



# Hýsa og toskur til Stóra Bretland

Botnfiskur undir Føroyum



# Framløgan tekur støði í útflutningi av botnfiski frá Kósini og JFK til Stóra Bretland







# Fiskiskapurin og framleiðsla

## • Fiskiskapurin

- Tað er sera lítið til av toski, meðan tað ístaðin stendur betri til við hýsu, tó skal sigast at enn er hon smáfallandi.
- Fleiri nýggj frystilínuskip eru komin inn í flotan fyri feskfiskalínuskipini. Frystilínuskipini hava klárað seg betri enn ísfiskalínuskipini, men avbjóðingin er vorðin størri hjá flakavirkinum at fáa fatur á feskum toski og hýsu.
- Partrolararnir fáa eitt sindur av toski og hýsu tó ikki nógv. Men har er støðan katastrofal í lýtuni.

## • Framleiðsla

- Kósin framleiður hýsu til Stóra Bretland, til retail og Fish&Chips marknaðin.
- Ein avbjóðing viðvíkjandi framleiðsluni er at hýsan er smáfallandi.
- Toskur undir Føroyum verður framleiddur til saltfisk, meðan toskaflak frá verksmiðjutrolarunum verður selt til Stórabretlands.
- Føroysk flakavirkir/saltfiskavirkir eru farin at keypa meir og meir fisk inn frá øðrum londum.





# Frystilínubátarnir

- Ein nýggj íløga.
- Framleiða mest H&G, tó kunnu tveir línubátar framleiða flak.
- Samstundis hava flakavirkini gjørt íløgur í at upptiðna fisk.
- Føroyingar hava tillagað seg sera skjótt
- MSC hevur latið upp fyri fleiri marknaðum
  - Toskur, hýsa, upsi, longa og brosma



# Drúgvar royndir



- Frá mitt í 1960'unum til umleið 2004 bleiv øll føroysk framleiðsla av hýsu seld til USA og Ongland.
- Kósin var tryggur veitari til M&S, M&S byrjaði longu í 2004 at arbeiða við teirra “plan A” sum m.a. innihelt at fiskurin skuldi verða burðardygt veiddur.
- Í Onglandi bleiv hýsan, sum varð veidd undir Føroyum “red lista” tí veiðutrýstið var ov høgt.
- Tá stongdi marknaðurin fyri hýsuframleiðarar í Føroyum.



- MSC góðkenningin fyri tosk og hýsu, sum kom á heysti 2021, ger tað aftur møguligt at koma inn á marknaðin í Stórabretlandi.
- Í hesum sambandi hava vit støðugt arbeiðt fyri at koma inn aftur á marknaðin.









# Møguleikar & avbjóðingar

- Avbjóðingar
  - Hýsan hevur verið vekk umleið 20 ár
  - Einkin MSC
  - Red flag (2004)
  - MSC fyrispurningar komu 2010, og í 2012 bleiv fiskiskapurin í Barentshavinum góðkendur
  - Ongland er tann marknaður, sum krevur mest av framleiðara/seljara



- Møguleikar
  - Retail
  - Catering
  - Fish & chips
  - Góðkenningar

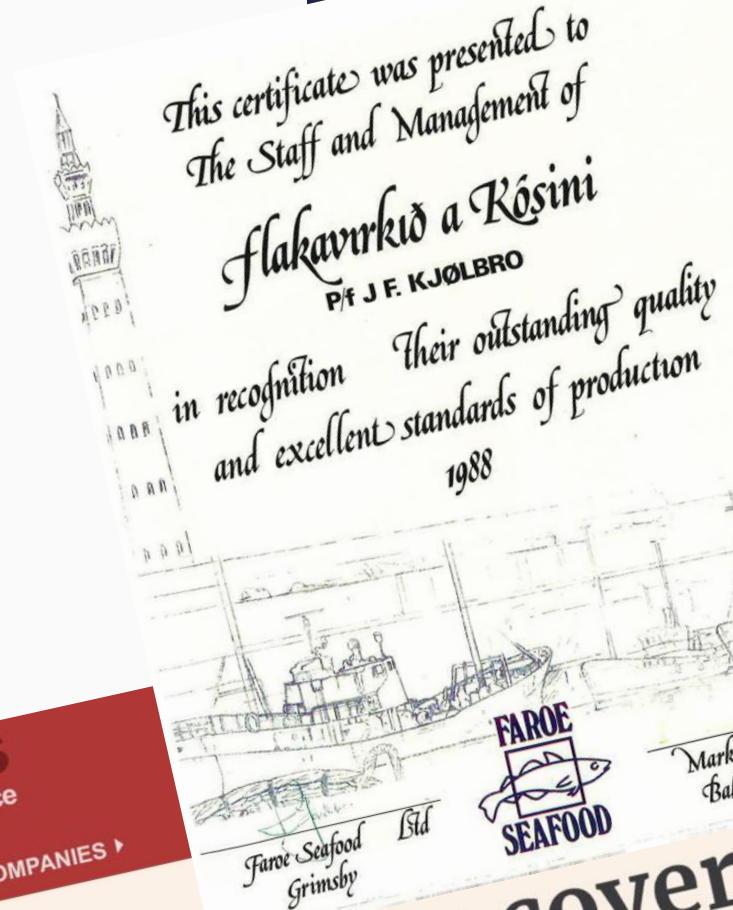


## Faroese extends MSC to cover cod, haddock

By Undercurrent News Sep. 8, 2021 10:06 BST

Faroe Islands Sustainable Fisheries (FISF) cod and haddock has achieved certification to the Council's (MSC) standard for sustainable fishing [...]

www.jfk.fo





# Marknaðir & marknaðarføring

- Av tí at vit ikki hava framleitt hýsu til Onglands í næstan 20 ár, skal eitt ávíst arbeiði gerast, fyri koma inn aftur á marknaðin.
- Høvuðsmarknaðir eru Ongland, EU & USA
- Her skal eg líka vísa á, hvat vit hava gjørt, fyri at fáa Gadus fram í Onglandi.







# Sjófryst frá Gadus

Vit brúka ofta slagorðið "fresher than fresh", tá eg selji fiskin hjá Gadus.

Við áhaldandi arbeiði at tryggja høga góðsku umborð og marknaðarføring, er Gadus prísførandi á marknaðinum



“Let us never forget the Faroe Islands, whose fish helped feed us during the Atlantic blockades - and at such great sacrifice”.

*Quote ascribed to Winston Churchill, 1945*



# Responsible Fishing Vessel Standard

**GADUS**

## Manningin fyrst og fremst

Vit eru sera errin av, at Gadus hevur fingið altjóða góðkenningina Responsible Fishing Vessel Standard (RFVS). Góðkenningin prógvar fyrri umheiminum, at vit reka skip okkara við virðing fyrri rættindunum, tryggjeikanum og trivnaðinum hjá manningini.



Les meira á [www.jfk.fo](http://www.jfk.fo)

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GADUS

# FISHERMEN FIRST

We are very proud to announce that Gadus has received the Responsible Fishing Vessel Standard (RFVS) certification, which certifies our high standards of vessels management and safety systems including the rights, safety and well-being of our crew.



Read more about our certifications on [www.jfk.fo](http://www.jfk.fo)



GADUS

# FISHERMEN FIRST



# Best í Bretlandi

Bestu "Fish & Chip" matstovurnar í Bretlandi - fáa fisk frá Gadus - sjálvandi!







# Fisherman First!

## Gadus certified as a responsible fishing vessel

Gadus is among the first 10 vessels in the world to be certified by Global Seafood Assurances in accordance with The Responsible Fishing Vessel Standard.

The Faroese trawler Gadus specialises in fishing cod fillets in the Barents Sea for the UK fish and chip market. The Faroese vessel operator JFK has operated vessels out of the Faroe Islands since 1922, where it prides in a long-lasting reputation for putting the fishermen first.

The revised Standard is comprised of two core principles - vessel management and safety systems; and crew rights, safety systems; and crew rights, safety and wellbeing. Its strong focus is on crew welfare on board fishing vessels and is underpinned by Work in Fishing Convention ILOc188 and other global conventions.

"I would like to congratulate JFK on their achievement with the Responsible Fishing Vessel Standard. It is essential that we ensure fish stocks are preserved and JFK are Marine Stewardship Council certified for that purpose. Now they have added certification that ensure the crews on the boats catching that fish are trained and looked after to the highest standards too" commented Andrew Crook, President of the NFFF.

Hanus Hansen, CEO of JFK, also

expressed satisfaction with receiving the RFVS certification: "The RFVS certification process is for us a good way forward, not just to tick the boxes of what we are doing right, but also to bring ourselves in line with internationally accepted best crewing practices. Such certification enables us to provide our customers with independent assurance that we, as their supplier, engage, employ, pay, and treat all our crew equally, fairly, and further that they are trained in safety."

Jogvan Hansen Director of JFK was recently in the UK to promote the award and also visit some of the fish and chip shops who faithfully use his fish brands. One stop was to the Grosvenor Fish & Chip shop in Norwich. Co-owner Christian Motta said "Gadus cod is the best of the best of any fish we buy. It is so fresh, meaty, any fish thick flaky pieces of cod are the brightest of white I have ever seen, our customers love Gadus cod."

Jogvan was joined by Friars Pride MD Rebecca Lord, Imogen Rowland-Stone, Dack for the chippy visit. The four enjoyed Gadus cod and chips and were joined by owners Christian and partner Duane Dibartolomeo. Before lunch they also took a trip to Friars Pride's Norwich depot where they enjoyed a whistle stop tour by Depot Manager Danny Betts. Austen Dack said "The depot was immaculate; it was fascinating to see so many well-known chip shop brands under one roof. Our visit to The Grosvenor fish and chips was excellent & the ambience food and owners are incredible."

Jogvan later travelled to Hull to meet Smales and then continue his tour of the UK.

Visit [www.jfk.fo](http://www.jfk.fo)



# Top Bristol Shop Serves Gadus

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Jogvan Hansen Director of JFK was recently back in the UK to promote the award and visit some of the fish and chip shops who faithfully use his fish brands. One stop was to Noggins Fish & Chip Shop in Bristol.

Jogvan was joined by Mike Crees MD of TQ & Anil Hatthothwegama head of fish procurement at TQ for the visit. Mike said the shop is surrounded by quality of Noggins. The shop trades on quality product. They have a great but simple menu of serving fantastic fish & chips. He has invested during the pandemic to keep his shop ahead of the competition. Mark is a big fan of Gadus, his customers are too and he likes to offer them the best fish on offer. TQ are proud of our long association with Gadus" he added.

Owner Mark Pippen said "Gadus cod is the best of the best of any fish we buy. It is so fresh, meaty, and the thick flaky pieces of cod are the brightest of white I have ever seen, our customers love Gadus."

Are you serving Gadus fish in your shop? Email [austen@chippychat.co.uk](mailto:austen@chippychat.co.uk)



Jogvan Hansen with Mark Pippen





Vitja kundar hjá kundunum





# Winners of best Fish & Chips shop in 2019



Fish from Gadus

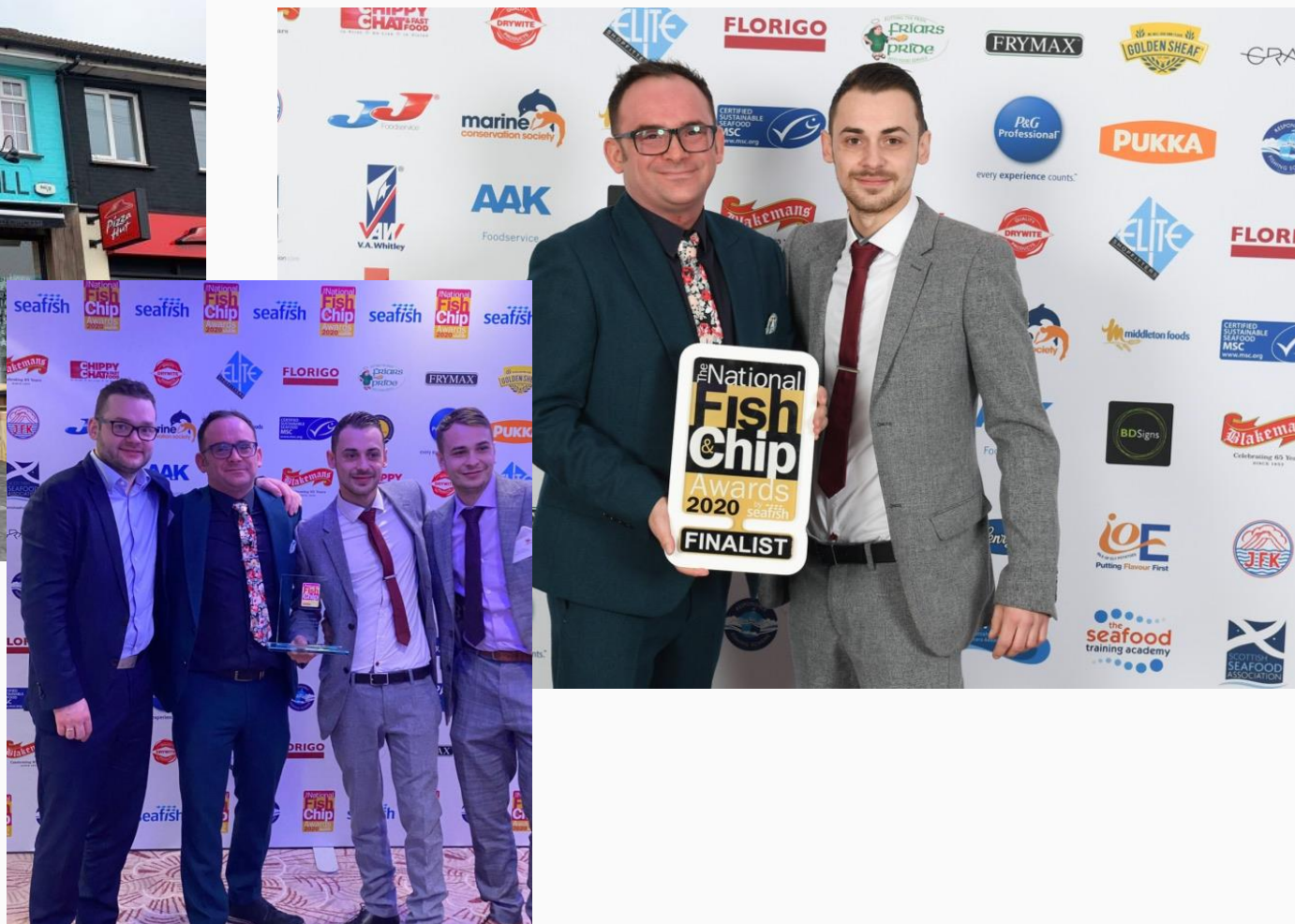




# Winners of “Best Newcomer Award” in 2020



Fish from Gadus



# Fish'n Chip winners join us at the Fisherman's day





# Framtíðin

- Tosk til Stóra Bretland frá flakavirkinum
  - Portiónir: síggi eg ikki stóra móguleikar
  - Flak: síggi eg ikki stóra móguleikar
  - H&G: Kann blíva spennandi nú MSC er komið
  - Feskt: Haldi eg er eitt sindur óvist
- Hýsa til Stóra Bretland frá flakavirkinum
  - Portiónir: eru móguleikar
  - Flak: bert tá mangul er, eru móguleikar
  - H&G: Her er gongd á
  - Feskt: Kemur helst at halda fram, sum tað er í dag







**Takk fyri**