



Flutningur á ferskum fiski með flugi á erlenda markaði

ICELANDAIR CARGO

Mikael Tal Grétarsson

Sjávarútvegsráðstefnan 2015

Hilton Reykjavík Nordica 19.-20. nóvember.



HVAÐ ER FERSKUR FISKUR?





*'He's very good at choosing
the freshest fish'*

“When I slip a piece of pinkly translucent **cod** into the foaming butter in my frying pan, I like to imagine that the **fish was still swimming** around in the **chilly sea just hours ago.**”



“**Ideally**, it would have been hauled out of the water **yesterday**, or possibly even the small hours of **today**, put on **ice immediately** and then whisked **with all due dispatch** to my fishmonger’s **counter**. “



Skynmat – Torry scale

Odour	Flavour	score
Initially weak odour of sweet, boiled milk, starchy followed by strengthening of these odours	Watery, metallic, starchy. Initially no sweetness but meaty flavours with slight sweetness may develop	10
Shellfish, seaweed, boiled meat	Sweet, meaty, characteristic	9
Loss of odour, neutral odour	Sweet and characteristic flavours but reduced in intensity	8
Woodshavings, woodsap, vanillin	Neutral	7
Condensed milk, boiled potato	Insipid	6
Milk jug odours, boiled clothes- like	Slight sourness, trace of off-flavours	5
Lactic acid, sour milk, TMA	Slight bitterness, sour, off-flavours, TMA	4
Lower fatty acids (eg acetic or butyric acids) composed grass, soapy, turnipy, tallowy	Strong bitter, rubber, slight sulphide	3

HOW STORES FARED IN OUR FISH-FRESHNESS TEST

The fish industry's 'Torry' scale assigns a score of 1-10 for freshness, where 2 is rotten and 10 is sea-fresh

	TESCO	M MORRISONS	ASDA	Sainsbury's	INDEPENDENT FISHMONGER
Cod fillets	5/10	5/10	7/10	7.5/10	9/10
Plaice fillets	7/10	5.5/10	5.5/10	7/10	8/10
Salmon fillets	7/10	7/10	8/10	7/10	8/10

“However, it seems that when it comes to the
‘fresh’ fish sold in supermarkets, my fantasy is,
sadly, just that — a fantasy.”





“.....the results were

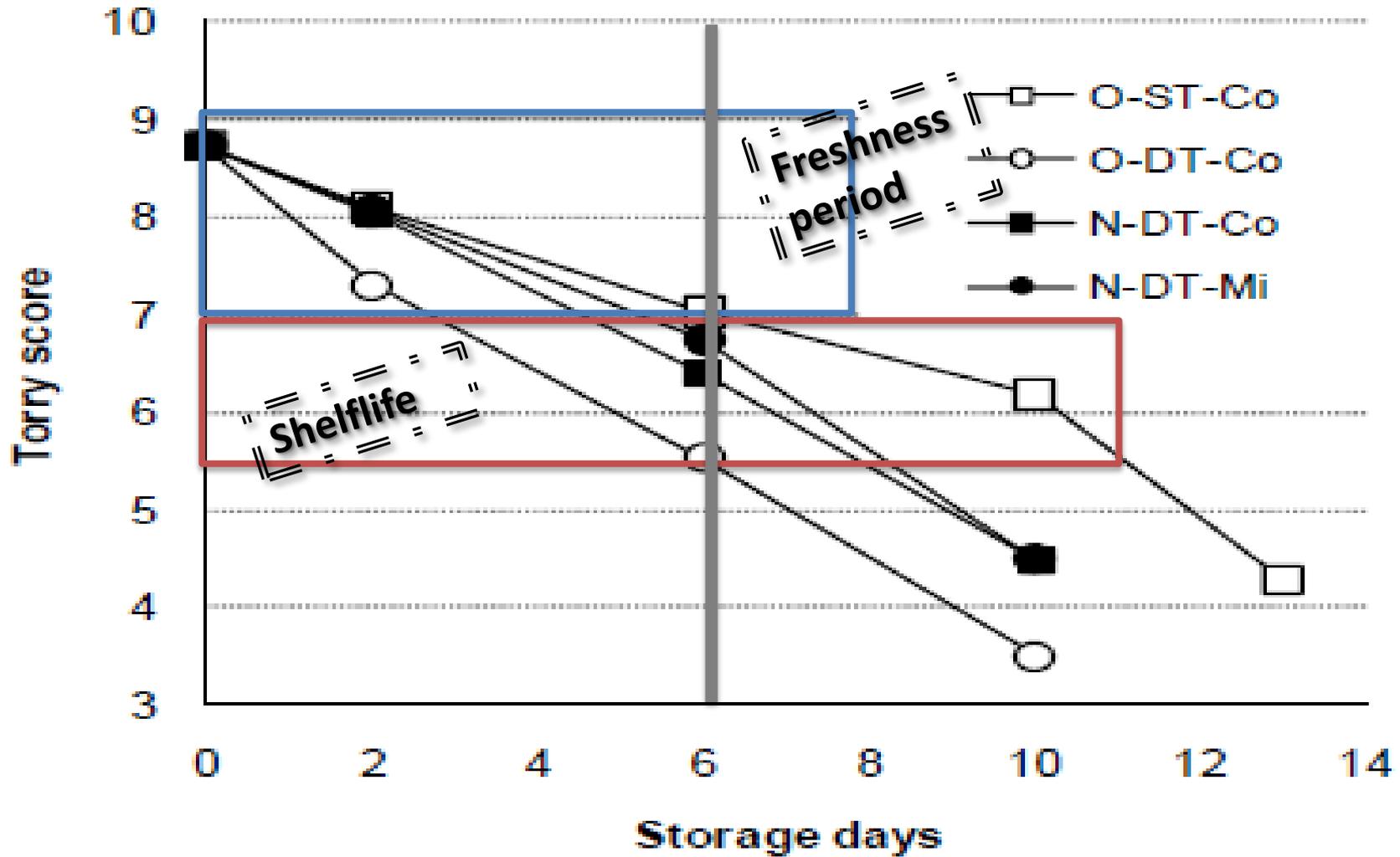
‘resoundingly disappointing.’

“The results show that **66 per cent** — all but two of the supermarket samples — **were at or**

**below the level of
consumer acceptability.”**

ARE YOU SURE
YOUR FISH IS FRESH?





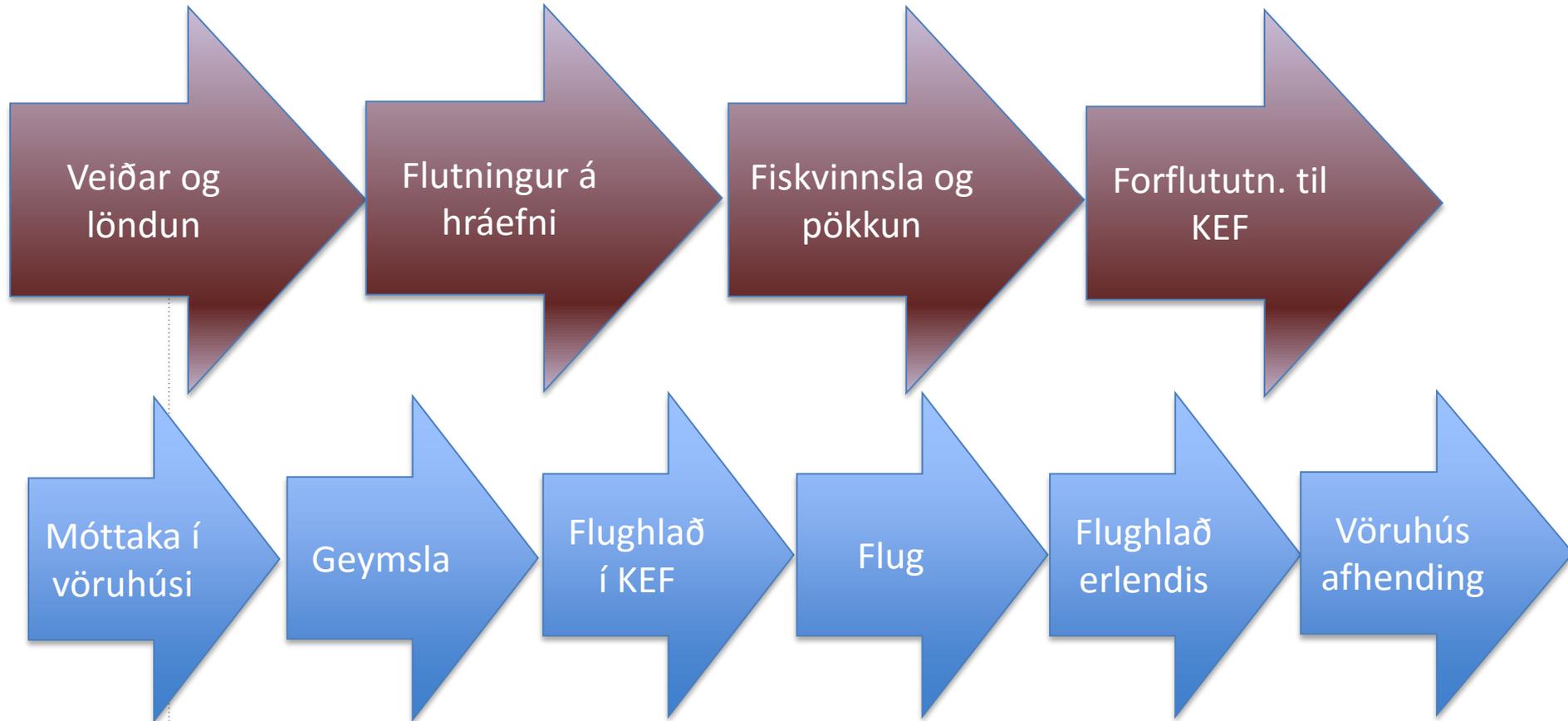
Veiðar og
löndun

Flutningur á
hráefni

Fiskvinnsla og
þökkun

Forflututn. til
KEF





Veiðar og
löndun

Flutningur á
hráefni

Fiskvinnsla og
pökkun

Forflutun. til
KEF

Móttaka í
vöruhúsi

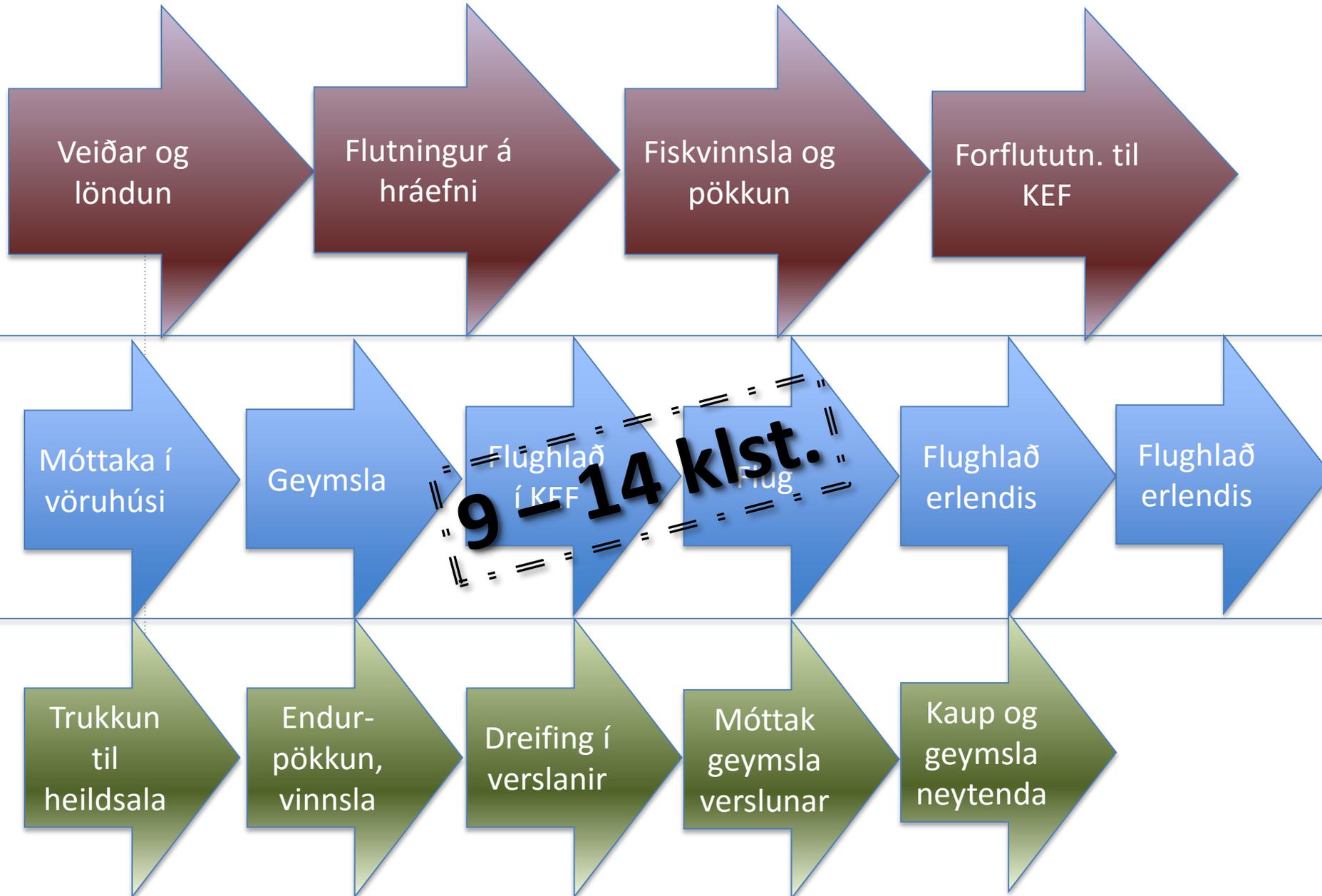
Geymsla

Flughlað
í KEF

9 - 14 klst.

Flughlað
erlendis

Flughlað
erlendis



Veiðar og
löndun

Flutningur á
hræfni

Fiskvinnsla og
pökun

Forflutun til
KEF

A.m.k. 4 daga hillulíf

Móttaka
vöruhúsi

Geymsla

Fluglað
í KEF

Fluglað
erlendis

Fluglað
erlendis

shelflife

Trukun
til
heildsala

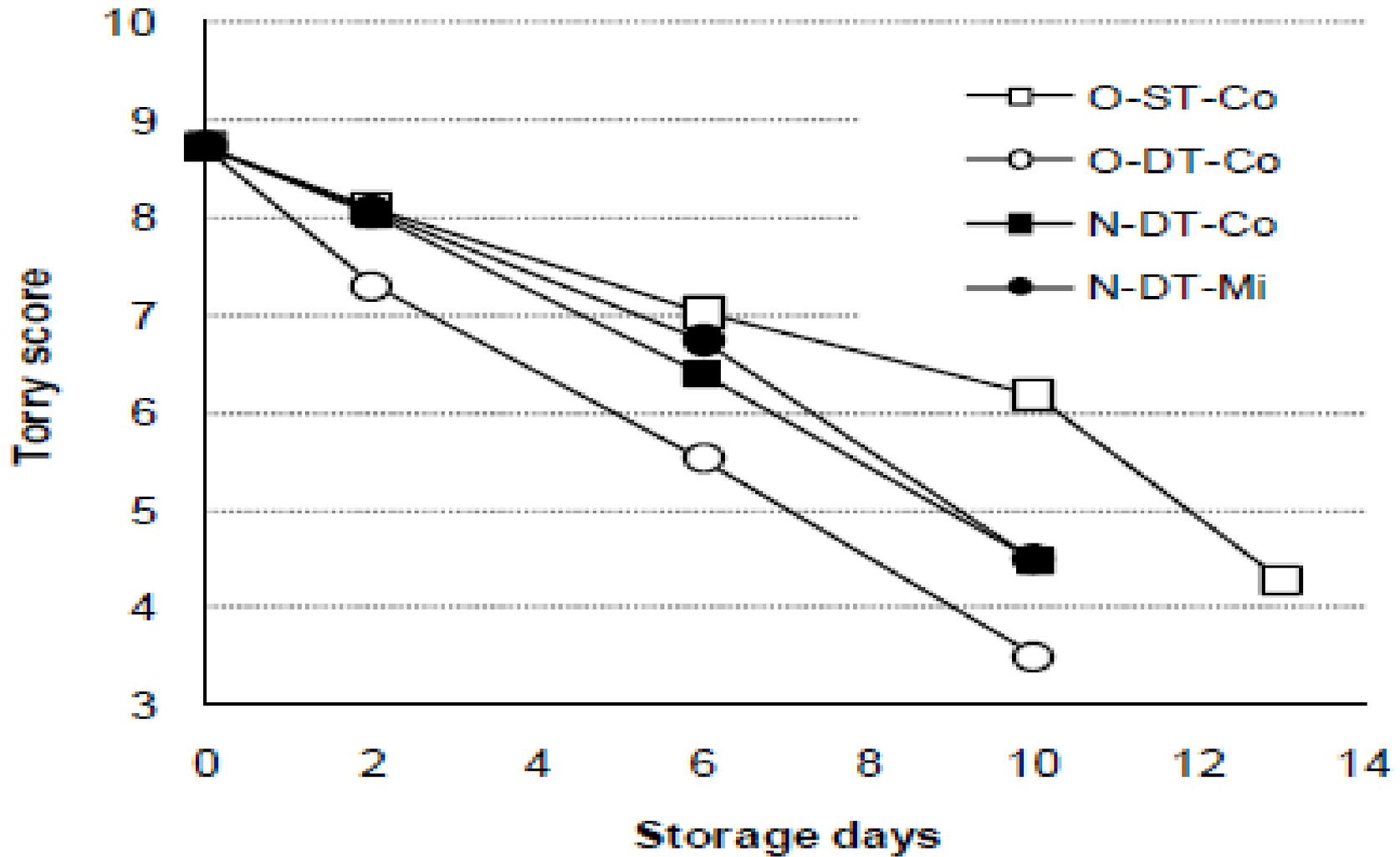
Endur-
pökkun,
vinnsla

Dreifing í
verslanir

Móttak
geymsla
verslunar

Kaup og
geymsla
neytenda

Kaup og
geymsla
neytenda



HOW STORES FARED IN OUR FISH-FRESHNESS TEST

The fish industry's 'Torry' scale assigns a score of 1-10 for freshness, where 2 is rotten and 10 is sea-fresh

	TESCO	M MORRISONS	ASDA	Sainsbury's	INDEPENDENT FISHMONGER
Cod fillets >	5/10	5/10	7/10	7.5/10	9/10
Plaice fillets >	7/10	5.5/10	5.5/10	7/10	8/10
Salmon fillets >	7/10	7/10	8/10	7/10	8/10

ICELANDAIR



TF-FII

BOEING 757-200

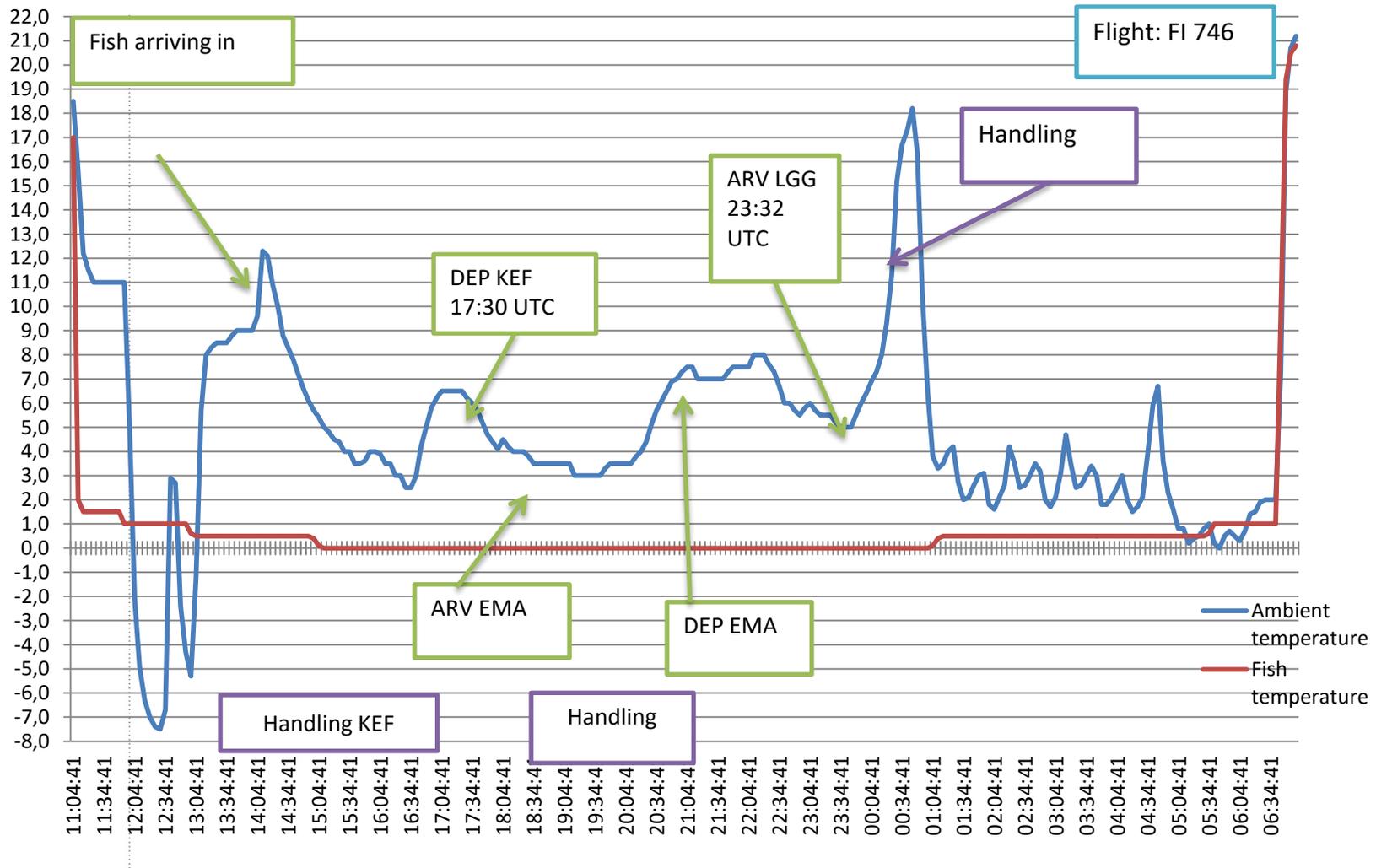

NORTH COAST
"Fresh Seafood... Naturally!"
PO BOX 10000 KOSCIUSKO WISCONSIN 53153-0000



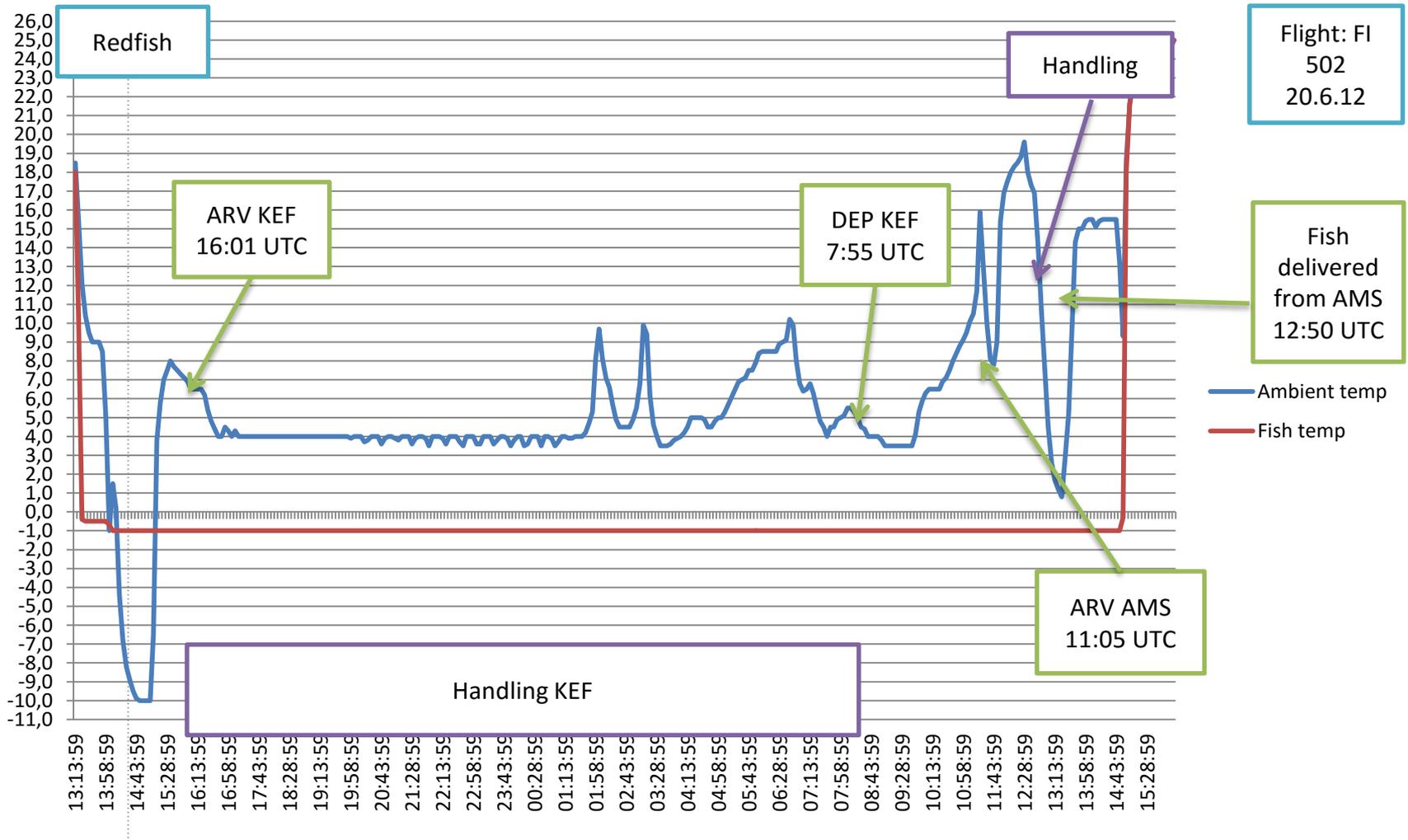

NORTH COAST
"Fresh Seafood... Naturally!"



Kælikeðja



Kælikeðja



Tölfræði og útreikningar

	Time	Temp	Stuðull	Vægi
Upphafshiti í vinnslu		-1		
Forflutningur	0	0	0	0%
Móttaka í KEF	0,5	6	3	3%
Geymsla í KEF	12	4	48	42%
Hlað KEF	3	8	24	21%
Flugtími/um borð	3,2	4	12,8	11%
Hlað erlendis	0,5	13	6,5	6%
Vörhús erlendis	1,4	15	21	18%
Geymsla erlendis	0		0	0%
Trukkur til Móttakanda	0		0	0%
Hitaálagsstuðull			115,3	
Meðhöndlunartími/	20,6			
			5,597087379	
Skilahiti í fiski		-1		

Kælikeðjan góð

- Um 94% af okkar flutningum stóðust væntingar, stefnum að 100%
- Höfum sett okkur markmið um að fiskur hækki ekki um meira en 1°C í okkar meðhöndlun.
- Þurfum frekari aðstoð frá útflytjendum og fiskvinnslum til að auka eftirlit með kerfinu okkar.
- Hár upphafshiti í fiski allt of algengur.



WHAT'S
WRONG WITH
THOSE FISH?

LONG
TIME NO
SEA!



CARTOONSTOCK
.com

Search ID: mfln7378

FISH & CHIPS