for the salted fish, are wholesalers and supermarkets, whereas for the cod roe are the supermarkets and the producers of fresh dips. The company has a strong position in these two markets.

Your contact at Iceland Seafood:

Name

Phone

E-mail

Iceland Seafood Hellas SA

T+30 210 4927737 | info@icelandseafood.gr | www.is.is

Iceland Seafood USA



Company profile

Founded	2008
Operations	Processing and trading
Main markets	The North East, Mid West and Pacific regions of USA
Main species	Cod, Haddock, Alaskan Pollock, Flounder and North Atlantic Pollock
Main products	Land and sea-frozen fillets and fillet portions
Customer groups	Foodservice distributors, independent restaurants and restaurant chains



ISI Seafood Inc.

ISI Seafood Inc. imports and markets fillets and portions from Iceland and Asia, mainly through foodservice distributors to restaurant customers in the US. The company employs a network of food brokers to conduct sales in those regions of the US that are the heaviest consumers of Cod and Haddock.

Your contact at Iceland Seafood:

Name

Phone

E-mail

ISI Seafood Inc.

T +(203) 319-1232 | isi@isiseafood.com | www.is.is

Responsible Fisheries

In recent years, demand for sustainable use of renewable resources, including fish stocks, has increased greatly throughout the world, not least in leading markets for Icelandic seafood. Few nations are as dependent upon sustainable fisheries as Iceland, making it of prime importance to harvest fish stocks responsibly and sustainably. In August 2007, Iceland issued a Statement on Responsible Fisheries in Iceland. The statement was signed by the Minister of Fisheries, the Director of the Marine Research Institute, the Director of Fisheries and the Chairman of the Fisheries Association of Iceland.

The logo of Iceland Responsible Fisheries identifies Icelandic seafood products, produced from catches in Icelandic waters. This logo indicates product origin in Iceland from responsible fisheries. The logo can be used in all markets for seafood products. It can also be used to identify catch of Icelandic vessels from stocks which are under integrated management.





Catch Estimates 2012

*Based on allocations (1.000 tons)

Species	Iceland 2011-2012	Norway 2012	Russia 2012	Faroes 2012	USA 2012
Atlantic Cod	190	357	332	35	-
Pacific Cod	-	-	70	-	300
Redfish	65	13	30	7	-
Haddock	50	155	143	9	-
Saithe	52	186	14	50	-
Alaska Pollock	-	-	1.400	-	1.325

* Source: Groundfish Forum

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**Quotas 2011-2012 (TAC)	
Species	Iceland
Greenland Halibut	13
Atlantic Catfish	10,5
Plaice	6,5
Dab	0,5
Tusk	7
Ling	9
Lemon Sole	1,8
Monkfish	2,5
Norway Lobster	2,1

** Source: Icelandic Fisheries



Main species The North Atlantic

Cod (*Gadus morhua*)



Haddock (*Melanogrammus aeglefinus*)



Saithe/Pollock (*Pollachius virens*)



Redfish/Ocean Perch (*Sebastes marinus/mentella*)



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Greenland Halibut/Greenland Turbot (*Rheinhardtius hippoglossoides*)



Ocean Catfish (*Anarchichas lupus*)



Plaice (*Pleuronectes platessa*)



White Halibut (*Hippoglossus hippoglossus*)





Scampi/ Norway Lobster (*Nephrops norvegicus*)



Prawn/Shrimp (*Pandalus borealis*)



Capelin (*Mallotus villosus*)



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Herring (*Clupea harengus*)



Mackerel (*Scomber scombrus*)



Blue Whiting (*Micromesistius poutassou*)



Arctic Charr (*Salvelinus alpinus*)



Silver Smelt (*Argentina silus*)





Main species The Pacific

Pacific Cod (*Gadus macrocephalus*)



Alaska Pollock (*Theragra chalcogramma*)



Chum Salmon (*Oncorhynchus keta*)



Pacific Halibut (*Hippoglossus stenolepis*)



Rock Sole (*Lepidopsetta bilineatus*)



Yellowfin Sole (*Limanda aspera*)



King Crab (*Paralithodes camtschaticus*)



Tilapia - farmed (*Oreochromis niloticus*)



Channel Catfish - farmed (*Ictalurus punctatus*)



Pink Salmon (*Oncorhynchus gorbuscha*)



Yellowfin Tuna (*Tunnus albacares*)





Useful Websites

Icelandic websites

www.is.is

liu.is

smabatar.is

fisheries.is

hafro.is

News and other information

fao.org/fisheries

fiskeribladetfiskaren.no

fis.com

globefish.org

intrafish.com

interseafood.com

norskfisk.no

onefish.org

seafood.com

seafoodinternational.com

seafood.no

worldcatch.com

January 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
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February 2012

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March 2012

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April 2012

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May 2012

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June 2012

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July 2012

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August 2012

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October 2012

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November 2012

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29	30	31				



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