

Geir PH-150

Nominated boat of year 2010.

Each year, the names of the ten ships or exporters who performed the best in the Seafish quality assessment, and have therefore managed to sell their products at a premium price, are published.

According to the quality assessment of 2010, **Geir PH-150** performed the best out of all the nominated boats of the year. The catch fulfilled the quality assessment requirements in all cases.

The overall score was extremely good, with a considerable difference between the results for **Geir PH-150** and the ship that came in second place.

Geir PH-150 is equipped with OPTIM-ICE® liquid ice machines from OPTIMAR Iceland.

A list of the ten top-scoring boats in 2010 is shown in this table:

No.	Ship	Score
1	Geir PH-150	5.54
2	Sólborg RE-270	5.91
3	Aðalbjörg RE-5	5.94
4	Sóley SH-124	5.96
5	Tómas Þorvaldsson GK-10	6.10
6	Fisk IG	6.11
7	Helga RE-49	6.25
8	Steinunn SF-10	6.25
9	Bergur VE-44	6.29
10	Iraco	6.31

Seafish quality assessment.

The standard quality assessment for fish exported by container.

In February 2008, there was a meeting of national and international stakeholders involved in the value chain of container fish. It was their unanimous opinion that it would be desirable to increase the awareness of the sellers as well as the buyers of the quality of Icelandic container fish.

The key to such awareness would be the creation of a standard quality assessment that would give sellers and buyers information on who was performing best.

In this way, an improved system for buyers to identify and reward those which performed best would be created. Furthermore, sellers would see an obvious financial benefit of being included among the best.

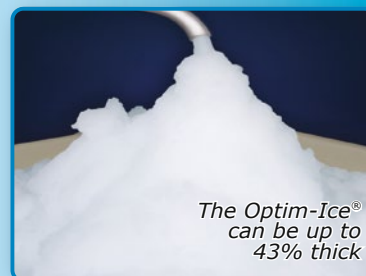
Seafish undertook to prepare a simple quality assessment for employees in the classification of fish on the fish markets, and then held courses in its use.

Initially some start-up troubles were observed, due to a lack of consensus in opinion between assessors. This problem was solved by training staff and, by the end of 2008, all concerned had reached an agreement that the quality assessment was starting to perform as expected.

The evaluation explores four quality factors, namely icing, finishing in containers, colour and smell of the gills and appearance of the eyes. In each class there is the possibility of three grades, namely 1, 2 or 3, with 1 being the best. The best possible total score is therefore 4, and the worst possible is 12.

When the results were available it was decided to publish the names of ten ships or exporters who were deemed to have had the best performance that year. When considering the quality of fish containers from individual vessels, consistency is essential as the quality image is created by long experience, where buyers can assume that the catch of the ship is always good.

OptimIce your catch!



Jónas S. Jóhannsson, owner and skipper of Geir PH-150, has confirmed that since his boat started using the OPTIM-ICE® liquid ice machines, high levels of work efficiency have been achieved, increased quality and value of the catch thereby.

See also www.optimar.is

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