

# INTERNATIONAL COLDWATER PRAWN FORUM

NOVEMBER 17, 2022 HOTEL THE EDGE, TROMSØ, NORWAY





NORWEGIAN SEAFOOD COUNCIL











UrnerBarry





























Fishing means the world to us.









# **INTERNATIONAL COLDWATER PRAWN FORUM - ICWPF**

The International Coldwater Prawn Forum (ICWPF) is an international non-profit organization.

The ICWPF offers the stakeholders to acquire an overview of the status of coldwater prawns. It brings together professionals, specialists, and traders in the industry to share information and exchange ideas regarding resources, production, opportunities, challenges and developments of the market.

The ICWPF is responsible for the biennial conference as well as the annually returning industry meetings.

The roots of the ICWPF go back to 1982 when the first International Shellfish Conference took place. From the 1990s on, the sector gathered in the Nordic Prawn Meetings that resulted in the initiation of the International Coldwater Prawn Forum.

As a consequence, the first International Coldwater Prawn Forum meetings took place in 1995 at Fishmongers' Hall in London.

*The ICWPF is headed by the Board* which is accountable to the General Assembly as the association's highest authority.

The board members include:

- Christian Nordahl, Stella Polaris, Norway (Chairman)
- Valdís Magnúsdóttir, Icelandic Export Center Ltd., Iceland (Vice-chairman)
- Charles Kirschbaum, Pacific Seafood, US
- Nick Edwards, Shrimp Producers Marketing Cooperative, US
- Synne Guldbrandsen, Norges Råfisklag, Norway
- Gert Nielsen, Launis A/S, Denmark
- Shane Sulivan, Ocean Choice International, Canada
- Bent Kristensen, Royal Greenland, Denmark (Treasurer)
- Jake Rice, FFAW-Unifor, Canada
- Jens Henrik Møller, GEMBA Seafood Consulting, Denmark (Secretary)



For more information go to <u>www.icwpf.com</u>

International Coldwater Prawn Forum is based at GEMBA Seafood Consulting A/S, Venlighedsvej 6, DK-2970 Hørsholm

# Thanks to all the supporters of ICWPF22



NORWEGIAN SEAFOOD COUNCIL	The Norwegian Seafood Council (NSC) works with the Norwegian fisheries and aquaculture industry to develop markets for Norwegian seafood and in- crease the value of Norwegian seafood resources. We do this through market insights, market development, market risk management and risk manage- ment in markets around the world. Our three main areas are marketing, market insight and communication. Our head office is in Tromsø, Norway, and we have representatives in Sweden, UK, Germany, France, Spain, Por- tugal, Italy, Brazil, Japan, Thailand, China and USA. We also work to identify opportunities for Norwegian seafood in both new and established markets. Seafood From Norway (SFN) is a registered trademark, owned by the Nor-
SEAFOUL	wegian Seafood Council on behalf of the Norwegian seafood industry. To make it easier both for the value chain and consumers to choose Norwegian seafood, the NSC has together with the seafood industry, both national and international adapted and applied the trademark. The main rule is that Nor- wegian exporters, as well as foreign companies that have entered a license agreement with the NSC can use the trademark on products for marketing abroad.
С Фрессов Дахан Дікідталик Сопропатіон Сслуденборога кулитет siden 1950	Qikiqtaaluk Corporation (QC) is a wholly owned Inuit birthright development corporation created by the Qikiqtani Inuit Association. Created in 1983, it has 1.5 of the 17 Canadian offshore shrimp licenses as well as shrimp and turbot allocations from the Nunavut Wildlife Management Board. QC is 100% owner and operator of Qikiqtaaluk Fisheries Corporation and the 76- meter multi species factory freezer vessel the Saputi and it produces a va- riety of cooked and raw shell on prawns. QC's purpose is to provide employ- ment and financial opportunities for Inuit in the region. QC has a remarkable track record in Inuit training, capacity building and employment successes. Lyngen Reker As have more than 70 years of history in the global and local prawn industry. We started already in 1950 with production from the inshore prawn fisheries and today we have more than 20 inshore vessels daily de- liver fresh quality prawns to the most demanding customers in Nordic coun- tries. Our fresh products are produced and sold under the brand name Lyngenfjord.
	Coldwater Prawns of Norway AS is leading producer and global exporter of Norwegian cooked and peeled prawns, and cooked, shell-on prawns (pan- dalus borealis). The company was established in 2007 when three experi- enced fishing companies joined forces to form Coldwater Prawns of Norway AS, a fully integrated sales company with a focus on quality and sustainable seafood production – from sea to plate. Today our fishery, production plant, and raw materials are MSC, Friend of the Sea and KRAV approved.
ICELAND SEAS	Iceland Seas branded coldwater prawns are marketed by Icelandic Export Center Ltd. The prawns are fished in various parts of the North Atlantic by a number of affiliated trawlers and then further processed at Dögun peeling plant in Iceland. The operation started in 1972 and is today a vertically in- tegrated operation - from the fishing ground to the market. The product assortment includes premium quality cooked and peeled prawns as well as cooked shell-on prawns, fresh and frozen.
OCEAN CHOICE	Ocean Choice International (OCI) is one of Canada's leading vertically inte- grated seafood harvesting, processing, and marketing companies with op- erations throughout Atlantic Canada and sales and marketing offices around the globe. OCI is Canada's largest wild fish quota holder and a leader in fishing, processing technology and market development, supplying more than 100 million lbs. of seafood to over 35 countries and employing more than 2,000 people during peak fishing seasons. With a focus on improving quality, coldwater prawns remain a core species within OCI's product port- folio. Harvested from Canadian MSC certified fisheries our coldwater prawns are available as cooked and peeled , and whole cooked or raw shell on.
PacificSeafood.	Founded in 1941, Pacific Seafood remains a family-owned and operated company dedicated to providing the healthiest protein on the planet. Pacific Seafood manages all parts of the supply chain including harvesting/fishing, processing, and distribution to provide customers with freshest, highest- quality, sustainable products. Headquartered in Clackamas, Oregon, Pacific Seafood has more than 40 locations throughout North America. Pacific Sea- food is proud to be the leading producer of Pandalus jordani from the U.S. and Canadian West Coast; owning and operating six shrimp processing plants in California, Oregon, Washington, and British Columbia, Canada.

	Ocean Drawna is one of the biggest sustainable sugglism of MCC subfight
DCEAN PRAWNS	Ocean Prawns is one of the biggest sustainable suppliers of MSC certified prawns catching over 20,000 tonnes of coldwater prawns in the North At- lantic each year. Ocean Prawns has over 40 years of experience fishing in the Arctic Ocean and is managing three of the world's most modern prawn trawlers. It is a family-owned business managed by Kristian Barslund Jensen and his two sons, a third and fourth-generation fishermen. Kristian started his career in salmon fishery and seized the opportunity of the prawn fishery in the North Atlantic.
Adhistoparanti Adhist	QAK is the national organization of fishermen of shellfish and other fish spe- cies, founded in February 2022 by shrimp fishermen, later the association gained members from halibut, snowcrab and cod fisheries and now have all inshore shrimp fishermen as members. Our purpose is to promote econom- ically, socially, and environmentally self-sustaining coastal fishing for the benefit of members and Greenlandic society. The organization is active in fisheries policy and acts as a consultation unit for new laws and fisheries policy measures. In particular, at the moment, we have focus on the amend- ment of the Greenland Fisheries Act.
<b>FFAW</b>   <b>UNIFOR</b> Fish, Food & Allied Workers	The Fish, Food and Allied Workers Union (FFAW-Unifor) was established in 1971 to formally organize commercial fish harvesters who were living under poverty and oppression from fish merchants of the era. Today, the FFAW represents approximately 14,000 Newfoundlanders and Labradorians, encompassing 10,000 professional fish harvesters as well as many in the fish processing sector. The Union also has members working in the hotel, hospitality, brewing, metal fabrication, and extractive industries. FFAW-Unifor is the province's largest private sector union and as part of Unifor, the largest private-sector union in Canada.
Clearwater	Clearwater Seafoods is one of North America's largest vertically integrated seafood companies. It is recognized globally for its superior quality, food safety, diversity of species and reliable worldwide delivery of premium wild, eco-certified seafood, including scallops, lobster, clams, coldwater shrimp, langoustine, whelk, crab and sea cucumber. Since its founding, Clearwater has invested in science, communities, people and technological innovation, as well as resource management to sustain and grow its seafood resource. Today, Clearwater is proudly Indigenous-owned, committed to creating a sustainable seafood future for generations to come.
Newfoundland Labrador	The Newfoundland and Labrador Department of Fisheries, Forestry and Agriculture promotes the development of the province's fishing and aquaculture industries. The Provincial Government works with industry and other partners to ensure the fishery is economically viable, internationally competitive, and ecologically sustainable over the long term. The objective is to optimize the value of the fishery, ensuring the long-term security of resources for the benefit of future generations. The Newfoundland and Labrador seafood industry was valued at over \$1.6 billion CAD in 2021 and employed over 17,500 people in over 400 communities throughout the province.
UCN	Undercurrent News provides forward-looking and actionable, seafood mar- ket intelligence for a global audience. Our aim is to shed light on the complex supply, pricing, demand, and consolidation dynamics of this internationally traded commodity, allowing our readers to run their businesses better.
artine erswardship	The Marine Stewardship Council is an international non-profit standard-set- ter. Our vision is of the world's oceans teeming with life, and seafood sup- plies safeguarded for this and future generations. Our mission is to use our ecolabel and fishery certification program to contribute to the health of the world's oceans by recognising and rewarding sustainable fishing practices.

# Speaker and moderator profiles

CHRISTIAN BUE Nordahl	
	Christian Nordahl is the CEO of Stella Polaris Norway AS, the market and logistic company of Stella Polaris AS (Producer). Former representative in Portugal for the Seafood Export Council, Sales, and Marketing Director of Hurtigruten, and also 8 years as marketing Director of The Norwegian Seafood Council. Close to 30 years of experience within seafood and marketing related work experiences. Master of Science from The College of Fisheries (University of Tromsø) in 1992.
VIDAR ULRIKSEN	Vidar Ulriksen is the State Secretary in the Norwegian Ministry of Trade, Indus- try and Fisheries, representing the Labour Party. This is his second appointment as State Secretary, after holding the position from 2005 to 2011. Ulriksen has a former career as a fisherman, as well as an elected representative for the city council of Flora, and deputy chair for the Norwegian Fishermen's association. He also chaired this organization at a regional level for ten years. Ulriksen is educated within fisheries at Austevoll Vocational School
KATRINE KÆRGAARD	Katrine Kærgaard is Head of the Fisheries Division in the Ministry of Fisheries and Hunting, Government of Greenland. As Head of Division, Katrine is respon- sible for ensuring the implementation of the Government of Greenland's overall objectives and fisheries policy as well as advising the Minister of Fisheries and Hunting and the Government on fisheries. The Fisheries Division is responsible for the general management and development of the fishery in Greenland and Greenland's international obligations and bilateral fishery relations. Katrine has worked with fisheries management and Greenland her entire career, first as a Head of Section in the Fisheries Division in the Government of Greenland, since as International Relations Officer in the unit responsible for the EUs relations with Greenland in the European Commission and then as a Chief Advisor in the Fisheries Division. In 2021, she took over as Head of the Fisheries Division.
SVEIN OVE HAUG- LAND	Svein Ove Haugland is CEO of Norges Råfisklag (The Norwegian Fishermen's Sales organization). Norges Råfisklag organize the firsthand market of demersal fish and shellfish in the northern part of Norway. He has more than 30 years of management experience from the fisheries sector. Before this he worked with information technology and in the Norwegian air force. Haugland has a master's degree in management and a bachelor's degree in mathematics and computer science from UiT – The Arctic University of Norway.
Carsten Hvingel	Carsten Hvingel is a specialist within stock assessment and fisheries advice. Currently head of section at the Norwegian Institute of Marine Research. His department is specialized in sea bottom ecology including shellfish. Carsten has through his carrier been directly involved in the assessment of most shrimp stocks in the North Atlantic: The East and West Greenland stocks through his employment at the Greenland Institute of Natural Resources, The Canadian domestic stocks, through consultancy work, the NAFO 3M and 3LNO stocks through engagement in NAFO and the North Sea and Barents Sea stocks in his resent employment in Norway. He has chaired the ICES and NAFO shrimp as- sessment groups, and other technical groups relating to shrimp assessment.

JAKE RICE		
	Jake is the Manager of Policy and Fish Price Negotiations for the Fish, Food, and Allied Workers Union (FFAW) based in St. John's, Newfoundland. He was previously with the Washington Department of Fish and Wildlife as a Fisheries Manager. Jake has spent the previous 15 years in various fisheries and aq- uaculture management positions throughout North America and the Carib- bean. Jake has a Masters in Fish and Wildlife Administration from Oregon State University.	
SCOTT GROTH		
	Scott Groth is the principal manager of Oregon's pink shrimp ( <i>Pandalus jor-dani</i> ) fishery, the U.S. west coasts most valuable shrimp fishery. He has worked for Oregon Department of Fish and Wildlife (ODFW) for more than 20 years and has been involved in research, monitoring and management of abalones, clams, crab, sea urchins, and shrimp. In addition to working with Oregon fisheries, Scott has worked in fisheries and with fishermen of the U.S. Northeast, Mid-Atlantic and Alaska	
ERIN PRIDDLE	Erin is a recognized expert in the field of sustainable fisheries management	
	with a strong network across senior industry, government, fisheries science, and NGO sectors. She has worked on sustainable fisheries and management issues for over 15+ years' working across a range of organizations including the UK Government, Environmental Defense Fund, and most recently with the Marine Stewardship Council. She is MSC's Regional Director for North Europe responsible for the North East Atlantic, Scandinavian, Benelux, DACH, UK and Poland teams. She is deeply committed to fisheries sustainability and brings enthusiasm and dedication to the job, helping gain and build momentum for sustainable, certified fisheries in North Europe.	
CHARLES KIRCHBAUM		
	Charles Kirschbaum is acting GM Category Management for Pacific Seafood's processing division. Charles has been with Pacific Seafood since 1990 involved in processing sales and management of items Pacific produces and sells around the world.	
	Charles has been an active member in the ICWPF since 2012 and part of the steering committee since 2013.	
JOSEFINE VORAA	Josefine Voraa is the manager of Shellfish at the Norwegian Seafood Council. She has worked for the Norwegian Seafood Council for almost 5 years at the Market Access and Insight Department and for the past three years, Josefine have been responsible for the shellfish category, where she is responsible for following up the shellfish industry in Norway and the market development for Norwegian shellfish. Josefine grew up in Oslo but moved up to Tromsø in 2012 to study and enjoy the steep mountains surrounding Tromsø. Josefine has a master's degree in economics with specialization in financial analyses and Fishery Economics from the University of Tromsø.	
ANGEL RUBIO	Angel Rubio is Urner Barry's Senior Analyst for UB Consulting, the company's advisory services arm. His primary duties include performing custom research reports, develop quantitative and qualitative analysis on the protein commod- ity industry, and present findings to customers, as well as in conferences and webinars. Angel holds a B.S. in Economics and International Business from Villanova University and a certificate in Data Science from Columbia University. He also holds diplomas from East China Normal University and the London School of Economics.	

FEDERICO ANGELERI	Federico Angeleri is the commercial director and 3rd generation in the family business Grupo Veraz. He is an IT Engineer from the Technological Institute of Buenos Aires (ITBA) and after a brief step in the IT sector, he began his career in the seafood industry in 2010 as a commercial executive. Since then, he consolidated the Grupo Veraz brand as one of the most important in the Argentine fishing industry. He is one of the drivers of the Argentine Red Shrimp FIPs and a reference for the new generation of young fishing entre- preneurs.
MIKE BERTHET	Mike has over 35 years of experience in Fish & Seafood having retired recently from a successful career as Director of Fish & Seafood at the leading UK Food- service company, M&J Seafood, part of Brake / Sysco group. He is vice chair of the UK's Supply Chain & Consumer panel for Seafish and participates in various seafood initiatives globally. He is a past member of the Prince of Wales International Sustainability Unit and has just been inaugurated as a Fellow of the newly formed International Institute of Hotel Management. He currently represents the Global Seafood Alliance and its Best Aquaculture Practice certification programme alongside the international Responsible Fish- ing Vessel Standard and Best Seafood Practices.
KASPER TEILMANN	Kasper Teilmann holds a PhD from Copenhagen Business School and is partner in GEMBA Seafood Consulting. Kasper has gained great experience in market and trade analyses of various seafood species, innovation projects on optimi- zation of excess resources from the fishing industry. The most central species has in all analyses and activities been the North Atlantic shrimp and Kasper has played an active role in the organization of the ICWPF since 2013.
VALDIS MAGNUSDOT- TIR	Valdis Magnusdottir joined Icelandic Export Center in 2012. She is now Sales Director, managing sales, marketing, and business relation with customers all over the world both for cooked and peeled and shell-on coldwater prawns. Valdis has as a degree in economics from Copenhagen University and a mas- ter's degree in accounting and auditing from University of Iceland. Valdis has been a member of the ICWPF steering committee since 2019.
ANDREW WRIGLEY	Andrew Wrigley is the Head of Sales for Royal Greenland UK. Responsible for a cross-functional team that includes sales, business development, brand marketing, category management, and product development having joined the Manchester (UK) based office 8 years ago. Prior to that, Andrew had an extensive career leading commercial & marketing strategy work for CP Foods and other international brands across both retail & foodservice
ANDREAS THORUD	Andreas Thorud is the China Director of Norwegian Seafood Council's (NSC). Prior to the current position, Andreas has spent many years working in China within the marine biotech industry. He previously held the position as General Manager China for the Norwegian company Aker BioMarine, and later also regional Senior Vice President for the Asian region. Andreas has a bachelor's degree in international business and marketing, as well as a master's degree in Contemporary China from Nanyang Technological University in Singapore.
CHARLOTTE RAPP	Charlotte Rapp is Country Manager of Sweden for the Norwegian Seafood Council. Charlotte holds a master's degree in finance from University of West- ern Australia and started her career in the land Down Under working in all areas of finance from tax accounting to corporate finance. In 2015 after 11 years in Australia she moved back to Sweden with her family and started working at Coca-Cola as a controller and later moved to a portfolio manager role in the marketing team. After 5 years at Coca-Cola Charlotte left to work at Santa Maria and January 2022 Charlotte joined the Norwegian Seafood Council. The seafood industry is new to Charlotte, but she knows big brands and how to build them.

# Speaker and moderator profiles

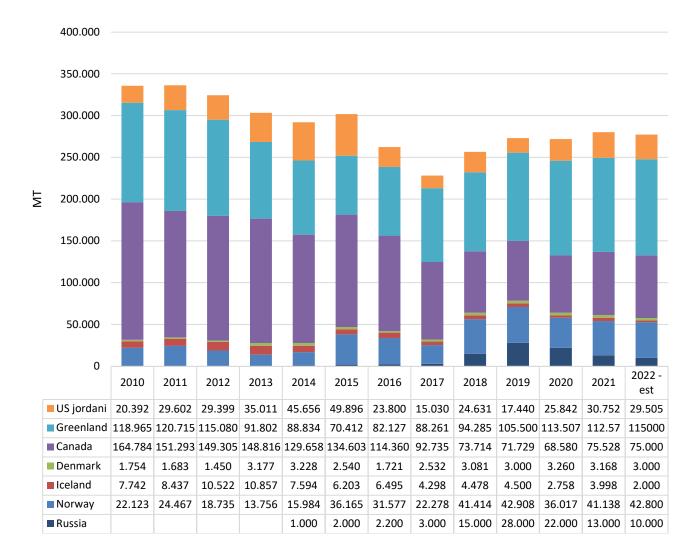
LARS MOKSNESS	Lars Moksness has been a consumer analyst for the Norwegian Seafood Coun- cil for the past 4 years. He has had primary responsibility for the NSC's global consumer and insight surveys. He has his background in organizational and cross-cultural psychology and consumer research, the latter in which he also holds his doctorate. In his free time Lars is an avid trail and mountain runner and completed his first mountain ultra 50K this fall.
Synne Guldbrandsen	Synne Guldbrandsen is the Market Manager of the Norwegian Fishermen's Sales Organization/Norges Råfisklag. Synne has been in the seafood industry for 20 years, and before she started in Norges Råfisklag she was a Senior Project Manager in the Norwegian Seafood Council. She has extensive expe- rience from several positions in the industry, working with the whole spectre of seafood from prawns and king crab to traditional stockfish exports from Lofoten. Synne holds a Master's Degree in Fisheries with a major in Export Marketing from the Norwegian College of Fishery Science, University of Tromsø.
JEFF HOLDEN	Born in Portland, Maine, Jeff Holden is a lifelong Mainer who spent summer jobs on the Portland waterfront, which led to him becoming a second-gener- ation lobsterman. Low lobster prices and no market for crab in the 1970s created an opportunity to open a retail fish market where Jeff could sell his lobsters and cook and pick crab. After five years of lobstering, Jeff sold his boat and became a full-time crab processor and soon became the first com- mercial processor of Jonah Crab in New England. Jeff also held the first two lobster processing licenses in Maine. From 1980 to 2010, Jeff processed over 8 million pounds of seafood annually and had customers in over 20 different countries. In 2009, Jeff joined his oldest son, Luke, and opened their first restaurant in NYC. Jeff currently oversees live lobster sales and is a Managing Partner at Luke's Lobster, which has over 25 locations in the US and Asia and is in Whole Foods Market nationwide.
TORE ROALDSNES	Tore Roaldsnes is owner and CEO of the seafood company Bluewild. He has a master in fishery-science from the University in Tromsø, followed by some years in New York as Fisheries Representative at The Trade Commission of Norway. In 1990 he joined the family-owned fishing company A/S Roaldsnes and during the next 3 decades he built the company to become one a large player in the Norwegian fishing industry. In 2020 he founded Bluewild – a seafood company with a bold vision to make the fishing industry sustainable from catch to market. An important step for turning this vision into reality is "ECOFIVE" (Eco-friendly-fishing-vessel), which will start fishing in early 2024.
NICK EDWARDS	Nick Edwards has been a US commercial fisherman for 43 years. He currently owns and manages his vessel the F/V Carter Jon in Coos Bay Oregon. Nick is a steward of the West Coast Seafood Industry and represents the seafood industry on multiple levels. He resides on the boards of the Oregon Trawl foundation (OTF), The International Port of Coos Bay, Shrimp Producers Mar- keting Cooperative (SPMC), Southern Oregon Ocean Resource Coalition (SOORC) and has resided on the International Cold water Prawn Forum (IC- WPF) board since 2014.
KEVIN LARSEN	VP of Sales and Business Development for Bornstein (6 Years) I began my career in the seafood business as a teenager salmon fishing in Alaska with my father through my school age years in the 80's. Following college, I went to work for a small Washington-based seafood producer and have been in the business ever since. I have experience in fisheries from Oregon to Alaska.

# Speaker and moderator profiles

HARRY FLAHERTY	Mr. Flaherty is President and CEO of Qikiqtaaluk Corporation (QC) and Group of Companies, the largest Inuit-owned private employer in Nunavut. He is recognized as a prominent Inuit business leader advancing economic and ca- reer opportunities for Inuit and leading QC as the Region's economic driver. Born and raised in Grise Fiord, Nunavut Harry's early years in Canada's most northern civilian community helped develop a strong understanding of the importance of family, community, and self-reliance. Harry was instrumental in acquiring 100% ownership of Qikiqtaaluk Fisheries Corporation, a former joint-venture, further establishing QC as a prominent leader in the Nunavut fishery industry.	
KEITH SULLIVAN	Keith Sullivan grew up in the small fishing community of Calvert, Newfound- land and Labrador and was a Professional Fish Harvester before starting as a Science Program Coordinator with the Fish Food and Allied Workers Union in 2005. In 2014 became President of FFAW, representing 12,000 members. Keith graduated from St Francis Xavier University with a BSc and a post grad- uate diploma in Aquaculture at the Marine Institute (MUN) but has received most of his education from working with FFAW/Unifor. Keith is experienced in fisheries management, research, labour negotiations and public policy making.	
JENS HENRIK MØLLER	Jens holds a M. Sc. Pol. and has 30 years of experience in the internation seafood industry. Jens started as economic advisor and later director in Danis Fishermen Association and later to leading positions in The Confederation Danish Industry. In 2006 Jens founded GEMBA Seafood Consulting with a de icated focus on seafood business development, market analyses and fishe development services. Jens is secretary for ICWPF, representative for the North Atlantic Seafood Forum (NASF) and founding partner of Seafood Parners Alliance Association (https://sp2aa.com/).	
SIMON DWYER	Simon Dwyer is from Grimsby, a major seafood processing and trading hub of over 5,500 persons in 70+ businesses. Simon has operated at board level and has over 25 years' experience in shipping and transportation working with Fred. Olsen, DFDS and Samskip organisations. Today, Simon has a consul- tancy business that is the driving force in promoting the overall competitive- ness of the Grimsby seafood cluster. Simon also represents the North Atlantic Seafood Forum in the UK & Ireland and supports many businesses with people development, leadership, and organisational planning.	



# Landings of coldwater prawns (Pandalus borealis, jordani and montagui) in main landing countries



#### INTERNATIONAL COLDWATER PRAWN FORUM CONFERENCE 2022

Moderator: Mr. Jens Henrik Møller, ICWPF-Secretary, GEMBA Seafood Consulting, DK

# 9:00 Welcome to ICWPF22

Mr. Christian Bue Nordahl, Chairman of ICWPF and CEO of Stella Polaris Norway AS, NO

## **Keynote address**

*Mr. Vidar Ulriksen, State Secretary, Norwegian Ministry of Trade, Industry and Fisheries, NO* 

Mrs. Katrine Kærgaard Head of Fisheries Division, Ministry of Fisheries and Hunting - Greenland, GL

# The story of Tromsø

*Mr. Svein Ove Haugland CEO of Norges Råfisklag, NO* 

# THE BIOMASS, CLIMATE & THE ENVIRONMENTAL CHALLENGES

### 9:30 What can we expect?

By Mr. Carsten Hvingel, Professor Institute of Marine Research, NO

# What can we get from the Atlantic?

By Mr. Jake Rice, Policy and Price Negotiations Manager Fish, Food & Allied Workers - Unifor, CA

## What can we get from the Pacific?

*By Mr. Scott Groth, Project Leader - South Coast Shellfish, Oregon Department of Fish and Wildlife, OR, US* 

# What is a sustainable cold-water prawn?

*By Mrs. Erin Priddle, Programme Director Marine Stewardship Council, London, UK* 

Q&A

## 10:50 Coffee break & networking

### HOW COLD-WATER PRAWN COMPETE

Moderator: Mr. Charles Kirschbaum, Director, Pacific Seafood Group, US

**11:20** Shellfish in a global view – how do prawn fit in? By Mrs. Josefine Voraa, Manager of Shellfish Norwegian Seafood Council, NO

> **The US seafood market – how prawn is a part of the game?** By Mr. Angel Rubio, Senior Analyst Urner Barry Consulting, US

# Argentinean shrimp fishery - what happens in Asia?

*By Mr. Federico Angeleri, Director Grupoveraz, ARG* 

**Warm Water shrimp – how do we see the global play?** By Mr. Mike Berthet, Partner Aquaesea, UK

**Cold-water prawn in a global view – what is the position?** By Mr. Kasper Teilmann, Partner GEMBA Seafood Consulting, DK

Q&A

#### THE PRAWN MARKET

Moderator: Mrs. Valdis Magnusdottir, Sales Director Icelandic Export Center, IS

### 13:40 What happens in the UK? By Mr. Andrew Wrigley, UK Head of Sales, Royal Greenland, UK

# What happens in China?

By Mr. Andreas Thorud, Country Director, Norwegian Seafood Council, NO

# What happens in the Nordic?

By Mrs. Charlotte Rapp, Country Manager Sweden, Norwegian Seafood Council, NO

# Which consumer trends will drive the prawn market?

*By Mr. Lars Moksness, Consumer trend analyst Norwegian Seafood Council, NO* 

Q&A

## 15:00 Coffee break

# **OUR BUSINESS & THE FUTURE**

Moderator: Mrs. Synne Guldbrandsen, Market Director of Norges Råfisklag, NO

**15:20 How to: Value-added lobster and shrimp in a volatile market** By Mr. Jeff Holden, Co-founder and Managing Director Luke's Lobster, US

> **How to: Concept for sustainable fishing in the future - ECOFIVE** *By Mr. Tore Roaldsnes, CEO Bluewild AS, NO*

Q&A

#### THE CEO HOUR

Moderator: Mr. Nick Edwards, Secretary of the Shrimps Producers Marketing Cooperative, US

#### 16:10 CEO Mr. Kevin Larsen, Bornstein Seafoods, US

CEO Mr. Jerry Ward, Qikiqtaaluk Corporation, CA

President Mr. Keith Sullivan, FFAW-Unifor, CA

#### CEO Mr. Jack Robert Møller, Lyngen Reker AS, NO

Panel discussion.

#### THE CLOSING

Moderator: Mr. Jens Henrik Møller, ICWPF-Secretary, GEMBA Seafood Consulting, DK

### 17:00 The next steps how a cold-water prawn survives in Grimsby? By Mr. Simon Dwyer, CEO Seafox Consultants. MadeGreatInGrimsby; UK

## Summary and outlook

By Mr. Christian Bue Nordahl, Chairman of ICWPF and CEO of Stella Polaris Norway AS, NO

## **17:30** Refreshments in the hotel lobby

# List of delegates – organized by country

Name	Company/Organisation
Adelheid Stenevik	Coldwater Prawns of Norway AS
Amalie Harland	Norges Råfisklag
Anders Bjørnerem	Nordic Wildfish AS
Anders Skadhauge	Royal Greenland
Anders Tennefoss	Lerøy Seafood AS
Andre Akse	North Atlantic Seafood Forum
Andreas Thorud	Norwegian Seafood Council
Andrew Wrigley	Royal Greenland
Angel Rubio	Urner Barry Consulting
Angunnguaq Enoksen	Angunnguaq Trawl
Anne Grethe Johnsen	DNB Bank ASA
Arild Stulen	Finney Sirevaag AS
Arnfinn Semmingsen	Stella Polaris Norway AS
Audun Maråk	Fiskebåt
Audun Reiertsen	Norges Råfisklag
Bent Andreasen	Laitram Machinery LLC
Bent Kristensen	Royal Greenland
Bjørn Arild Olsen	Lyngen Reker AS
Bjørn Ståle Bjørkavåg	Carsoe
Bodil Utvik Lynge	Nor Seafoods AS
Brian McNamara	Newfound Resources Ltd
Captain Ulf Snarby	M.V.Osprey Ltd.
Carsten Hvingel	Institute of Marine Research
Cecilia Mörk	Coldwater United Seafood
Charles Kirschbaum	Pacific Seafood
Charles Aas	Norges Råfisklag
Charlotte Rapp	Norwegian Seafood Council
Chris Butler	Royal Greenland
Chris Myers	West Fish Canada Limited
Chris Rose	FFAW
Christian Bue Nordahl	Stella Polaris Norway AS
Christian Strand Halstensen	Halstensen Management AS
Christoffer Høyer	Student - Norwegian College of Fishery Science
Claude Pelletier	Department of Agriculture, Aquaculture and Fisheries
Claus Hansen	Royal Greenland
Daniel Barslund	Ocean Prawns
Daniel Gionet	Les Pêcheries Gionet Ltée
Dennis Coates	Clearwater
Diego Bernat	Budenheim
Dwight Russel	FFAW
Einar Bergur Ingvarsson	Reyktal
Einar Remøy	Arctic Swan AS
Einar Trulsen	Stella Polaris AS
Eirik Torbergsen	Tromsøterminalen

Name	Company/Organisation
Emilie-Martine Torsvik Nyborg	Student – Norwegian Collage of Fishery Science
Erin Priddle	Marine Stewardship Council
Espen Haakenstad	Royal Greenland
Eydun Durhuus	MARESCO A/S
Federico Angeleri	Grupoveraz
Frank A. Midtbø	Fiskehav
Fríða Einarsdóttir	Reyktal
Frode Christiansen	MIR
Frode Eimot	Geia Food Norway AS
Gunn Strandheim	Kontali Analyse AS
Gunnar Kristófersson	GK Seafood
Hans Sandgreen	ISORTAQ Trawl ApS
Hans-Ove Semmingsen	Stella Polaris Norway AS
Harald Nissen	Unique Seafood Ltd
Harry Flaherty	Qikiqtaaluk Corporation
Heather Starkes	FFAW
Hector Chiasson	Association Coopérative des Pêcheurs de l'Île
Hege Furnes	Coldwater Prawns of Norway AS
Heming Rustad Hansen	Stella Polaris Norway AS
Henrik Cordsen	Royal Greenland
Hilmar Ívarsson	Dögun
Hilmar Ogmundsen	NAALAKKERSUISUT Ministry of Finance
Ida Seljevol Skancke	Kontali Analyse AS
Ingvild Mikkelsen	Stella Polaris Norway AS
Jack Remøy	Remøy Sea Food AS
Jack Robert Møller	Lyngen Reker AS
Jacob Abild Christiansen	Polar Seafood
Jake Rice	FFAW
Jan Roger Lerbukt	Hermes AS
Jaran Rauoe	Stella Polaris Norway AS
Jason Annahatak	Makivik Corporation
Jean Lanteigne	FRAPP
Jeff Holden	Lukes Lobster
Jens Henrik Møller	GEMBA Seafood Consulting A/S
Jens Henrik Sandgreen	ISORTAQ Trawl APS/QAK
Jens Højrup	Sirena A/S
Jens Peter Sandgreen	ISORTAQ Trawl ApS
Jens Rostrup	Ocean Seafood A/S
Jerry Ward	Qikiqtaaluk Corporation
Jesper Busted	Polar Seafood Greenland A/S
Jette Kjær	Polar Seafood
Joel Hickey	Qikiqtaaluk Corporation
Johan Oksholen	Nor Seafoods AS
Johannes Arne Arvesen	Engenes Fiskeriselskap
John Cornu	Laitram Machinery LLC
Johnny Karlsen	Lyngen Reker AS

Name	Company/Organisation
Johnny L. Johansen	Holmøy Maritime AS
Johnny Lexau	Norwegian Seafood Company AS
Jonas Baldursson	Seagold Limited
Jonas Folsø Nielsen	Launis A/S
Josefine Voraa	Norwegian Seafood Council
Jørn-Ole Bertelsen	Chrisfish Danmark A/S
Kaj R Berthelsen	ISORTAQ Trawl ApS
Karl Peter Olsen	Nukki Trawl ApS
Kasper Teilmann	GEMBA Seafood Consulting A/S
Katrine Kærgaard	NAALAKKERSUISUT Ministry of Fisheries and Hunting
Keith Sullivan	FFAW
Keld Laursen	Polar Seafood Denmark A/S
Kevin Larsen	Bornstein Seafoods, Inc
Kjell-Arild Tøfte	Fiskehav
Kjetil Sperre	Brødrene Sperrre AS
Knud Magnussen	Savik ApS
Knut Helge Vestre	Coldwater Prawns of Norway
Knut Roald Holmøy	Holmøy Maritime AS
Kolbjørn Pettersen	Coldwater Prawns of Norway
Kristin Steen	Stella Polaris
Laila Sandgreen	ISORTAQ Trawl ApS
Lars Berg	Green Iceberg AS
Lars Juul Pedersen	Polar Seafood Greenland A/S
Lars Lykke Sørensen	Kangamiut Seafood
Lars Moksness	Norwegian Seafood Council
Lars Valdermo	Troms Fryseterminal AS
Leif Andersen	Carsoe A/S
Leif Birger Midtgård	Norwegian Seafood Company AS
Lotte Raynard	Polar Seafood UK Ltd
Magnus Magnusson	Northcoast Seafoods Limited
Marc Bishop	Whitecap International Seafood Exporters Inc
Maria Castaño	Budenheim
Mark Collins	Government of Newfoundland and Labrador
Mark Quinlan	Newfound Resource Limited
Markus Holmemo	Ministry of Trade, Industry and Fisheries
Martin Jacobsen	Northcoast Seafoods DK A/S
Martin Jensen	Engelsviken Canning A/S
Melvin Starkes	FFAW
Michael Skourup	QAK
Mike Berthet	Aquaesea
Mike Steer	Hilton Seafood
Neil Greig	Makivik Corporation
Neil Ramsden	Undercurrent News
Nelson Bussey	FFAW
Nicholai Karlshøj	Northcoast Seafoods DK A/S
Nick Edwards	SPMC

	Company/Organisation
Nicola Hunter	Sea Farms Limited
Nikkulaat Jeremiassen	KNAPK
Nils Petter Beck	Lyngen Reker AS
Oddur Ingason	Nordic Seafood Iceland Ltd.
Ola Inge Grønnevet	Granit/Halsteinsen
Olav Remøy	Remøy
Óskar Garðarsson	Dögun
Otto Fredrikson	Nergard
Patrice Element	Office des pêcheurs de crevette du Québec
Patrick Westra	Heiploeg International BV
Peter Buhl	Sirena A/S
Peter Sommergreen	Laitram Machinery LLC
Phil Nickells	Hilton Seafood
Pål Roaldnes	Synes/Nordic Wildfish
Randall Jennings	Royal Greenland Ltd
Rebeca Peiro	Budenheim
Rendell Genge	FFAW
Rens Elderkamp	Ocean Choice
Rikka Holopainen	Stella Polaris Norway AS
Roar Bergseng	Sjøfrisk AS
Robert Ervik	Ervik Havfiske AS
Ronny Myreng	Lyngen Reker AS
Ronny Vågsholm	Lerøy Havfisk AS
Samir Chirchi	Whitecap International Seafood Exporters Inc
Scott Groth	Oregon Department of Fish and Wildlife
Sean Barry	Government of Newfoundland and Labrador
Shane Sullivan	Ocean Choice
Sigurbjorn Rafn Úlfarsson	Hólmadrangur ehf
Sikki Brøns	Polar Seafood Greenland A/S
Simon Dwyer	Made Great in Grimsby/Seafox
Sofie Sandgreen	ISORTAQ Trawl ApS
Steve Spicer	Ocean Choice
Stian Hjelle	Ervik Seafood AS
Svein Ove Haugland	Norges Råfisklag
Synne Guldbrandsen	Norges Råfisklag
Synnøve Berge	Arctic Swan
Søren L. Sørensen	Sirena A/S
Ted Gibson	Pacific Provider Inc.
Thomas Vilster	Nordic Seafood A/S
Tom Harry Klaussen	Stella Polaris Norway AS
Tone Myklebust	Lerøy Havfisk AS
Tony Wright	Makivik Corporation
Tor Are Vaskinn	Fiskebåt
Tor Steinar Fiskå	ERLY/Råfisklaget
Tore Holmgren	Polar Seafood Greenland A/S
Tore Roaldsnes	Bluewild AS

Name	Company/Organisation
Tor-Edgar Ripman	Guest of honor
Torkild Konradsen	Nergård Seafood AS
Tove Isaksen	Norges Råfisklag
Trond Bjørnøy	Carsoe A/S
Trond Hagensen	Stella Polaris Norway AS
Truls Pedersen	Student – Norwegian Collage of Fishery Science
Valdis Magnusdottir	Icelandic Export Center Ltd
Veronica Beinset	Coldwater Prawns of Norway AS
Victor Rostrup	Coldwater Untied Seafood
Vidar Naalsund	SUROFI
Vidar Ulriksen	Ministry of Trade, Industry and Fisheries
Vittus Qujaukitsoq	КЛАРК
Willy Kristoffersen	Engenes Fiskeriselskap
Øystein Falck	Student – Norwegian Collage of Fishery Science
Øystein Pettersen	Stella Polaris Norway AS

# List of delegates – organized by country

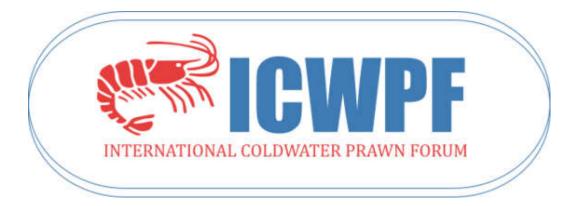
	Norway
Name	Company/Organisation
Adelheid Stenevik	Coldwater Prawns of Norway AS
Amalie Harland	Norges Råfisklag
Anne Grethe Johnsen	DNB Bank ASA
Anders Bjørnerem	Nordic Wildfish AS
Anders Tennefoss	Lerøy Seafood AS
Andre Akse	North Atlantic Seafood Forum
Andreas Thorud	Norwegian Seafood Council
Arild Stulen	Finney Sirevaag AS
Arnfinn Semmingsen	Stella Polaris Norway AS
Audun Maråk	Fiskebåt
Audun Reiertsen	Norges Råfisklag
Bodil Utvik Lynge	Nor Seafoods AS
Bjørn Arild Olsen	Lyngen Reker AS
Bjørn Ståle Bjørkavåg	Carsoe
Carsten Hvingel	Institute of Marine Research
Charles Aas	Norges Råfisklag
Christian Bue Nordahl	Stella Polaris Norway AS
Christian Strand Halstensen	Halstensen Management AS
Christoffer Høyer	Student - Norwegian College of Fishery Science
Einar Remøy	Arctic Swan AS
Einar Trulsen	Stella Polaris AS
Eirik Torbergsen	Tromsøterminalen
Emilie-Martine Torsvik Nyborg	Student – Norwegian Collage of Fishery Science
Espen Haakenstad	Royal Greenland
Frank A. Midtbø	Fiskehav
Frode Christiansen	MIR
Frode Eimot	Geia Food Norway AS
Gunn Strandheim	Kontali Analyse AS
Hans-Ove Semmingsen	Stella Polaris Norway AS
Hege Furnes	Coldwater Prawns of Norway AS
Heming Rustad Hansen	Stella Polaris Norway AS
Ida Seljevol Skancke	Kontali Analyse AS
Ingvild Mikkelsen	Stella Polaris Norway AS
Jack Robert Møller	Lyngen Reker AS
Jack Remøy	Remøy Sea Food AS
Jan Roger Lerbukt	Hermes AS
Jaran Rauoe	Stella Polaris Norway AS
Johan Oksholen	Nor Seafoods AS
Johannes Arne Arvesen	Engenes Fiskeriselskap
Johnny L. Johansen	Holmøy Maritime AS
Johnny Karlsen	Lyngen Reker AS
Johnny Lexau	Norwegian Seafood Company AS
Josefine Voraa	Norwegian Seafood Council
Kjell-Arild Tøfte	Fiskehav
Kjetil Sperre	Brødrene Sperrre AS

Knut Roald Holmøy	Holmøy Maritime AS
Kolbjørn Pettersen	Coldwater Prawns of Norway
Kristin Steen	Stella Polaris
Lars Berg	Green Iceberg AS
Lars Valdermo	Troms Fryseterminal AS
Lars Moksness	Norwegian Seafood Council
Leif Birger Midtgård	Norwegian Seafood Company AS
Markus Holmemo	Ministry of Trade, Industry and Fisheries
Nils Petter Beck	Lyngen Reker AS
Ola Inge Grønnevet	Granit/Halsteinsen
Olav Remøy	Remøy
Otto Fredrikson	Nergard
Pål Roaldnes	Synes/Nordic Wildfish
Rikka Holopainen	Stella Polaris Norway AS
Roar Bergseng	Sjøfrisk AS
Robert Ervik	Ervik Havfiske AS
Ronny Myreng	Lyngen Reker AS
Ronny Vågsholm	Lerøy Havfisk AS
Stian Hjelle	Ervik Seafood AS
Svein Ove Haugland	Norges Råfisklag
Synne Guldbrandsen	Norges Råfisklag
Synnøve Berge	Arctic Swan
Tom Harry Klaussen	Stella Polaris Norway AS
Tone Myklebust	Lerøy Havfisk AS
Tor Steinar Fiskå	ERLY/Råfisklaget
Tor Are Vaskinn	Fiskebåt
Tor-Edgar Ripman	Guest of honor
Tore Roaldsnes	Bluewild AS
Torkild Konradsen	Nergård Seafood AS
Tove Isaksen	Norges Råfisklag
Trond Bjørnøy	Carsoe A/S
Trond Hagensen	Stella Polaris Norway AS
Truls Pedersen	Student – Norwegian Collage of Fishery Science
Veronica Beinset	Coldwater Prawns of Norway AS
Vidar Naalsund	SUROFI
Vidar Ulriksen	Ministry of Trade, Industry and Fisheries
Willy Kristoffersen	Engenes Fiskeriselskap
Øystein Falck	Student – Norwegian Collage of Fishery Science
Øystein Pettersen	Stella Polaris Norway AS

Canada		
Name	Company/Organisation	
Brian McNamara	Newfound Resources Ltd	
Captain Ulf Snarby	M.V.Osprey Ltd.	
Chris Rose	FFAW	
Chris Butler	Royal Greenland	
Chris Myers	West Fish Canada Limited	
Claude Pelletier	Department of Agriculture, Aquaculture and Fisheries	
Daniel Gionet	Les Pêcheries Gionet Ltée	
Dennis Coates	Clearwater	
Dwight Russel	FFAW	
Harry Flaherty	Qikiqtaaluk Corporation	
Heather Starkes	FFAW	
Hector Chiasson	Association Coopérative des Pêcheurs de l'Île	
Jake Rice	FFAW	
Jason Annahatak	Makivik Corporation	
Jean Lanteigne	FRAPP	
Jerry Ward	Qikiqtaaluk Corporation	
Joel Hickey	Qikiqtaaluk Corporation	
Keith Sullivan	FFAW	
Marc Bishop	Whitecap International Seafood Exporters Inc	
Mark Quinlan	Newfound Resource Limited	
Mark Collins	Government of Newfoundland and Labrador	
Melvin Starkes	FFAW	
Neil Greig	Makivik Corporation	
Nelson Bussey	FFAW	
Patrice Element	Office des pêcheurs de crevette du Québec	
Rendell Genge	FFAW	
Samir Chirchi	Whitecap International Seafood Exporters Inc	
Sean Barry	Government of Newfoundland and Labrador	
Shane Sullivan	Ocean Choice	
Tony Wright	Makivik Corporation	
Denmark		
Name	Company/Organisation	
Anders Skadhauge	Royal Greenland	
Bent Andreasen	Laitram Machinery LLC	
Bent Kristensen	Royal Greenland	
Cecilia Mörk	Coldwater United Seafood	
Claus Hansen	Royal Greenland	
Daniel Barslund	Ocean Prawns	
Eydun Durhuus	MARESCO A/S	
Henrik Cordsen	Royal Greenland	
Jacob Abild Christiansen	Polar Seafood	
Jens Højrup	Sirena A/S	

Jens Rostrup	Ocean Seafood A/S
Jens Henrik Møller	GEMBA Seafood Consulting A/S
Jesper Busted	Polar Seafood Greenland A/S
Jette Kjær	Polar Seafood
Jonas Folsø Nielsen	Launis A/S
Jørn-Ole Bertelsen	Chrisfish Danmark A/S
Kasper Teilmann	GEMBA Seafood Consulting A/S
Keld Laursen	Polar Seafood Denmark A/S
Lars Juul Pedersen	Polar Seafood Greenland A/S
Lars Lykke Sørensen	Kangamiut Seafood
Leif Andersen	Carsoe A/S
Martin Jacobsen	Northcoast Seafoods DK A/S
Martin Jensen	Engelsviken Canning A/S
Nicholai Karlshøj	Northcoast Seafoods DK A/S
Peter Buhl	Sirena A/S
Peter Sommergreen	Laitram Machinery LLC
Sikki Brøns	Polar Seafood Greenland A/S
Søren L. Sørensen	Sirena A/S
Thomas Vilster	Nordic Seafood A/S
Tore Holmgren	Polar Seafood Greenland A/S
Victor Rostrup	Coldwater Untied Seafood
	United Kingdom
Andrew Wrigley	Royal Greenland
Erin Priddle	Marine Stewardship Council
Harald Nissen	Unique Seafood Ltd
Jonas Baldursson	Seagold Limited
Lotte Raynard	Polar Seafood UK Ltd
Magnus Magnusson	Northcoast Seafoods Limited
Mike Berthet	Aquaesea
Mike Steer	Hilton Seafood
Neil Ramsden Nicola Hunter	Undercurrent News Sea Farms Limited
Phil Nickells	Hilton Seafood
Randall Jennings	Royal Greenland Ltd
Simon Dwyer	Made Great in Grimsby/Seafox
Steve Spicer	Ocean Choice
Iceland	
Einar Bergur Ingvarsson	Reyktal
Fríða Einarsdóttir	Reyktal
Gunnar Kristófersson	GK Seafood
Hilmar Ívarsson	Dögun
Oddur Ingason	Nordic Seafood Iceland Ltd.
Óskar Garðarsson	Dögun
Sigurbjorn Rafn Úlfarsson	Hólmadrangur ehf
Valdis Magnusdottir	Icelandic Export Center Ltd

United States		
Angel Rubio	Urner Barry Consulting	
Charles Kirschbaum	Pacific Seafood	
Jeff Holden	Lukes Lobster	
John Cornu	Laitram Machinery LLC	
Kevin Larsen	Bornstein Seafoods, Inc	
Nick Edwards	SPMC	
Scott Groth	Oregon Department of Fish and Wildlife	
Ted Gibson	Pacific Provider Inc.	
	Greenland	
Angunnguaq Enoksen	Angunnguaq Trawl	
Hans Sandgreen	ISORTAQ Trawl ApS	
Hilmar Ogmundsen	NAALAKKERSUISUT Ministry of Finance	
Jens Henrik Sandgreen	ISORTAQ Trawl APS/QAK	
Jens Peter Sandgreen	ISORTAQ Trawl ApS	
Kaj R Berthelsen	ISORTAQ Trawl ApS	
Karl Peter Olsen	Nukki Trawl ApS	
Katrine Kærgaard	NAALAKKERSUISUT Ministry of Fisheries and Hunting	
Knud Magnussen Laila Sandgreen	Savik ApS ISORTAQ Trawl ApS	
Michael Skourup	QAK	
Nikkulaat Jeremiassen	KNAPK	
Sofie Sandgreen	ISORTAQ Trawl ApS	
Vittus Qujaukitsoq	КЛАРК	
	Sweden	
Charlotte Rapp	Norwegian Seafood Council	
	The Netherlands	
Patrick Westra	Heiploeg International BV	
Rens Elderkamp	Ocean Choice	
	Argentine	
Federico Angeleri	Grupoveraz	
Spain		
Rebeca Peiro	Budenheim	
Diego Bernat	Budenheim	
Maria Castaño	Budenheim	





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