Our vision is to be the North Atlantic Champion. To us this means being closest to the fish, closest to the customers and closest to the consumers.

We have direct access to cold water prawns and Greenland halibut and are among the largest global suppliers of the two species – and wish to be so, also for other North Atlantic species in which we can achieve this position.

We are a truly vertically integrated company, combining fishing with processing, logistics and sales in order to bring high-quality, North Atlantic seafood products from catch to consumers - implementing our deeply rooted experience of the trade every step of the way.

Royal Greenland’s position is based on a thorough understanding of global customer- and consumer needs and we strive for the strongest market position and the strongest market presence in all global markets that have long-term potential for our products.
At the core of our business is high quality seafood that we catch in the endless depths of the North Atlantic oceans or in the pristine fiords of the vast Greenlandic coastline. It is our obligation to make the most of these unique raw materials in a sustainable way, for the benefit of the nation, the people and the society that granted us access to them; Greenland.

ROYAL GREENLAND FACTS

• Trading Greenlandic products since 1774
• 100% owned by the Greenlandic Self Rule Government
• Greenland’s largest employer
• More than 2700 employees in 17 countries
• More than 1000 independent, small scale fishermen supply our Greenlandic factories with fresh seafood on a daily basis
• Fishing accounts for 90% of the total Greenlandic exports
• Greenland is roughly the same size as Western Europe, but only has 57,000 inhabitants
• One in five is dependent on fishery as their main source of income
The foundation of our business is the North Atlantic and the seafood in it. As a vertically integrated company, we have our own fleet of fishing vessels based in West Greenland. The fleet is spearheaded by our floating factories; the trawlers Akamalik, Sisimiut, Qaqqaq, and Nataarnaq fishing off shore for prawns, Greenland halibut, cod, haddock and other white fish. Prawns are cooked and frozen on board and fish are either filleted and frozen for high quality frozen-at-sea products or cleaned for further processing ashore.

For the inshore fishery, we own a number of smaller vessels, supplying our factories along the West Greenlandic coast with fresh prawns and fish on a daily basis. In addition to our own fleet, we co-operate closely with local vessels and small-scale independent fishermen.

We continuously work on reducing fuel consumption onboard our vessels and promote the use of environmentally friendly and sustainable fishing methods and gear. Our own trawlers are equipped with sorting grids and escape panels in order to limit catch of non-target species.
PRODUCTION UNITS

We own more than 30 factories and plants along the West Greenlandic coastline. The size of the units varies from the largest Greenland halibut fileting facility in Qasigiannguit with 130 employees to the small units only open during e.g. the roe- or cod season, as Qaanaaq in the North and Narsaq in the South.

The primary species purchased and processed in Greenland are prawns, Greenland halibut, lumpfish roe, snow crab and cod. These are processed both into finished products and into intermediate goods for further processing at our sites in Europe.

Outside of Greenland, we have production in Canada; Cuxhaven, Germany; Aalborg, Denmark and Quingdao.

In Newfoundland, Canada, Royal Greenland owns Quin Sea Fisheries with a number of production units processing quality cold water prawns, snow crab, lobster, various fish species, scallops, sea cucumbers and whelk. Additionally, a location in Matane, Quebec produces frozen cold water prawns.

The factory in Aalborg packages prawns and produces seafood in brine. In Cuxhaven, the main feat is processing and packaging of our lumpfish roe from Greenland.

Our European flagship is located conveniently close to the Baltic Sea in Koszalin, Poland and specializes in flatfish of all types - natural fillets, breaded/battered and stuffed products based on many different species, e.g. plaice, dab, flounder and Yellow Fin Sole.
The North Atlantic provides seafood in a class of its own. The cold waters make the seafood grow slower than elsewhere, leaving time for flavour and texture to develop. We see it as our responsibility to preserve this exceptional quality to the best of our ability. This means that we sometimes prefer good old fashioned methods, rather than highly efficient, technologically advanced processing. We are on a journey towards making premium products on a large scale.

The combination of innovation and experience is what makes Royal Greenland’s products stand out from the crowd. We try to find our own path, going for the highest possible level of quality.

We cater to most levels in the market – from every day, quick-and-easy meals for quality conscious consumers to the finest natural fish, fit for the creativity of gourmet chefs – and we do our utmost to adapt the products to the needs of the customer and the end user.
SHELLFISH & ROE
HIGH-END SHELLFISH OF ALL TYPES
NATURAL FILLETS
BROAD RANGE OF SPECIES AND CUTS
CONVENIENCE

QUICK AND EASY QUALITY PRODUCTS
FOR CONSUMERS AND PROFESSIONALS
SMOKED FISH
TRADITIONAL PRODUCTION
METHODS & GOURMETTRIM®
Royal Greenland has experienced representatives and skilled sales divisions all over Europe and in Asia. Our longstanding experience and market insight are combined with group resources in product development, business intelligence and category management. This combination provides the best support for our customers and assist in developing their seafood business. Local trend insight is applied in order to develop products fit for market specific flavour profiles and packaging preferences.

Traditionally, the European markets have formed the base of Royal Greenland’s business.

In the prawn category, the UK and Scandinavia are the main drivers and for Greenland halibut and in roe, France takes the lead.

Overseas, Royal Greenland’s office in Tokyo is a serious contender in the quality-conscious Japanese seafood and sushi market. In China, Royal Greenland is present with own sales organisation and local marketing activities targeting professionals as well as consumers.

In the US, Royal Greenland caters to quality conscious customers with an assortment of snow crab, cod and other North Atlantic species.
In Royal Greenland, we operate a sustainable, responsible business based on the triple bottom line of People - Planet - Profit.

We strongly believe that social, environmental and financial performance go hand in hand.

Royal Greenland is a very important company for the Greenlandic community. We are Greenland’s largest employer, and the way in which the company manages our resources and creates good working environments for employees and suppliers has considerable impact on the development of a sustainable future for Greenland.

Royal Greenland operates globally and also has an influence on the societies in which we operate outside of Greenland. We want to assume responsibility for our activities and contribute to the positive development of the societies in which we take part.

Our CSR strategy is based on the UN Global Compact’s ten principles and at the same time closely tied to our business mission focused on People – Planet – Profit and is thus based on 2 fundamental principles.

1. Environmental and social development and initiatives must support economic growth
2. Business growth must support environmental and social development in the local community
Scan this code to watch a film about CSR at Royal Greenland.
THE NORTH
ATLANTIC
CHAMPION

www.royalgreenland.com