

In a joint venture with shipowners, fish and seafood supplier FoFish is providing purchasers in the Faroes, the UK and mainland Europe with "a direct link to fishermen".

IF SETTING UP a joint venture with major shipowners is the best way to secure reliable deliveries of quality groundfish, Faroese fish and seafood supplier FoFish appears to be doing the right thing. Successfully joining owners of Faroese fishing vessels with experienced fish traders Abraham Løkin and Leif Høj, the company is handling large quantities of groundfish for domestic and international markets.

"Your direct link to fishermen," reads the tagline on FoFish's corporate website, indicating how the company wants to present itself, namely, as more than a mere supplier.

"FoFish was established with the explicit purpose of creating a platform linking the Faroese fish catching industry with fish processors and other Faroese and international purchasers of groundfish," Mr Løkin explained. "In reponse to structural changes taking place throughout the industry a few years ago, the formation of our company has essentially provided Faroese fishermen with a new infrastructure that brings their product to market both effectively and fast at reasonable prices."

Owned and directed by Mr Løkin and Mr Høj and founded in 2002, FoFish today is recognized as



SECURING A DIRECT SUPPLY LINE OF FISH

one of the leading suppliers of fish from the Faroes. In a bid to broaden its product base, the company, in conjunction with fish processors, recently started offering a new range of fresh

and frozen fish and seafood products. "We are contracted by Faroese fishing companies to sell long-term and exclusively, entire productions and catches. This includes purchasing

direct from vessels and selling direct to business customers in the Faroes, and in the other European countries. However, our extensive network today encompasses processors in both the Faroes and the EU, which enables us to deliver all kinds of fish and seafood products, including fillets and portions."

'MUTUALLY SUCCESSFUL': Situated in Runavík, Faroe Islands, FoFish is able to capitalize on its cultural and commercial integration with a unique fishing environment that includes advanced hi-tech fish processing plants, sophisticated high volume aquaculture and a number of modern fishing vessels.

Ranging from inshore jig fishing boats to super trawlers, the Faroese fishing fleet consists of some 240 vessels above 20 tonnes gross and 1,000 smaller vessels. When it comes to the land-based fishing industry, the Faroes have a century of tradition.

"We are surrounded by some of the richest fishing grounds in the world," Mr Løkin noted. "This business is based on our professional training and many years of experience in fisheries. We are firmly rooted in an environment characterized by the presence of highly skilled and experienced fishermen and processors. Together with our customers and business partners, we are able to develop concepts and strategies to

Abraham Løkin, managing director and partner (top left); fresh iced fish at the harbor of Runavík (top right); fish handling at Runavík (bottom right).



effectively meet changing consumer needs and demands."

Contracted by the owners of a number of fishing vessels plus other vendors, FoFish are able to secure their supply line to the greatest extent possible, Mr Løkin said.

"Our contractor trawl vessels working Faroe waters operate with 2- to 6-day trips, which yield prime quality iced fish. In addition, we have contracts with long liners, gill net vessels and day boats, plus daily access to fish auction purchasing in the Faroes.

"Moreover, close cooperation with the Kongshavn landing and packing station, which includes quality control supervision, adds a high volume capacity to our operations.



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Suppliers of fish and seafood products, fresh and frozen.

Groundfish species: Cod, haddock, saithe (coley), ocean perch (redfish), black scabbard, Greenland halibut, shark (siki), ling, tusk, monkfish, sole, plaice, and flounder.

Fillets and portions: IQF, interleaved or block.

Saltfish: split or fillets.

On top of this we are able to provide fish purchasers with full traceability as to where the fish is caught and which method is used."

Mr Løkin added: "In order to competitively and efficiently provide quality fish according to customer needs, we cooperate with Faroese and other North Atlantic fishing companies on an international level. Mutually successful business is always the fundamental objective."