

# Extending 100%fish

## Applying the cod model to salmon



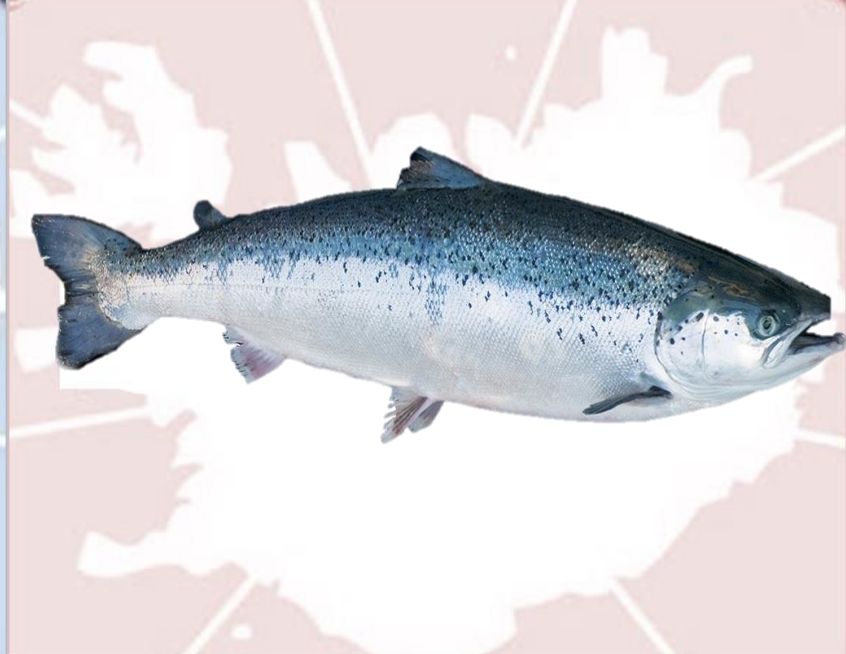
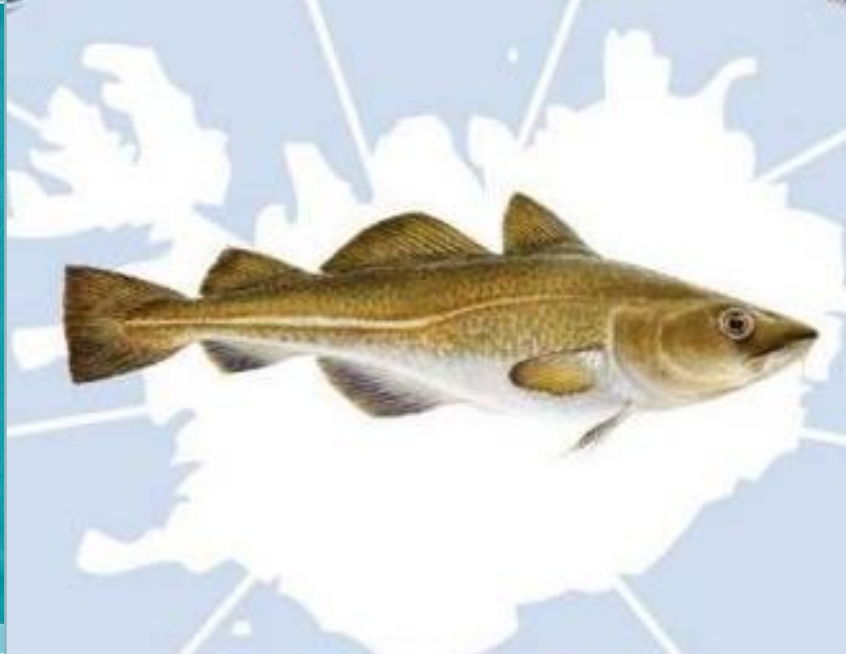
**Dr. Alexandra Leeper** / Head of research and innovation

The Iceland Ocean Cluster



**SJÁVAR  
KLASINN**

OCEAN  
CLUSTER  
HOUSE

The logo features a grid of various nautical symbols in teal and red, including triangles, squares, circles, and stylized waves.

# Iceland Ocean Cluster



# Mission

To create value and growth in the **blue bioeconomy** through **connection**



# The challenge



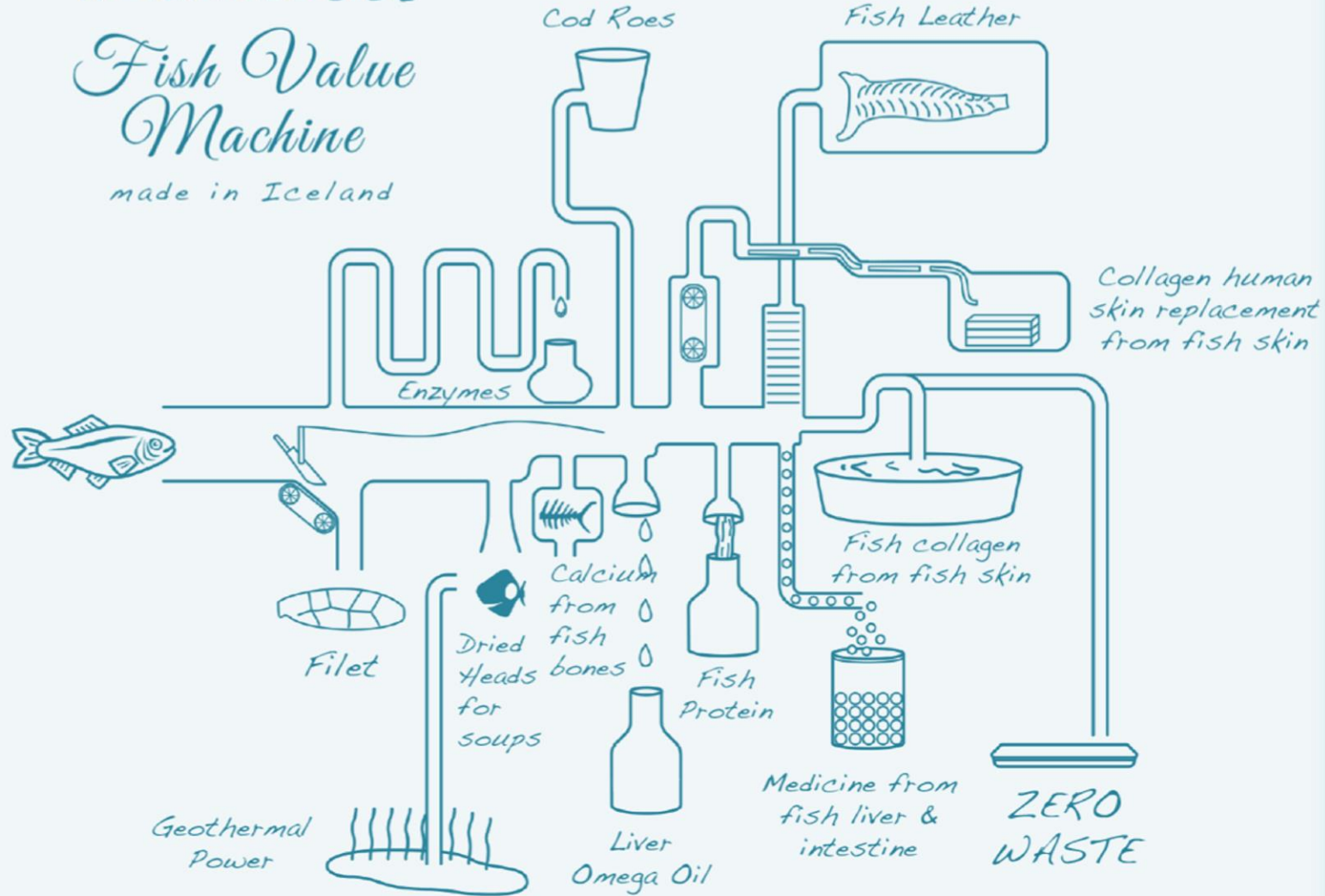
**The global seafood industry dumps nearly 10million tonnes of perfectly good fish back into the ocean or into landfill.**

**We can do better!**

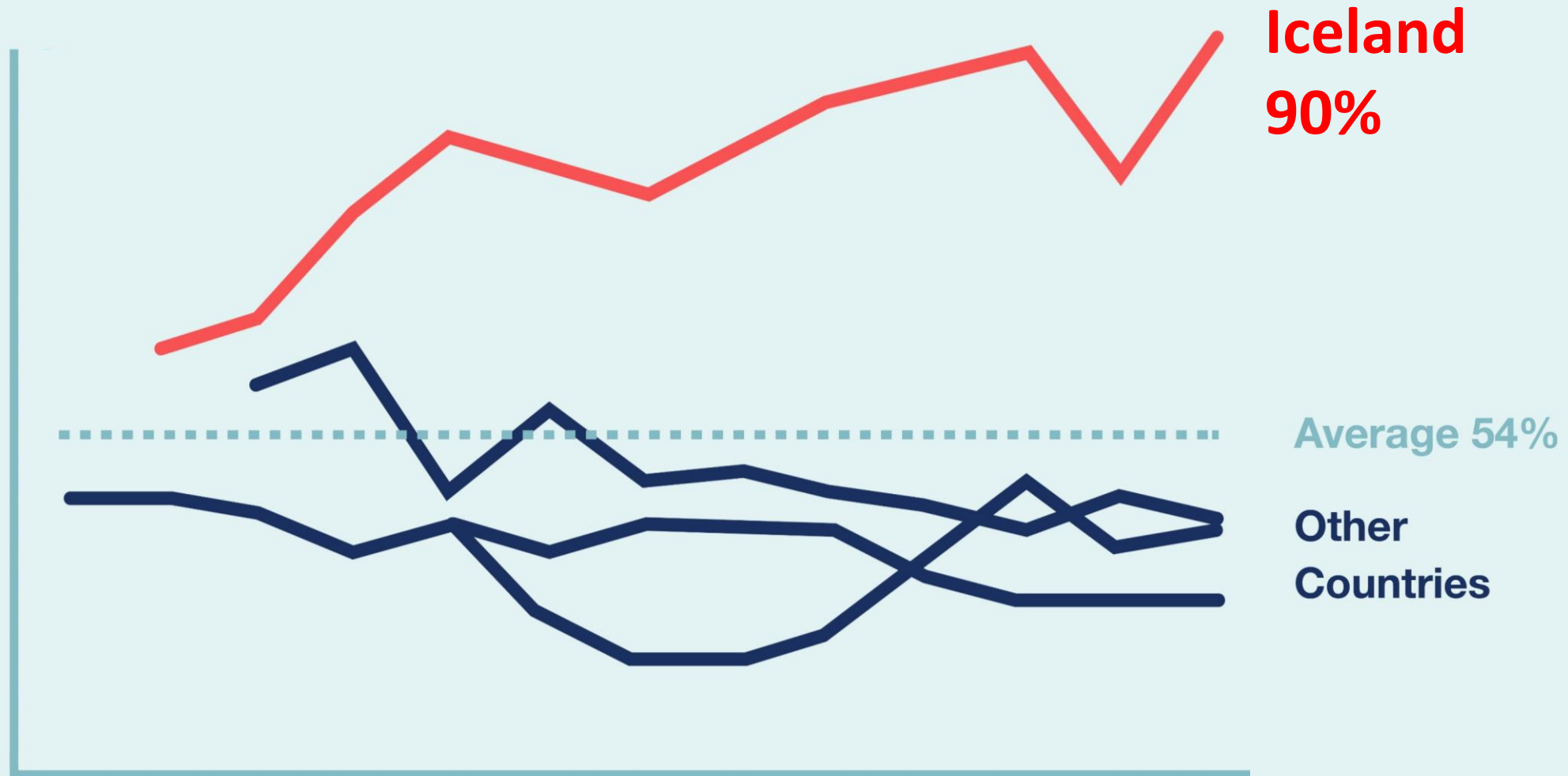
THE  
**INCREDIBLE**

*Fish Value  
Machine*

*made in Iceland*



# 100% Fish

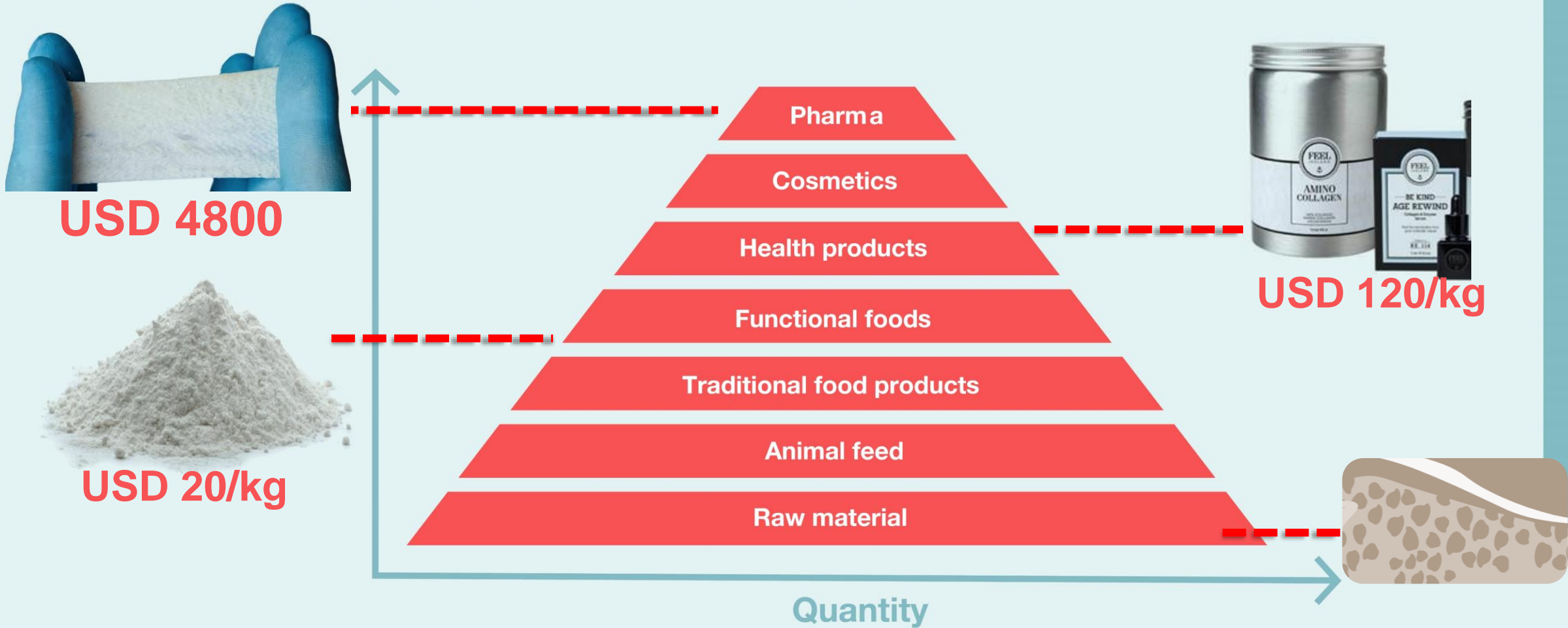




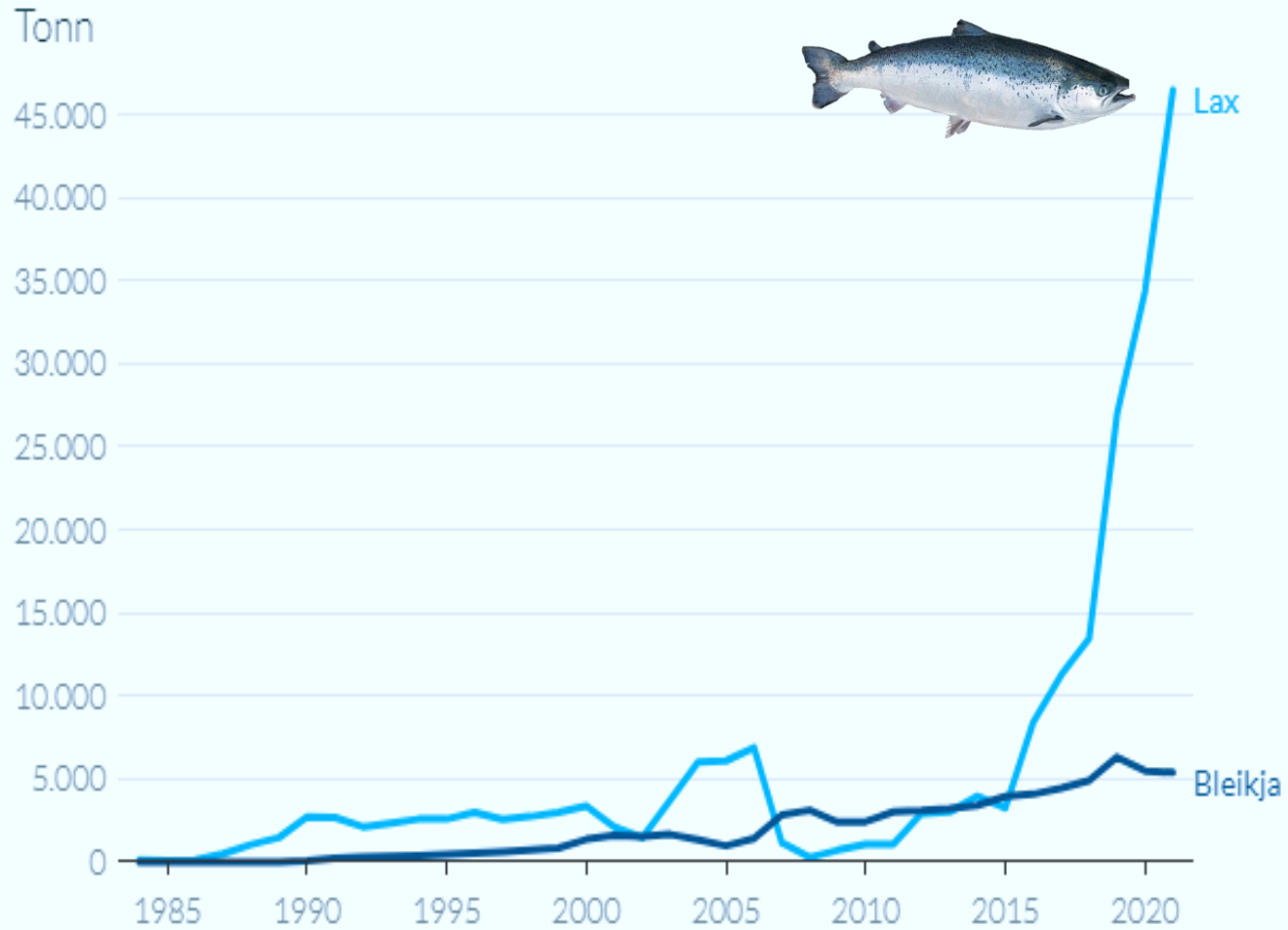
**MARINE COLLAGEN**  
Iceland



# Value Pyramid of Fish Products

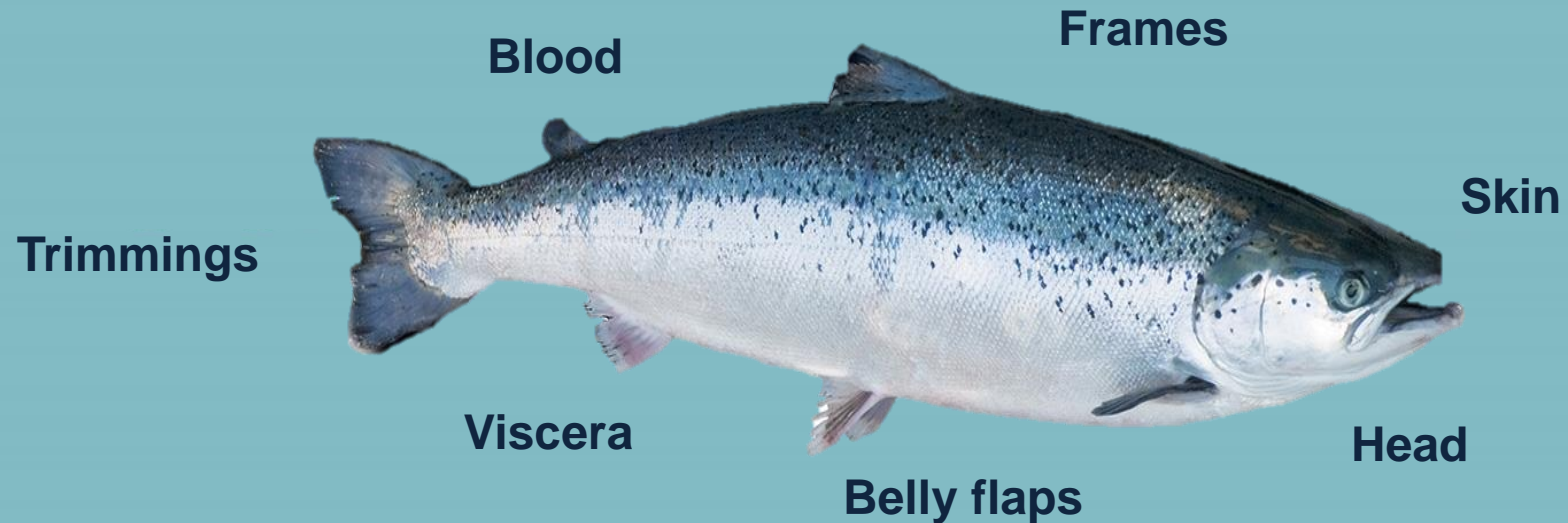


# Atlantic salmon



# The challenge

**We currently waste about 42% of each Atlantic salmon produced.**



**We can do better!**

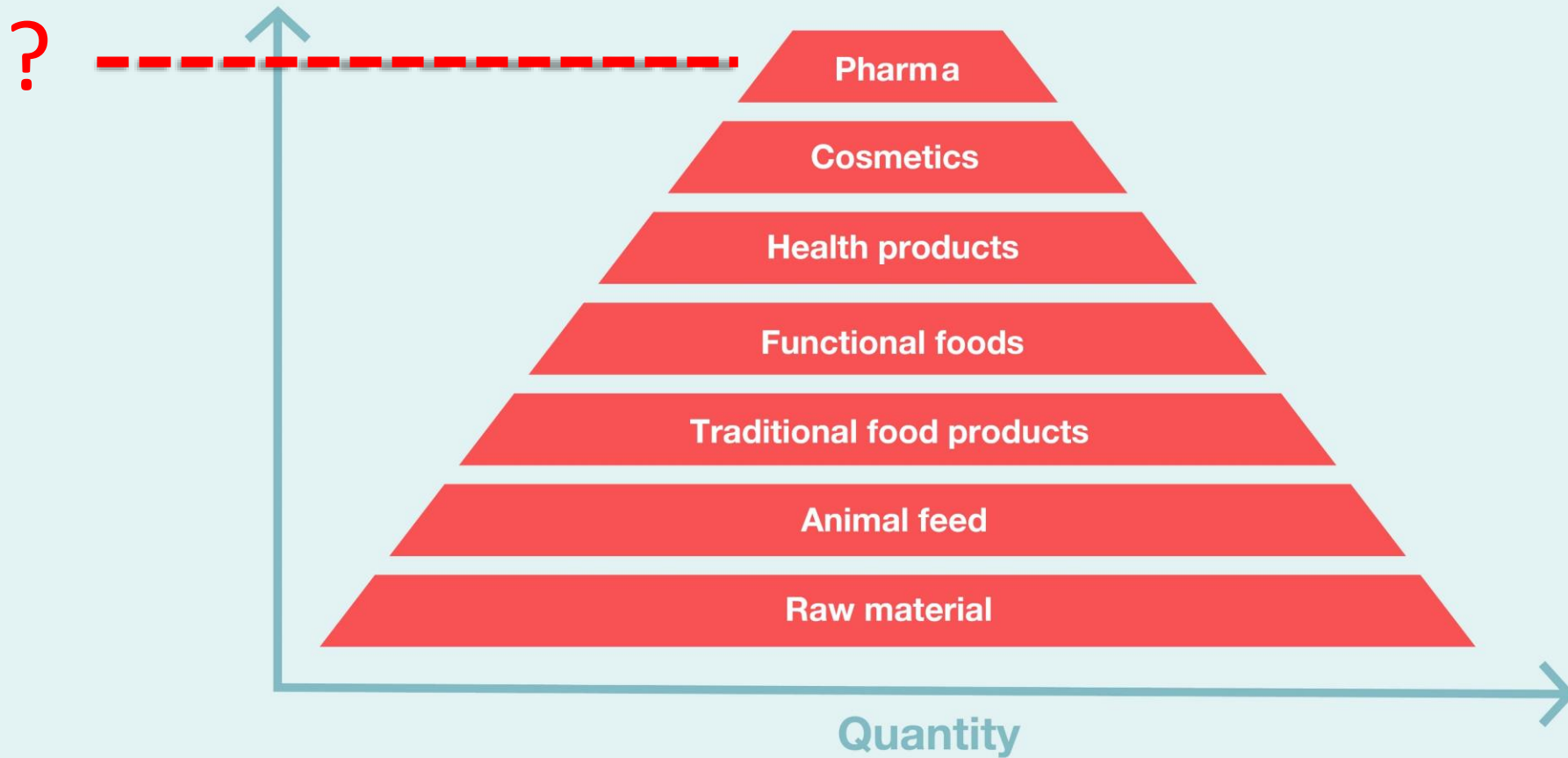
# 100% fish- salmon status



# 100% fish- from fish to crops



# Value Pyramid of Fish Products



# The 100% fish



**solution centre**

# Thank you

A decorative red wavy line that spans the width of the page, positioned below the 'Thank you' text.

**Dr. Alexandra Leeper** / Head of research & innovation

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