



## **ROYAL GREENLAND – A QUALITY PRODUCT**

Royal Greenland is a significant player in the global seafood market. It is one of Europe's largest seafood companies and one of the UK's leading suppliers to the pub trade and food service sector.

It owns or has part-ownership in a number of production trawlers and smaller fishing vessels, sourcing fish from Greenland, Norway, Russia, Canada and Alaska. Land based production facilities are located in Greenland, Denmark, Poland and Germany as well as sales offices in twelve countries in Europe, the USA and Japan. Royal Greenland is also co-owner of the world's largest seafood smokehouse.

Founded by the Danish King Christian V11 in 1774, Royal Greenland has more than two centuries of experience in trading in and around Greenland and producing quality fish and shellfish product from matchless Arctic Ocean ingredients.

### ***Responsible Fishing***

It is important to Royal Greenland that its business operates on a responsible level for business partners and employees as well as the communities and environments in which it functions. It takes its responsibility as a large producer of seafood seriously and has committed itself to help develop and conserve the world's largest source of wild food resources for the future. Apart from including MSC (Marine Stewardship Council) certified products in its range, Royal Greenland has taken initiatives towards protecting the

environment and promoting responsible fisheries. It has led the campaign in Europe against 'black' fish caught by illegal fisheries and has taken the decision not to buy Plaice caught by beam trawlers. Royal Greenland believes that if it is done in a responsible way it must be possible to commercially exploit marine resources without denying coming generations access to nutritious fish and shellfish.

### ***Frozen at Sea***

Processed and frozen at sea within a few hours of being caught, frozen fish has several advantages over fresh including good uniform quality, better consistency and structure of flesh, reliable supplies and delivery, less price sensitivity due to seasonal weather, products don't perish and there is less waste. When the fish are caught they go straight to production, where they are quickly graded and cleaned on board the freezer trawler. They are then filleted by machine, graded according to size and trimmed of any bone and fin residues. The finished fillets are packed interleaved and frozen rapidly in optimum conditions. The cold storage temperature on board the trawler is typically -30C. The entire production process from catch to ready frozen product takes no more than six hours and is subject to strict quality control on board Royal Greenland trawlers. The result is consistent, high quality frozen fish.

Ends

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Editor please note:

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