

Að hafa góða sögu að segja

Gunnlaugur Sighvatsson

Sjávarútvegsráðstefnan

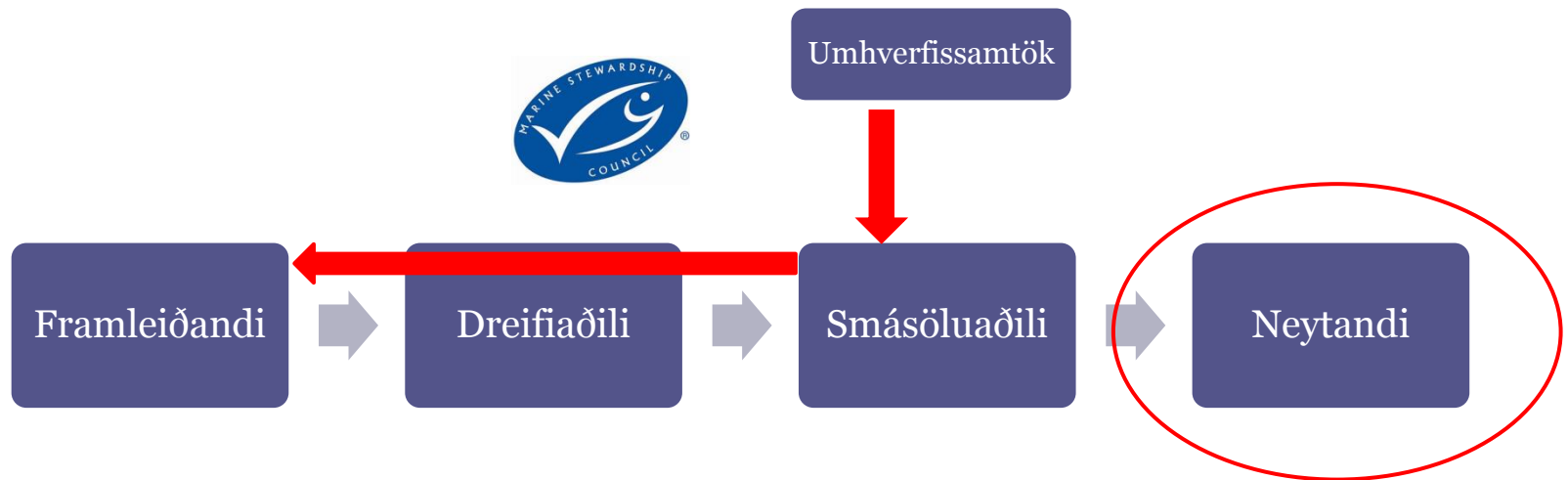
Grand Hótel Reykjavík

21. – 22. nóvember 2013

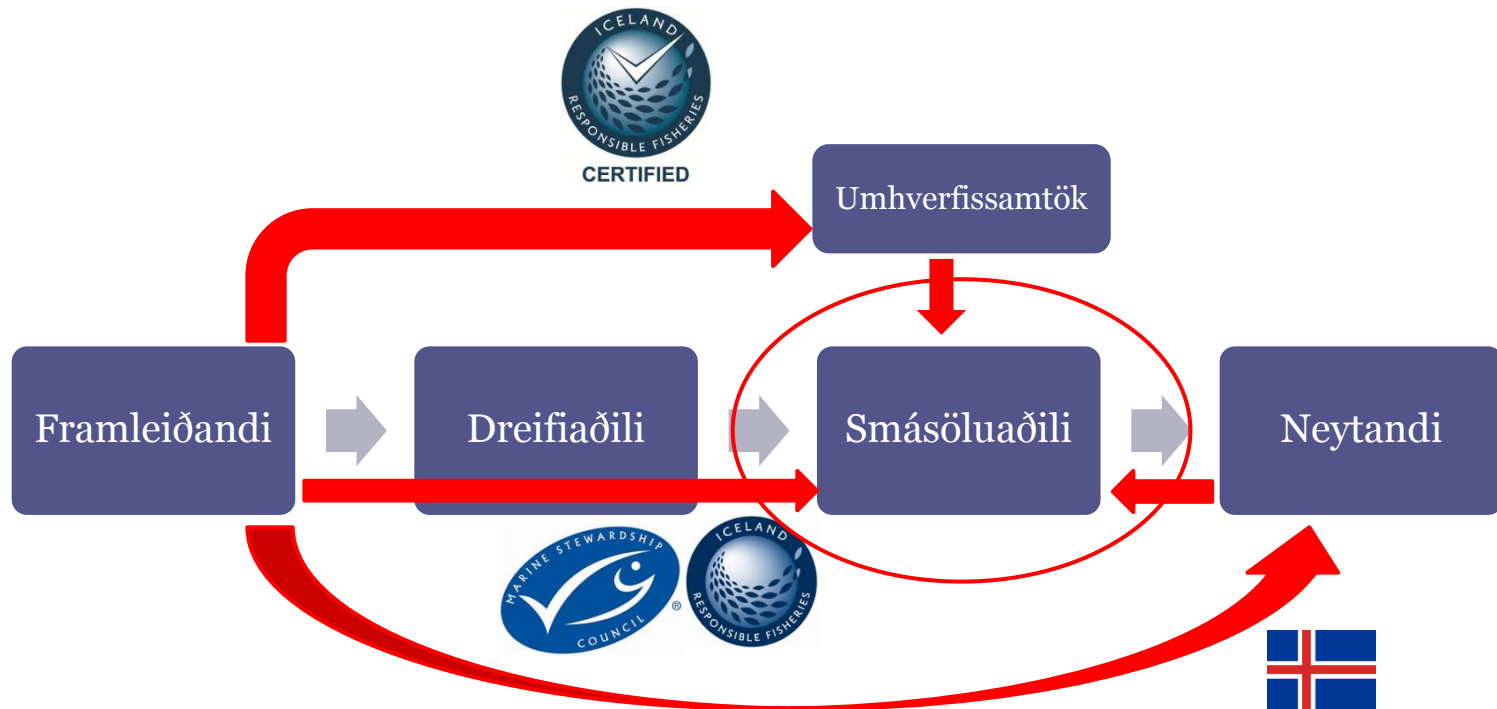
Umhverfis- og upprunamerki

- Samkeppni eða samherjar ?
- Umhverfisvottun forsenda
- Uppruni getur skipt neytendur máli
- Upprunamerki án umhverfisvottunar veigalítið

Umhverfismerki



Upprunamerki - hverjum á að selja ?



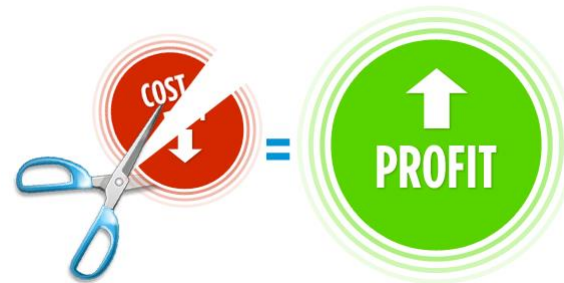
Smásöluaðilinn - hvað vill hann ?

Reliability
Efficiency
Quality
Service



**Low Price
Guarantee**

Availability



Viðbrögð smásöluaðila



CERTIFICATE OF CONFORMITY

This is to certify that:

FISK Seafood

FISK Seafood, Háeyri 1, Sauðárkrúkur 550. Iceland.

Has been evaluated by SAI GLOBAL Assurance, ASI Accreditation Code ACC-MSC-019, and found to meet the requirements of the Marine Stewardship Council (MSC)

Chain of Custody Standard
Version 3.0

The above client has been authorised to provide the below listed fish and fish products that are eligible to carry the MSC Logo, as certified by the SAI GLOBAL Assurance.

SCOPE
Refer to Appendix

Client Status: Multisite

Subcontractors under Scope: No

Registration No: C-SAI-142

Certificate Issue Date: 19th September 2013

Certificate Expiry Date: 18th September 2016

Signed on behalf of SAI Global Assurance:



Mr Bill Paterson, Operations Manager



Refer to the MSC website <http://www.msc.org/where-to-buy/find-a-supplier> as the most up-to-date source of information on the status and scope of this certificate

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Registered by:
SAI Global Assurance Services Quayside Business Park, Mill Street, Dundalk - County Louth
Ireland (SAI Global) and subject to the SAI Global Terms and Conditions. While all due care and
skill was exercised in carrying out this assessment, SAI Global accepts responsibility only for
proper negligence. This certificate remains the property of SAI Global and must be returned to SAI



Global TRUST CERTIFICATION

This is to certify that

FISK Seafood ehf

FISK Seafood, Eyraarvegur 18, Sauðárkrúkur, Iceland

Has been evaluated by Global Trust Certification Ltd, in accordance to the requirements of ISO/IEC Guide 65, and the process was found to meet the requirements of

Fisheries Association of Iceland Responsible Fisheries Management

Chain of Custody Specification Issue 2.0

The Annex contains details of the Sites and Subcontracted Sites included in the scope of the certificate.

Fishery: Icelandic Cod Fishery
Fishery Registration Number: FOA 101
Location: Iceland 200 mile EEZ
Species: Icelandic Cod (Gadus morhua)

Registration No: COCICE133
Date of Evaluation: 29th March 2012
Certificate Issue Date: 25th April 2012
Certificate Expiry Date: 29th March 2015

Signed on behalf of Global Trust Certification Ltd:



Mr Peter Marshall (Global Trust CEO)



ICELAND
RESPONSIBLE FISHERIES
CERTIFIED
Page 1 of 2

This certificate is issued after initial assessment and is validated through continual assessment. To check the validity of this certificate contact Global Trust Certification Ltd. This certificate remains the property of Global Trust Certification Ltd. and must be returned immediately on request.

Global Trust Certification Ltd: Head Office: 1st Floor, Black 3, Quayside Business Park, Mill Street, Dundalk, Co. Louth, Ireland
T: +353 42 932 0012 F: +353 42 938 8864 E: info@gtcert.com W: www.gtcert.com

- Þekktu ekki
- Ódýr valmöguleiki
- Vakti áhuga en hann varði mjög skammt





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 SAI GLOBAL

- Þekkt, samþykkt =
- þægilegt, öruggt
- Grunnforsenda, en ekki notað á umbúðir
- Vilja ekki kaupa nýtt merki – vilja kaupa vöru

Viðbrögð smásöluaðila



TESCO
COOKED & PEELED
PRAWNS

Carefully selected succulent prawns, caught in the Atlantic. Cooked, peeled and frozen for freshness.

Serving suggestion

a serving (100g) contains					Weight 300g e (net of ice glaze)	Keep frozen see storage instructions	Display until end	Best before end	Product code
Energy 285kJ 70kcal	Fat 0.3g	Saturates <0.1g	Sugars 0g	Salt 1.8g					
4%	<1%	<1%	0%	30%					

of the reference intake*
Typical values per 100g: Energy 285kJ / 70kcal

Defrost

Merki og markaðsstarf

- Nýta sér umhverfismerki sem samherja
- Ekki reyna að selja merkið, selja það sem það stendur fyrir
- Að hafa góða sögu að segja

Hvað sjá okkar kaupendur ?

- Ábyrgar fiskveiðar
- Stöðugleika = afhendingaröryggi ?
- Fjárfestingar = framsækni, hagkvæmni ?
- Hagnað = áreiðanleika ?