



ICE FRESH SEAFOOD

Samherji's voyage to market



SAMHERJI HF



ICE FRESH SEAFOOD

Samherji

Samherji prides itself on being a “catch to plate” business that is fully vertically integrated with its turnover divided between fishing, farming and processing. Samherji exports its own production under the “Ice Fresh Seafood” brand.

Ice Fresh Seafood is based in Iceland and is Samherji’s sales and marketing arm. It is responsible for the successful management of the global marketing, sales and export of all Samherji’s seafood products. Sales include products in FAS, IQF and fresh to customers worldwide covering the wholesale, retail and the processing sectors.

Dalvik White fish factory

Dalvik plant

Our Dalvik plant is one of the most sophisticated white fish plants in the North Atlantic. The catching is controlled by the plant with quality and needs in mind. All our products are super chilled under 0°C during production to keep material under best possible conditions throughout processing. Newly installed machinery gives us the possibility to vacuum pack fresh portions and freeze after packing. We do have years of experience in producing for European retailers and pride ourselves in delivering excellent service to our customers.



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Dalvik

Samherji plant in Dalvik offers:

A wide range of cod and haddock, fresh and IQF frozen products.



Cod - *Gadus morhua*:

Fresh:

Loins, 1/200 gr, 150 gr+, 200 gr+, 400 gr+
Packed in 3 kg, 5 kg, 12 kg or to customer's requirements

Cod tongues fresh and/or frozen

IVP:

Individually vacuum packed loins, centres and tails

IQF:

Loins, centres, tails graded to customer's demands
Packed in bulk pallettainers, 10 kg cartons,
20 kg cartons and/or to customer's demands

A-grade mince

Formed shapes, nuggets, dimensions and weight to customer's preference

Loinfree and B&P blocks



Haddock - *Melanogrammus aeglefinus*:

Fresh:

Loins, 1/200 gr, 150 gr+, 200 gr+
Packed in 3 kg, 5 kg, 12 kg or to customer's requirements

IVP:

Individually vacuum packed loins, centres and tails

Smoked haddock portions IQF

IQF:

Loins, centres, tails graded to customer's demands
Packed in bulk pallettainers, 10 kg cartons,
20 kg cartons and/or to customer's demands

A-grade mince

Formed shapes, nuggets, dimensions and weight to customer's preference

Loinfree and B&P blocks





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Frozen at sea

White fish fillets - Whole frozen

We are one of the leading suppliers of whitefish fillets into the European market and all our groundfish is caught in the North Atlantic Ocean. We operate vessels out of various European countries and therefore we can offer products from Iceland, Germany, Faroe Islands, England, Scotland and Poland.



**Cod -
*Gadus morhua:***

- Fillets, skinless, pin bone in
- Fillets, skin on, pin bone in
- Fillets, skinless, pin bone out

Interleaved:
3x9 kg, 2x9 kg, 3x15 lbs



**Haddock -
*Melanogrammus aeglefinus:***

- Fillets, skinless, pin bone in
- Fillets, skin on, pin bone in
- Fillets, skinless, pin bone out

Interleaved:
3x9 kg, 2x9 kg, 3x15 lbs



**Saithe -
*Pollachius virens:***

- Fillets, skinless, pin bone in

Interleaved:
3x9 kg, 3x15 lbs



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Frozen at sea

Frozen at sea

Greenland Halibut - Redfish



Greenland halibut -
Reinhardtius hippoglossoides

- J-cut headed and gutted, tail off 2x13 kg
- Whole round 400-700 gr, 700-1000 gr, 2x13 kg
- Heads and tails, 2x13 kg



Redfish -
Sebastes marinus (orange)

- J-cut headed and gutted 3x7 kg



Redfish -
Sebastes mentella (red)

- J-cut headed and gutted 3x7 kg





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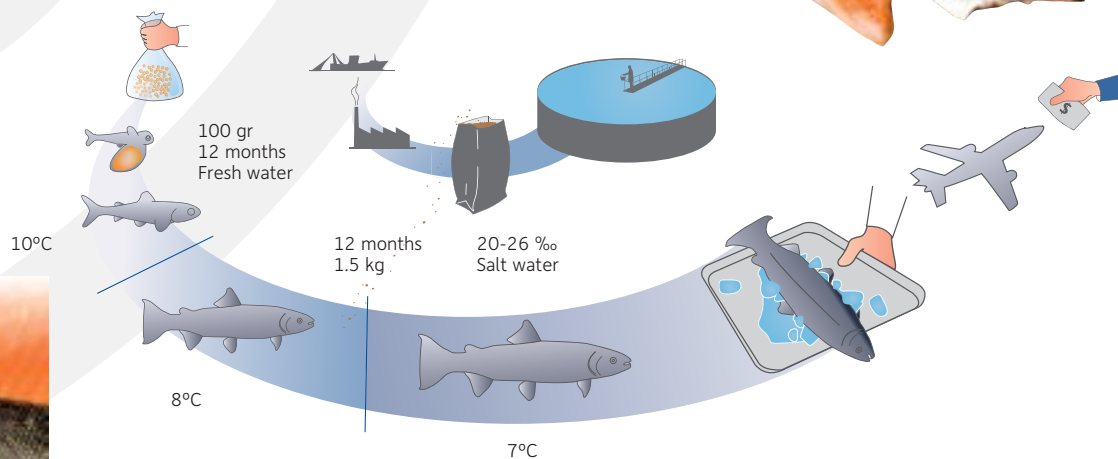


Farmed fish

Iceland

Landbased farming

In all of Samherji's fish farms, both hatcheries and on-growing, the fish is farmed in landbased tanks under the best available conditions in high-quality water that is pumped directly from drill holes that are within the farming locations. The water from the drill holes has been naturally filtered for ages through the Icelandic lava. We are proud of our processing plant and farms, which all are certified by IMO in Switzerland.



Arctic Charr

Bleikja - Arctic Charr -
Salvelinus alpinus

Fresh / Frozen - Whole fish • Fillets • Portions
Size whole 300 - 2000 gr
Size fillets 150 - 400+ gr

Salmon

Lax - Salmon -
Salmon salar

Fresh - Whole fish • Fillets

Turbot

Sandhverfa - Turbot -
Psetta maxima

Fresh - Whole fish
Size 0.5 - 1.0 and 1.0 - 2.0 kg





Ice Fresh Grimsby

Packing and processing factory - Grimsby UK



The factory was opened in May 2006 and is highly invested to ensure that our products are delivered in optimum condition. In addition to packing for multiples' own labels we offer services including packing for third parties and into tertiary brands and processing of industrial block. Current formats offered include individual flow-wrapping, vacuum packing, cartons, lidded trays, bags and printed flow wrapped film.



Retail Packing

Through Ice Fresh Seafood Ltd in England, Samherji offers the final link in its vertically integrated chain of supply. The factory can pack frozen and chilled natural seafood in a variety of retail formats and currently supplies a number of leading European multiples. The factory holds BRC Version 5 Grade A and MSC Chain of Custody accreditation.





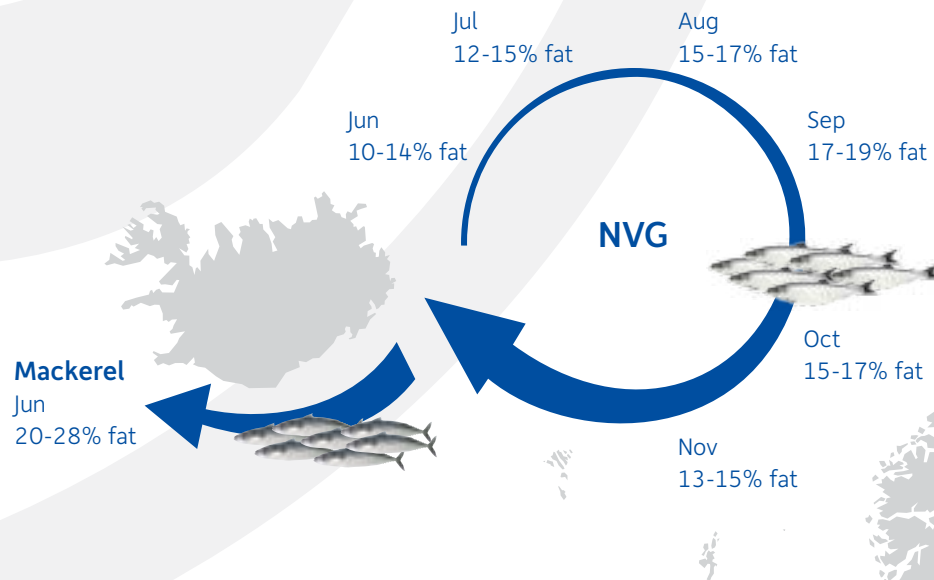
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Pelagic fish

Ice Fresh Seafood offers high quality pelagic fish from Samherji's multi purpose vessel Vilhelm Þorsteinsson and the landbased factory SVN on the east coast of Iceland. Vilhelm Þorsteinsson is well known for top quality production as well as the modern SVN factory that has a freezing capacity of 450 tons per day and a coldstore capacity of 20 thousand tons. Combined, this makes us a leading supplier of pelagic fish from Iceland.



Pelagic fish packaging

- Seafrozen: 15 kg polyblock (52/68 per plt.)
2x15 kg carton box
- Landfrozen: 13 kg polyblock (75/100 per plt.)
2x13 kg carton box (40x26 per plt.)



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Pelagic fish

Herring

Clupea harengus

Whole - Deli
Flaps Fillets



Flaps

4-6 pc / kg
4-7 pc / kg
4-8 pc / kg
5-8 pc / kg
6-10 pc / kg
8-12 pc / kg

Skinless fillets

60-100 gr
50-90 gr
50-80 gr
40-70 gr
30-60 gr

Mackerel

Scomber scombrus

Whole - H/G



3/500 WR
4/600 WR
600+ WR

2/400 HG
250+ HG
300+ HG

Capelin

Mallotus villosus

Whole - Female



30-40 pc / kg
35-45 pc / kg
40-50 pc / kg

45-55 pc / kg
25-35 pc / kg

Silver Smelt

Argentina silus

Whole - H/G



H/G 200-1000 gr

Blue whiting

Micromesistius poutassou

Whole - H/G
Spinka



20+ cm
22+ cm
25+ cm
27+ cm





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ICE FRESH SEAFOOD

Samherji operations



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Samherji, Iceland - Trawler operation, Landbased factories, Fishfarming



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Ice Fresh Seafood, Iceland - Sales and marketing



Seagold, Great Britain - Sales office



DFFU, Germany - Trawler operation

Arctic Navigation

Arctic Navigation, Poland - Trawler operation



UK Fisheries, England - Trawler operation



Framherji, Faroe Islands - Trawler operation



Onward Fishing, Scotland - Trawler operation



Ice Fresh Grimsby, UK - Processing and packing



Icefresh GmbH, Germany - Fresh fish operation



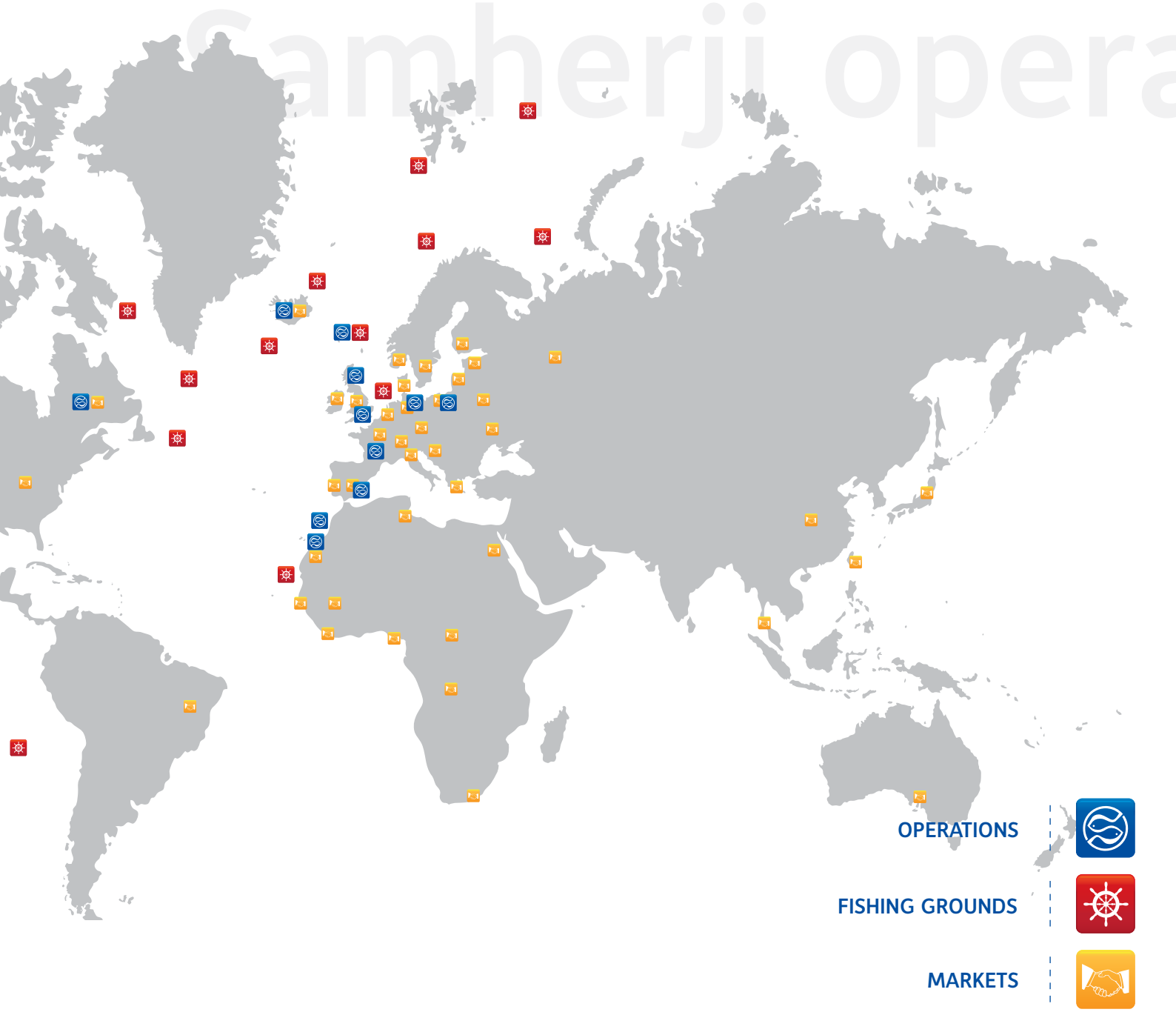
Katla Seafood - Trawler operation



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OPERATIONS



FISHING GROUNDS



MARKETS





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