

Centre of The Export Council Of Iceland mounted a display distinguishing three types of farmed salmon production: land-based farms, pen rearing farms and ocean ranching. Efforts are being made to establish different market niches for each product.

In land-based farming naturally warm sea water from Iceland's lava fields is diverted into land based tanks where it is circulated at approximately the speed of a free-flowing river. In this way the salmon are kept on the move, swimming as much as in the natural habitat. This gives the flesh the highly valued firm texture. There are 14 land based farms in Iceland raising salmon and arctic char. Current production is less than 350 tonnes of salmon.

In ocean ranching eggs from the wild Atlantic stock are farmed to smolt size and then released into the wild as enhanced "wild salmon". As the commercial salmon fishery is prohibited in Icelandic coastal waters, this enables the renewal of the wild stock and at the same time generates wild salmon for the export market. Currently there are five ocean ranch operations in Iceland and 1989 is the first year that marketable fish are available. With 35 tonnes produced in 1989, production is expected to grow to 600 tonnes by 1990. The more traditional pen rearing still remains the dominant production method in Iceland. In 1989 there were 17 pen rearing farms with an estimated production of            tonnes.

Icelandic aquaculture is also focussing greater attention on arctic char (*Salvelinus alpinus*) as a more exotic form of farmed salmon. The char which is prized for its distinctive flavour is a smaller size but somewhat chunkier than salmon and is ideal for both smoking and catering. Iceland hopes to capitalize on its boreal location to generate consumer interest in this estimated northern species. The product which is entirely land raised is expected to yield 500 tonnes by 1992. This compares with the current years production of 70 tonnes. Pen raised steelhead trout (*Salmo gairdneri*) were also displayed at the Iceland exhibit.

Icelandic companies have been at the forefront of the revolution in prepared meals using seafood. Icelandic Freezing Plants Corporation introduced gourmet style "cod royale" entrees at SIAL 88. At ANUGA Frostmar introduced a new range of microwavable complete meals for one. The company which was founded only in 1987 to develop a programme of ready made meals has capitalized on the growing market for microwave foods. Most prepared seafood products currently on the market are not formulated for microwave cooking. Using cod as the principal ingredient, the company has developed five different sauces to accompany combinations of rice and vegetables. The products are promoted as low calorie, additive free and nutritious with the taste of a home cooked meal. Frostmar also featured single portion microwavable fish soups as well as herring/ling fish balls, also microwavable available either with sauce or plain. Fish balls are an example of the kind of high value product which can be produced from underutilized species.