



ICE FRESH SEAFOOD



SAMHERJI

Samherji's voyage to market



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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 as fresh and frozen from groundfish, farmed fish, pelagic and more to customers worldwide covering the wholesale, retail and the processing sectors.

Samherji and Ice Fresh Seafood offer only products from sustainable fisheries, and do hold MSC approval and chain of custody accreditation.



Dalvik - ÚA white fish factories

Our Dalvik and ÚA plants are among the most sophisticated white fish plants in the North Atlantic. The catching is controlled by the plants with the quality and markets needs in mind. Constant investment is made in machineries to target latest technology to improve quality and service for our wide range of customers. We have a long history in dealing with the industries most demanding sectors where only the best is good enough. In recent years we have invested in cooling systems in our boats as well as our factories to ensure good handling of raw material, vacuum lines and packing systems.

Samherji's plants in Dalvik and ÚA offer:

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



Cod - *Gadus morhua*:

Fresh:

Loins and fillets

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

Packed in bags

A and AB grade mince

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

Loinfree and B&P blocks

Migas:

Packed in bulk, cartons and bags

Salted fillets



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

Packed in bags

A and AB grade mince

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

Loinfree and B&P blocks



Redfish - *Sebastes marinus (orange)*

Redfish fillets fresh and IQF





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Frozen at sea White fish fillets - Whole frozen

We are one of the leading suppliers of white fish 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.

Frozen at sea Greenland Halibut - Redfish



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 aeglefinnus:

- 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



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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All Natural Land-based Farming

In all of Samherji's fish farms, both hatcheries and on-growing, the fish is farmed under the best available conditions in high-quality borehole water that has been naturally filtered for ages through Icelandic lava. Controlled land-based environment minimizes the risk to wild stock and ensures optimal living conditions for the fish from hatch to harvest. We are proud of our state of the art processing plants and farms, which are certified by IMO in Switzerland.

Sustainability

- Energy from renewable geothermal energy sources
- Feed from sustainable resources (Icelandic Responsible Fisheries)
- Very Low Carbon Footprint
- Low (FFER) – fish in, fish out ratio

100% Traceability

From the hatchery to your plate

Superior Quality and Taste

Sweet aroma and mild distinctive taste

Excellent Nutritional Value

100 gr: kcal 185, KJ 774

protein	18,9 gr
total fat	12,1 gr
carbohydrates	0,0 gr
sodium	35 mg
Omega 3	2,36 gr

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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Vertical Integrated Value Chain



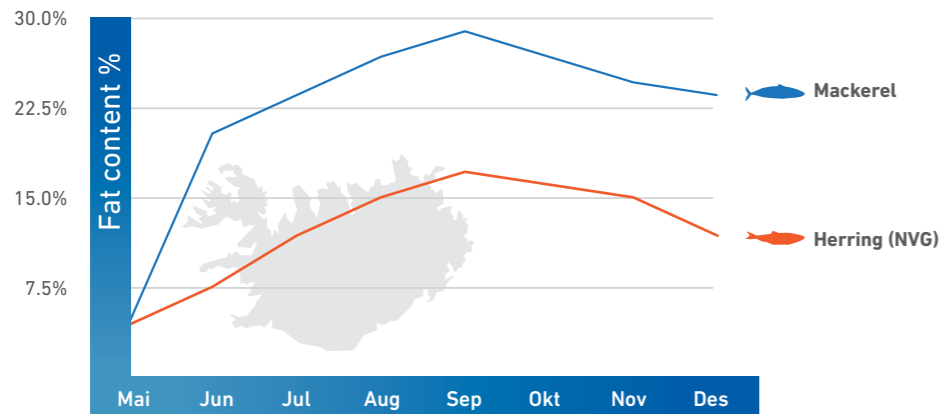
Salmon - *Salmon salar*
Lax - Salmon
Fresh - Whole fish • Fillets

Arctic Charr - *Salvelinus alpinus*
Bleikja - Arctic Charr
Fresh / Frozen - Whole fish • Fillets • Portions
Size whole 300 - 2000 gr, fillets 150 - 400+ gr
Vacuum packed portions and fillets



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.)

Pelagic fish

Herring - *Clupea harengus*
Whole - Deli
Flaps Fillets



Flaps	Skinless fillets	WR
4-6 pc / kg	60-100 gr	200-300 gr
4-7 pc / kg	50-90 gr	300+ gr
4-8 pc / kg	50-80 gr	350+ gr
5-8 pc / kg	40-70 gr	400+ gr
6-10 pc / kg	30-60 gr	
8-12 pc / kg		

Mackerel - *Scomber scombrus*
Whole - H/G



WR	HG
3/500 gr	2/400 gr
4/600 gr	250+ gr
600+ gr	300+ gr

Capelin - *Mallotus villosus*
Whole - Female



30-40 pc / kg	45-55 pc / kg
35-45 pc / kg	25-35 pc / kg
40-50 pc / kg	

Silver Smelt - *Argentina silus*
Whole - H/G



HG
200-1000 gr

Blue whiting - *Micromesistius poutassou*
Whole - H/G
Spinka



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



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Samherji operations



Samherji, Iceland - Trawler operation, Landbased factories, Fishfarming



Ice Fresh Seafood, Iceland - Sales and marketing



Seagold, Great Britain - Sales office



DFFU, Germany - Trawler operation



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

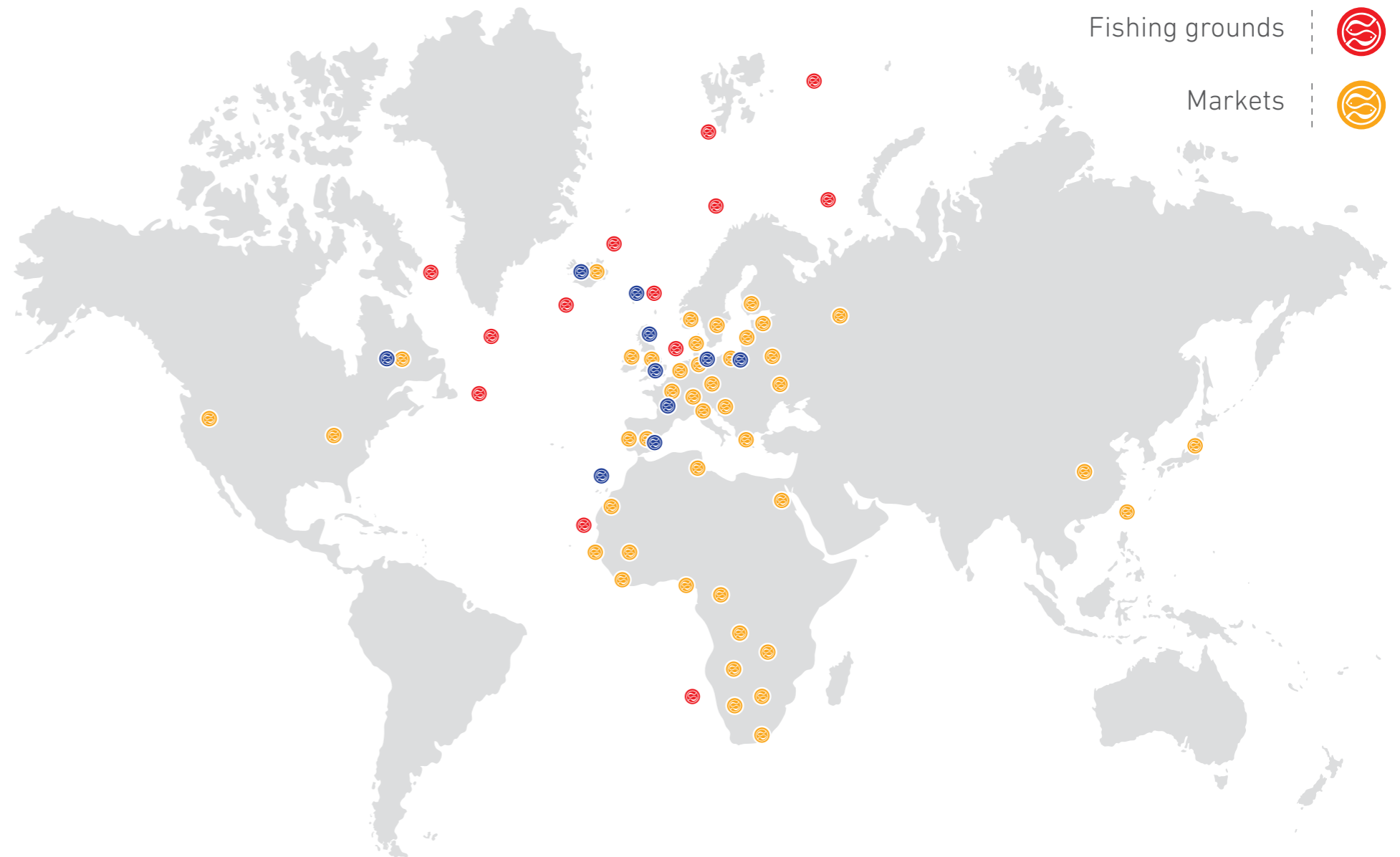


Icefresh GmbH, Germany - Fresh fish operation

Esja Fishing, Africa - Trawler operation

Icefresh GmbH, Canada - Trawler operation

Samherji operations





www.samherji.is