



# The Background

- Codland: a small company with a strong foundation
- Owned by seasoned companies Þorbjörn and Vísir
- Founded Haustak together in 1999
  - Drying heads, bones, etc.
  - Beginning of the utilization

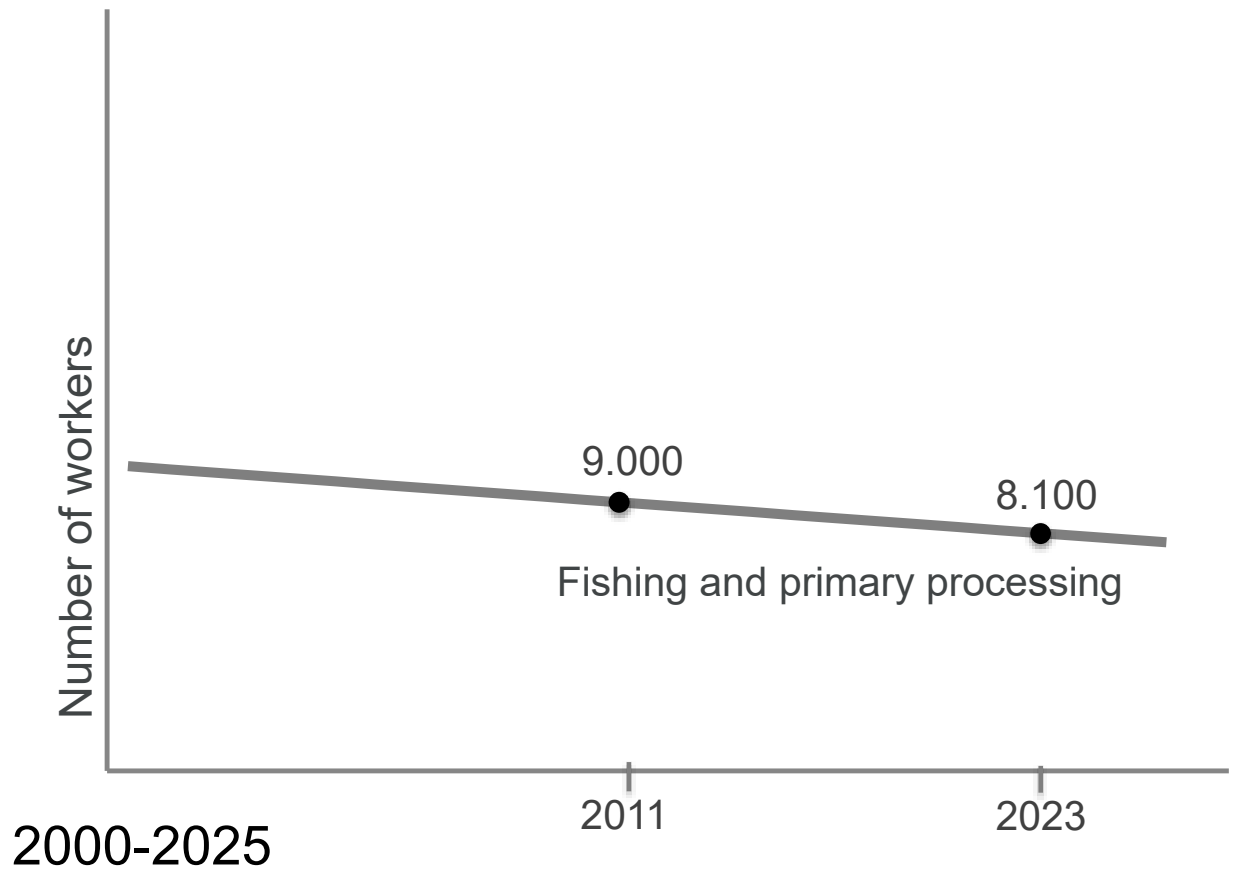


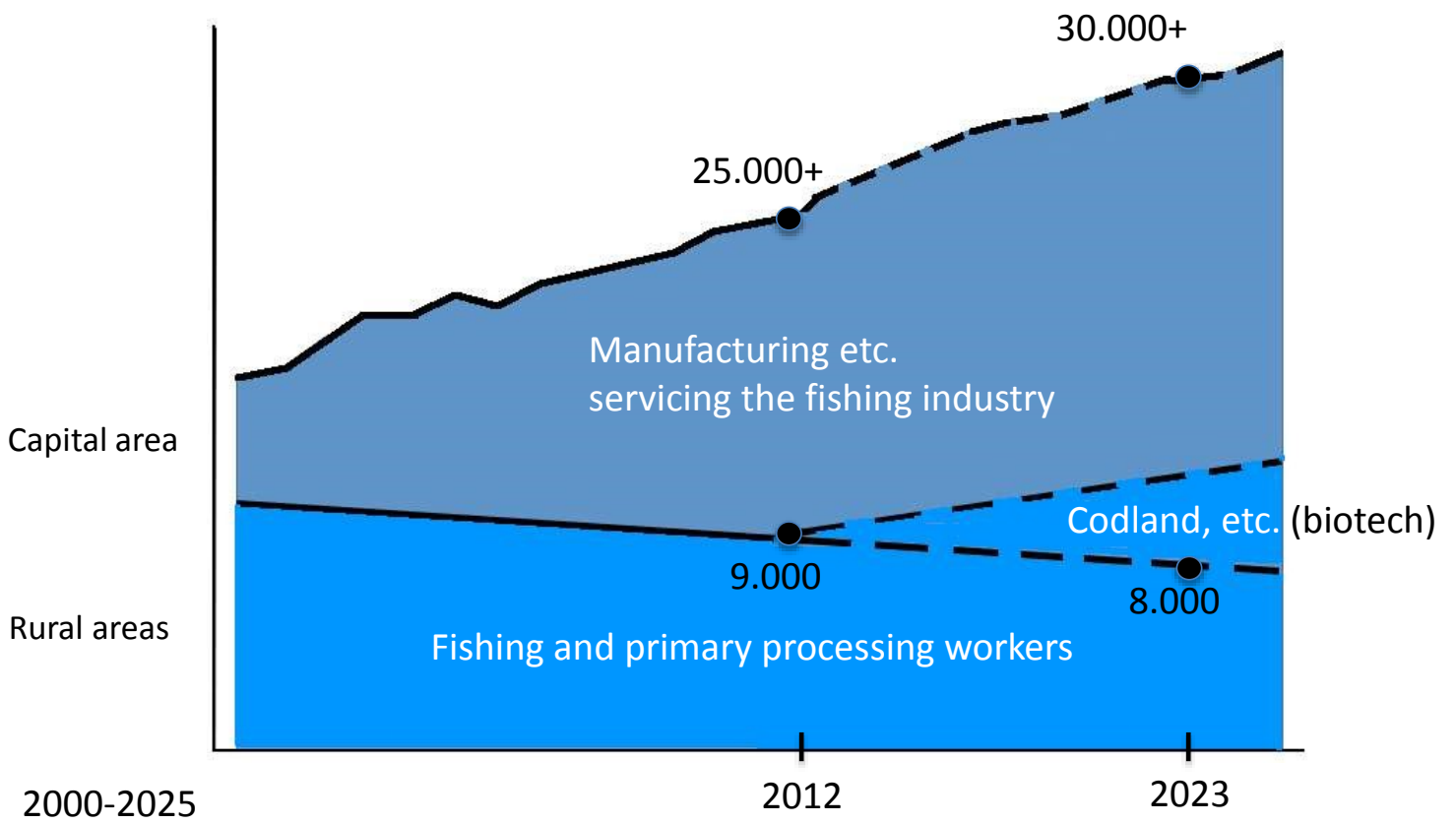
# Haustak

- Founded in 1999
  - Economies of scale
  - No loans from banks
- Today produce from 15.000 tonnes of wet raw material
  - Heads, bones, stockfish, slices
  - Going very well
- Robots from Icelandic company Samey









**FULL  
UTILIZATION**



**NETWORK OF  
FIRMS**



**HEALTH  
PRODUCTS**

**INNOVATION**



**RESEARCH &  
DEVELOPMENT**



Codland

Fillets &  
Split Fish

Dried  
Products

Fish Oil &  
Fish Meal

Collagen

Mineral  
Supplements





# FISHING + PRIMARY PROCESSING: FILLETS AND SPLIT FISH



# TRADITIONAL BYPRODUCTS: DRIED PRODUCTS



# HEALTH PRODUCT PRODUCTION

Rest Raw Material → Fish Oil & Fish Meal





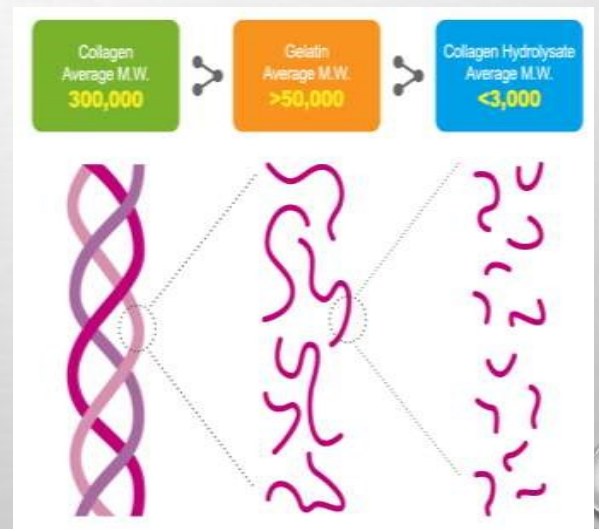
# FOOD SUPPLEMENT PRODUCTION

Icelandic Fish Skin → Collagen



# WHAT IS COLLAGEN?

- Most powerful structural protein of the body
  - 75% of the skin
  - 30% of bones
- Required to maintain soft and stretchable skin, hair, nails, joints, cartilages and tendons





## **PHASE ONE**

- Collaboration with Juncà Gelatines
- Production began in Spain in February 2014
- Preparing to build a collagen production facility in Iceland





# MINERAL SUPPLEMENTS

- Bones are byproduct from fish oil/fish meal production
- Developing mineral supplements
- Grants from two Icelandic research funds, AVS and Vaxtarsamningur Suðurnesja



**AVS** rannsóknasjóður  
í sjávarútvegi

  
VAXTARSAMNINGUR  
SUÐURNESJA



## **CODLAND'S GOALS**

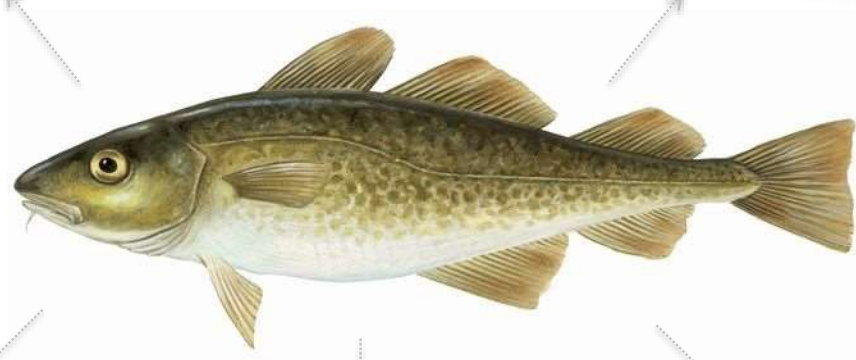
- Full utilization – Research – Collaboration
- Build knowledge & increase value
  - Raw material, products, markets
  - Specialists from various fields of study
  - Universities and research institutions
- Together we can go further
  - Collaboration within the fishing industry on byproducts

# THE 100% COD AT CODLAND

**Dried Heads, Bones, Roe, etc.**



**Fillets & Split Fish**



**Collagen  
from Fish Skin**

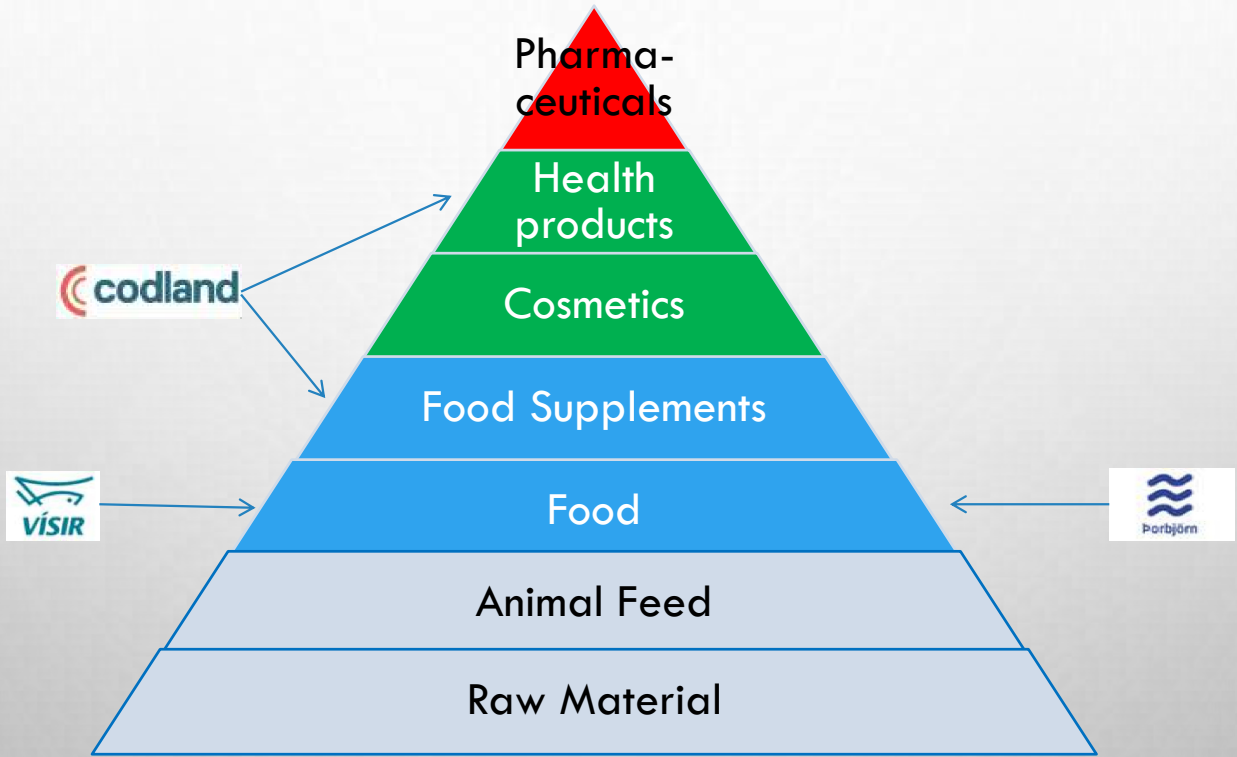


**Fish Oil & Protein  
from Rest Raw Material**

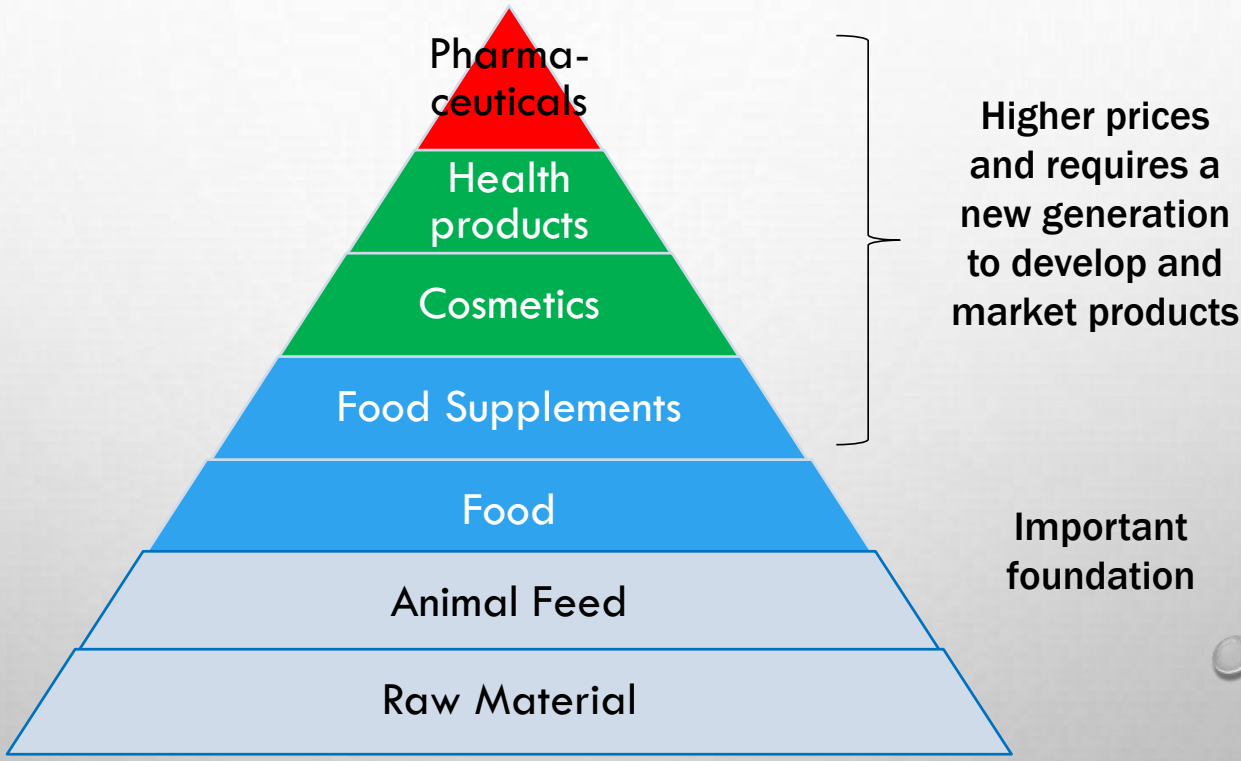


**Mineral Supplements  
from Fish Bones**

Value



Quantity



# COLLABORATION

- A culture of collaboration
  - Starts with communication
  - Find win-win projects
- Ocean Excellence a perfect example
  - Samey (technology), Mannvit (consulting/engineering), Haustak & The Icelandic Ocean Cluster
- Collaboration of different sectors in the industry
  - ➔ greater opportunities



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