

SEAFOOD TRADER DELIVERS

For 20 unbroken years, Landshandilin has built up a strong and independent trading operation that specializes in bringing top quality fish products—fresh, frozen, salted—from the Faroes and Iceland to international markets.

WITH ITS WEEKLY shipments reaching Central European fish markets every Monday morning, Landshandilin—in the seafood trade since 1987—is one of the highly experienced players in the fresh fish business. Placing special emphasis on product quality and delivery reliability, the company has earned the respect of a growing number of clients on both sides of the Atlantic.

In fresh products, exports include Atlantic salmon, Arctic char, saithe, redfish, monkfish, turbot, and halibut; in frozen products, Atlantic salmon as well as pelagic species notably herring, mackerel and silver smelt; and in salted, the main offering is wet salted saithe.

Coupling independence in relation to sourcing partners with expert knowledge of its markets, Landshandilin has developed an effective system for managing sales, procurements and logistics, according to managing owner and director of sales Finn Rasmussen.

“We enjoy good working relationships with a large number of harvesters and processors, which is one of our strengths,” he said. “It’s about getting exactly what the client needs and we can do that because we’re able to coordinate the best from selected sources on the right terms—we offer the best combination of uncompromising product quality and the right product specifications, and we do it on time and on budget.”

“We started trading seafood twenty years ago, and our success is first and

foremost based on the fact that we make sure our clients get the very best products, that we’re reliable in delivering on time, and that we’re highly competitive.

“When it comes to fresh fish, we have developed specific routines in order to ensure maximum freshness; in the same way, we meet stringent qual-



Landshandilin managing owners, brothers Finn Rasmussen, left, and Niclas Rasmussen.

Fresh landed trawled saithe, gutted (right); fresh iced monkfish, caught with gillnets (bottom left); newly harvested farmed salmon, headed and gutted (bottom right).



ity standards with regard to frozen and salted products. That’s briefly the basis of our business.”

‘VERY DIVERSE’: Located along major international sea lanes in the North Atlantic and with several weekly container services, the Faroes is well suited for exports based on sea freight. Iceland, on the other hand, has a greater distance to the UK as well as to the European continent and to Scandinavia; but with a highly developed aviation sector, the Icelanders have a tradition in using their regular connections to North America, the UK and other places for air cargo.

The range of products from Landshandilin, all of which are either shipped by sea from the Faroes or by air from Iceland, comprises both farmed and wild fish.

“We ship by airfreight to meet the demand from international clients in



terms of fresh Arctic char, turbot and halibut, all of which is farmed in Iceland. As to farmed salmon, this is shipped by sea from the Faroes both fresh and frozen, as is fresh saithe, redfish, and monkfish.”

The ability to meet the exact requirements of the customer and deliver on target is crucial for Landshandilin, Mr Rasmussen said.

“Because we know the industry very well and cooperate with many vessel owners and seafood processors, we also have the advantage of being able to respond quickly and precisely to the requests of our customers.”

Those requests can vary a great deal—from the odd species ordered, to the special request with regard to size, weight, or quantity.

“We are well-experienced in serving many Western, Central and Southern European markets as well as the United States, Russia, and Japan, and in the last few years other Asian markets have also joined the list. Each customer is unique and each market has its own characteristics. Overall, the orders we accept are very diverse in specification and quantity and there is also a huge difference from customer to customer and the frequency of orders. I guess all of this has some-

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Managing owners:
 Finn Rasmussen – Sales Director
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Seafood trading since 1987.

Main species – fresh: Atlantic salmon, Arctic char, saithe (coley/Boston bluefish), redfish (ocean perch) monkfish, turbot, halibut. Frozen: Atlantic salmon, herring, mackerel, silver smelt. Wet salted: saithe.

Export markets: USA, Europe, Russia, Asia.

thing to do with our policy and terms; we like it this way because we are proud to deliver the very best—whatever the customer needs, we’ll get it.”

A growing number of clients enquire into whether the fish can be traced and whether it’s sourced sustainably.

“The good thing with the information age is that it’s getting so much easier to provide people with the information they want. Digital systems for fish traceability are fast becoming the norm in the Faroes and possibly in Iceland too, which is of great advantage for everyone involved in the seafood trade here.

“Every piece of fish we offer comes from a completely sustainable source. Where it’s not farmed, it’s fished in some of the world’s richest waters where these resources abound and harvesting is managed rigorously.”

