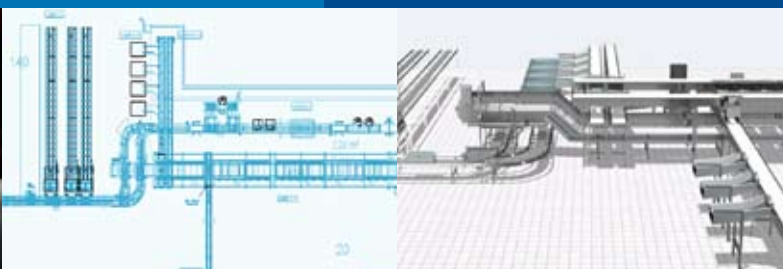


Volume 1 - 2009

# NEWSLETTER



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## Update

First of October 2009 is a special day for Pescatech, since this day marks the company's 1 year birthday and launch of a new type of consultancy within the fish & seafood industry. It has been a hectic year, where many old and new friends got reacquainted with the people and philosophies behind this exercise.

We are extremely grateful for the receipt and many positive feed backs over the past year and would like to dedicate this first newsletter to some of the companies, which believed in us from the beginning. Our aim is to make a significant difference for our clients and supporting friends, so we can pay back the trust and faith in us with more efficient solutions and cool cash savings.

1st of October also marks the day, where Pescatech finally got old enough to depart from home and begin a new exciting journey into adulthood as a business with it's own head quarter. We have searched and tried hard to find the right place for our new premises, which we believe to have found in heart of the old fishing port of Esbjerg, Denmark.

Atmosphere, history and industry closeness were essential criteria, when choosing the future head quarter of Pescatech. The choice became "Den gamle toldbod" (old customs center) an old historic building of Esbjerg, where merchants in the past used to pass their cargos through customs.

It now houses companies and has ironically also been the home for many years of both the Icelandic and Norwegian consulates. Pescatech could probably not get any closer to the fish & seafood industry, than placing ourselves at the docks of Esbjerg in this particular building. We hope the future will bring many friends to our new premises and that many new ideas shall arise from this new centre of competence. Our goal is to maintain a

position as the preferred sparring partner for the fish & seafood industry, where we shall guarantee neutral and honest advice with the emphasis on making our clients better in what they do.

In this newsletter we shall introduce a few short stories about some of the fish & seafood companies, which already decided to work with us and in this way promote those who believed and supported us in this first year.

Best Regards

Chris Bjerregaard  
Managing Director



## Innovamar, a glimpse into the future

The Innovamar Project is truly a glimpse into the future of modern salmon processing, where all the most advanced and newest processing methods and techniques are evaluated and implemented if they match the standards and ambitions of the project. The fish plant is presently under construction and shall be installed in stages starting early 2010 to be fully operational during summer 2010. Buildings are erected in what will become a monumental fish plant leading the way into a new era within fish processing.

Pescatech has since October 2008 been hired in as process experts for the primary process design and project team member of the ambitious "Innovamar" project. The project is lead by renowned salmon producer Salmar ASA; one of the world's largest and most profitable salmon producers. The job on the "Innovamar" project gave Pescatech a flying start and Salmar with its hard working and very motivated staff will always maintain a special position, where business relationships has grown into personal friendships.

The Innovamar project will set new standards as the most advanced and cost effective salmon plant. The plant will use and implement the most modern processing techniques and innovative solutions to reach highest levels of efficiency and yield. The plant shall offer its workers the best and finest jobs in the industry by setting new standards on job rotation principles, level of automation and employee comfort.



New processing techniques are developed and solutions created together with local environmental authorities and international suppliers to the industry with the overall ambition to reach higher levels of processing and become a "milestone" in modern salmon processing. This shall be the example to follow and lead the way for the salmon producers to become one of the most advanced food processing industries.





SEAFOOD INNOVATION SINCE 1899



## Where the Northern Light shines the brightest...

Placed north of Tromsø on an island named Skjervøy is Lerøy Aurora with the name originating from Aurora Borealis; a light phenomenon seen on clear nights in the northern hemisphere. The Lerøy Aurora Salmon plant on Skjervøy shines brightly as well as one of the most advanced salmon processing facilities in the world.

It was originally built as a shrimp plant by Royal Greenland, but when this fishery collapsed a very modern fish factory became available. Perfectly suited for the expansion of the Lerøy group with the ambition to build the most attractive processing facility of the area. The building interior was refurbished and equipped with a new state of the art



whole fish process and packing line. The machinery was delivered by some of the most respected and renowned machine suppliers and layout designs were made to fit the existing high quality surroundings.

Pescatech has been assigned to carry on with the future design work and expansions of Lerøy Aurora, which will bring together the original design team in a new constellation. This partnership intends to provide a high level of technical and product/sales specific knowledge, which shall help both Lerøy Aurora and its equipment suppliers to provide superior solutions with maximum flexibility.



## When quality matters

A couple of hours travel south of Bergen you can find the Bremnes Seashore harvesting plant at Øklandsvågen. Bremnes Seashore is one of Norway's most respected salmon brands with a history of 50 years within fish farming and processing. Focus on quality, innovative thinking and a very qualified staff has been instrumental core value settings in the ability to deliver some of the finest and unique products in the market.

Pescatech proudly accepted to help Bremnes Seashore design and manage future expansions to the factory at Øklandsvågen. It is normally quite challenging to design with the focus on suitable logistics with older and new buildings combined. Furthermore, it is always an extra treat to service motivated people and a qualified staff.

Bremnes Seashore currently has 3 smolt sites and 17 farm sites, where the salmon is grown into harvesting size. The fish is brought to the processing facility by well boat and put into holding pens before processing. Here the company has recently built a new modern processing facility at Øklandsvågen in conjunction with the old factory. The plan is to move entirely into this facility during 2010 with minimum down time and inconvenience for the company's customers.

Bremnes Seashore maintains focus on high quality and the well known "Salma"-loin is one of the most sought after products in the industry. The quality focus goes hand in hand with a deep understanding of fish welfare, sustainability and the environmental considerations, which increasingly has become a part of the daily business of a modern salmon producer.







# Captain Haddock

## Is still going strong



Västkustfilé has adapted to the changes within geographical available resources and is constantly seeking to maximize the yield of each incoming fish. In addition the company today offers a larger variety of cod species ranging from Alaska Pollock to the tender Hoki from down under. The ability to adapt and improve during harsh times has made the company strong and capable of delivering highest quality and a wide range of products without losing track of company's core foundation as a top provider of high quality white fish.

Pescatech has been involved as an external sparring partner to seek for ways to improve the productions with focus on yield, gentle handling and general logistics. This temporary assignment, where Pescatech serves as a neutral observer and a pair of extra eyes shall give Västkustfilé an opportunity to see, analyze and map possible future improvements. Pescatech was extremely pleased to assist Västkustfilé in this way and especially, since this job involves some of the core products and competencies within our group.

More than once cod producers in Europe have found their natural resources facing the brink of extinction with cod population dropping dramatically. Over fishing and little or no focus on sustainability has driven this industry and the companies within to a game of "survival of the fittest". Everybody remembers the 80's where cod industries off the coast of New Foundland and in the Baltic sea had their peaks just before a collapse, which laid villages empty and unemployment rates to sky rocket.

Today, this is different.

Better quota systems, focus on sustainable fishery and cod farming has brought optimism into this industry again. The factories are less, but represent some of the most modern and efficient fish plants in the world today. Västkustfilé is one of the companies still alive and kickin' with its focus on production flexibility, raw material alternatives and high quality products.



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# Old friends re-unite



Take the tour from the city of Aalesund on a scenic route towards Fosnavåg, then you will find probably the largest salmon plant in the world – Marine Harvest - Eggesbønes. This plant is truly remarkable and represents the new era within Salmon processing with new super sized factories as you only will find them in the poultry and meat industries.

The factory was originally built as a pelagic plant with enormous cooling and cold storage facilities. It was rebuilt to house the largest Panfish plant, which later through mergers became part of Marine Harvest salmon group. Still this factory is the largest whole fish slaughtering and packing plant in the world capable of packing and distributing up to 180 fish per minute!

Pescatech was excited to take on the challenges together with Marine Harvest and become part of their new project team. This team is established to focus on the challenges in creating a more complete and allround salmon factory. This will include a more flexible and diversified factory equally focused on whole fish and filet + value added production. In this process the parties re-unite in a new form, since the people at Eggesbønes and Pescatech have worked close together before. This happened while designing and building the whole fish factory with its challenging replacement of an older whole fish grader in exchange for the new Mare/Scanvaegt superior salmon solution.

Marine Harvest is today one of the world leading seafood companies. The company is present in all major salmon farming regions in the world and the biggest producer of farmed salmon with one fifth of the global production. In addition to fresh and frozen salmon, Marine Harvest offers a wide range of value added products such as coated seafood, ready-to-eat meals, delicious finger food and smoked seafood. Though salmon is the main farmed product, the company also farms trout and white halibut.



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## OPTI-ADVICE

Opti-Advice is a corner stone in the Pescatech service programme, where we analyze existing fish productions (large or small) and focus on identifying quick wins and easy adjustments.

## PRO-CONSULT

Pro-Consult is the natural follow up package, where Pescatech becomes a temporary employee or advisor and external sparring partner for a longer period.

## PRO-DESIGNER

Pro-Designer is setting new standards within the industry by offering high quality visualization ranging from normal ACAD standard drawings all the way up to live animated factories.

## PRO-MANAGER

Pro-Manager is the consequent follow up on a good design job, where production, implementation and proper training is necessary in order to make the new project a success.

## PRO-ANIMATOR

Pro-Animator is a new product offered to the fish & seafood industries, where Pescatech distances itself by becoming the first to promote a higher design level by offering 3D animations.

## PRO-SIMULATOR

Pro-simulator is a customized production planning tool carefully adapted to a specific scenario, where you in a few easy steps can predict your production and make necessary adjustments.

## CONCEPT+

Concept+ could also be named line design as it aims at creating a superior and innovative solution solving a specific challenge.

## TURNKEY+

Turnkey+ is a level of industry expertise present within Pescatech which makes the company capable of taking on larger processing challenges than any other consulting company.



Phone: +45 72 100 620  
Fax: +45 72 100 640  
E-Mail: [mail@pescatech.com](mailto:mail@pescatech.com)  
Visit: [www.pescatech.com](http://www.pescatech.com)



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