



Innovation in the Nordic and arctic Bioeconomy

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Matís



Matís is a state-owned, independent R&I company which strives toward value creation in the food and biotech industries, food safety and public health

Matís provides consultancy and services to companies in the seafood industry and agriculture as well as governmental agencies

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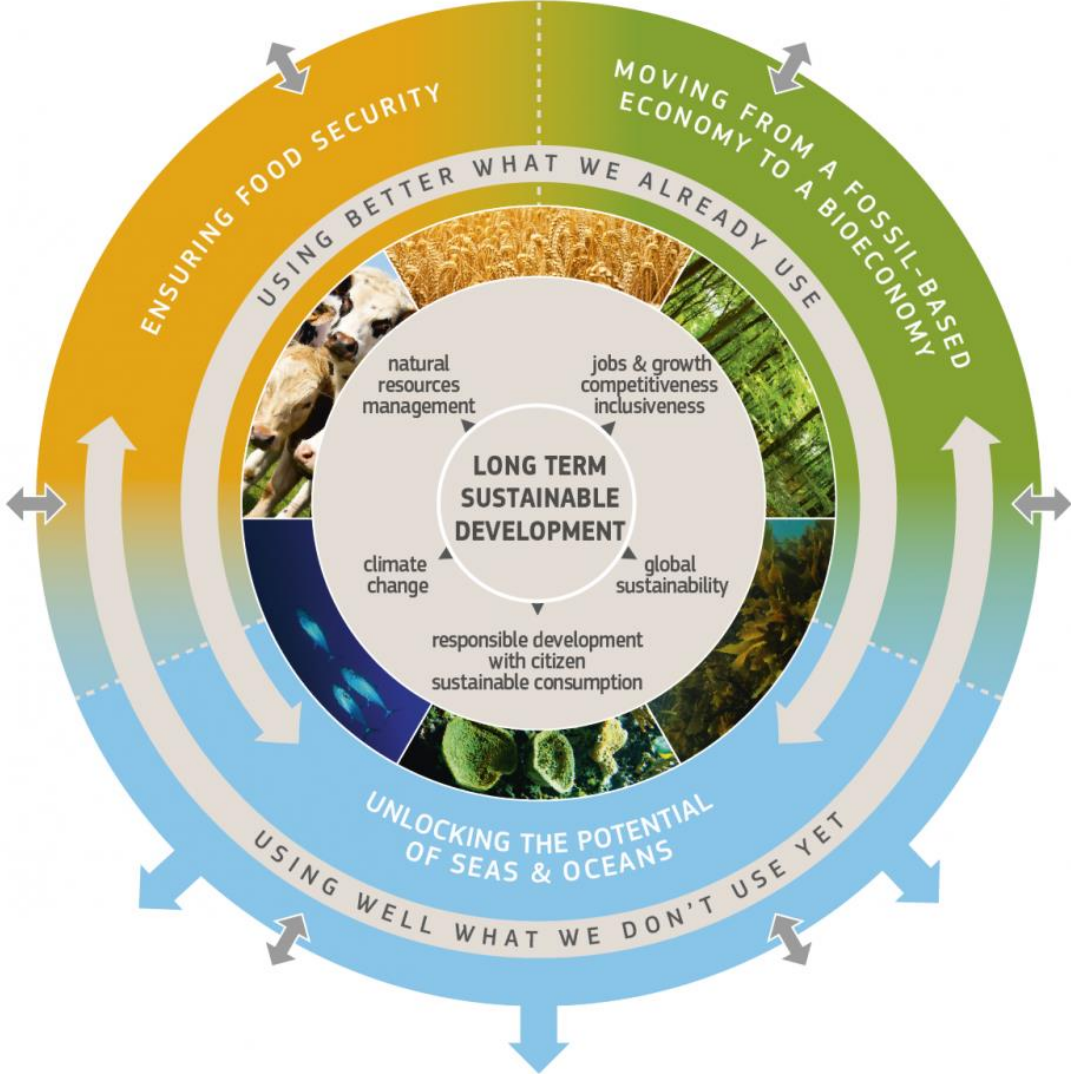
Let's not be afraid to make mistakes

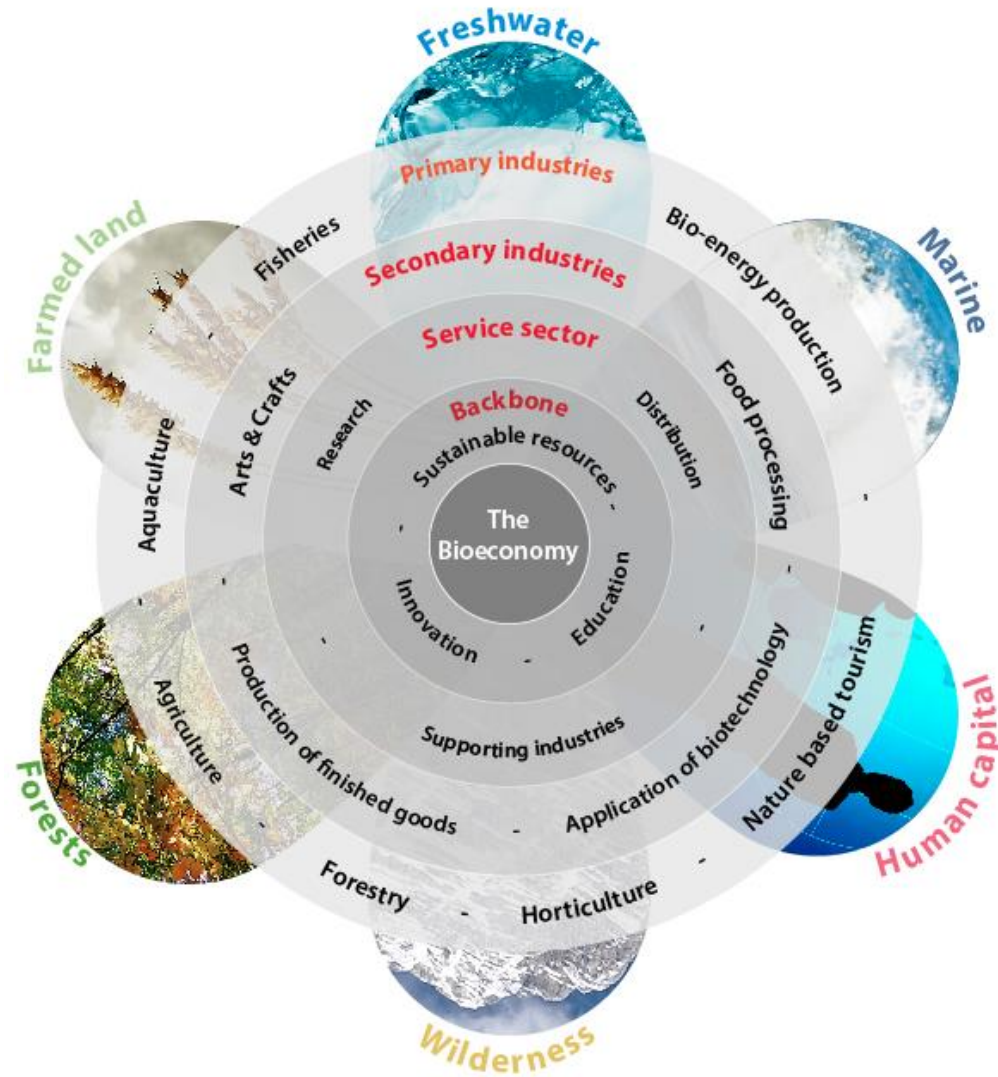


Too quite a fall, didn't we, Master Bruce?

And why do we fall, Alfred? So we can learn to pick ourselves up.

The bioeconomy – Brussels way





Why is human capital important for innovation in the bioeconomy?



Food research

Value addition



Processing



Biotech

Aquaculture



Fishing gear



Software



Transportation



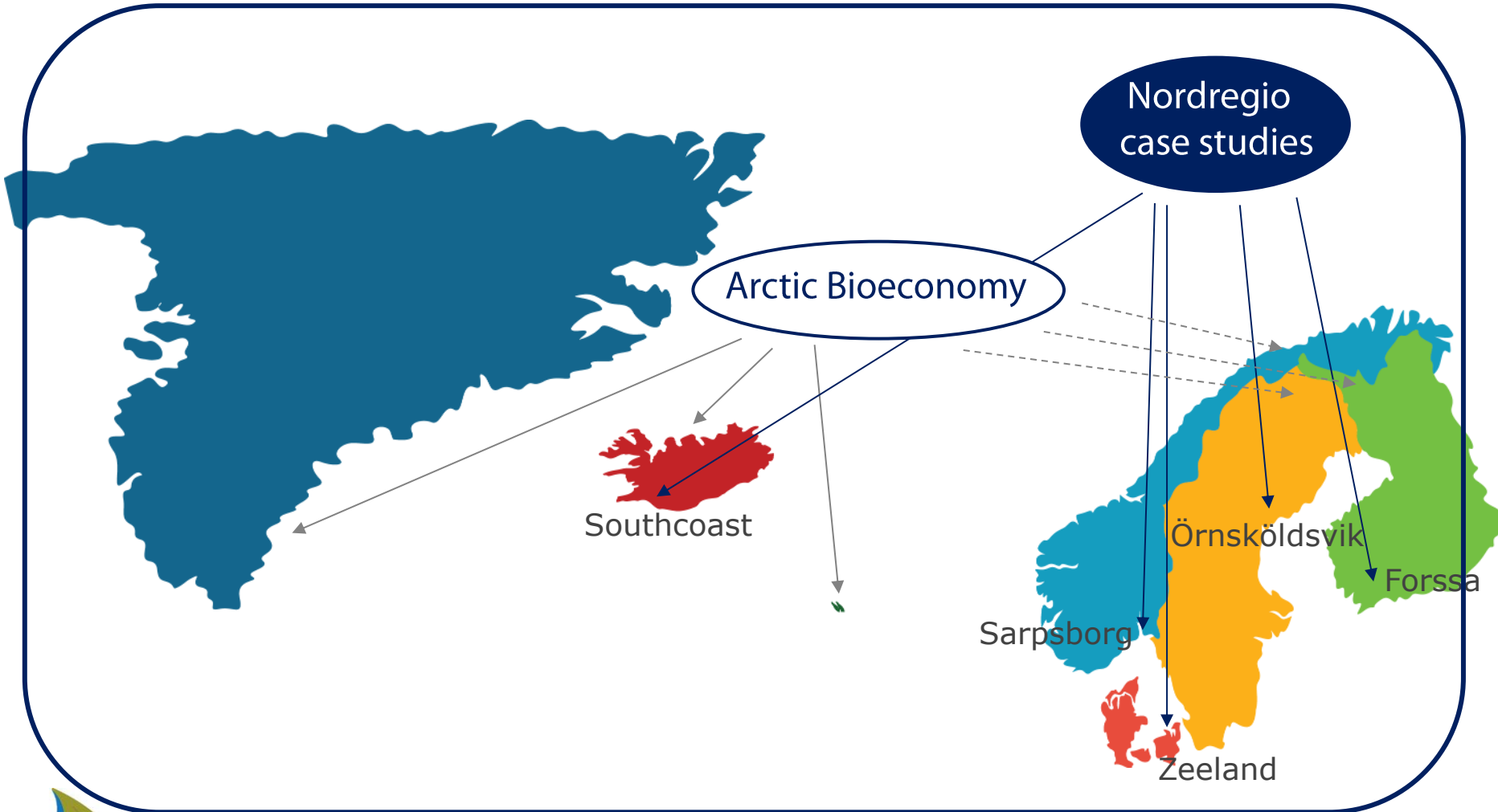
Marine research



Marketing

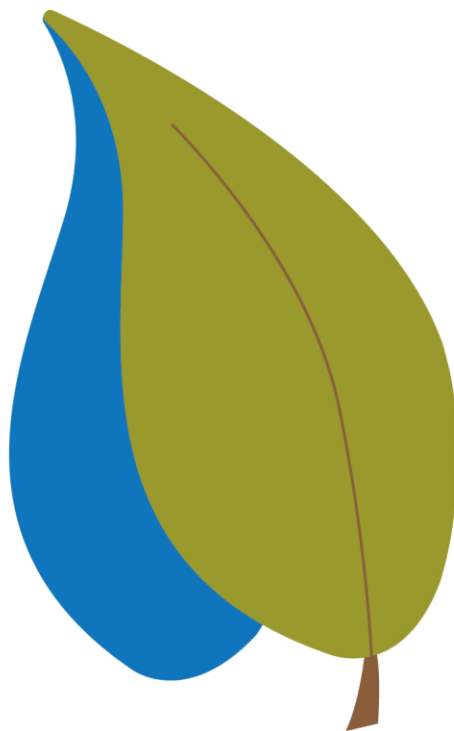


To navigate, you need a map



Biorefinery testcenter opportunity mapping

Future opportunities for bioeconomy in the West Nordic countries



Arctic Bioeconomy
Focus on West-Nordic Countries

The project Arctic Bioeconomy

Focus on West Nordic countries



Discussions and conclusions

- **Regional policy forum and strategy setting, - West Nordic Bioeconomy forum / West Nordic bioeconomy stakeholder platform**
- **Rural development and infrastructure to support innovation, Centre of excellence**
- **How to create synergy between (West) Nordic and EU H2020 funding**
- **The Blue Bioeconomy**
- **Underutilized resources and new opportunities**
- **Opportunities across sectors**



Fish skin to valuable products



Fashion clothing



Skin and Tissue Repair
with Fish Skin Transplants



High value (co-)products

Organic acids

Polyphenols

Fatty acids

Polysaccharides

Monosaccharides

Trace elements



**Platform
chemicals**

**Cartilage
compounds**

**Secondary
metabolites**

Proteins

Peptides

Enzymes

Biofuel

Multiple use of (co-)products



Food ingredients

Aquaculture

Agriculture

Medicine

Research products



Supplements

Process aids

Cosmetics

Medical products



West Nordic innovation projects 2014



Wholesome berry products

The Strandaber line of wild berry products originates from Strandasýsla county in North West Iceland. The berries are either cold-pressed or pressed after heating to produce bilberry juice (BLÁMI).

The remainder (MASSI) is used for production of other foods (e.g. boosts) or sweetened and dried for snacks. The fresh products are preserved by freezing. No preserva-

tives and artificial sweeteners and colours are used.

Strandasýsla county is known for its wild berries. The county is sparsely populated and only a small fraction of the berries is picked and used for food. The Strandaber products are made from berries which are hand-picked in the wild so the vegetation is not spoiled. The land should be a sustainable resource of wild berries.

The wild berries of Iceland have a strong health image and people have used them for centuries. Now, antioxidants (polyphenols) and antioxidant activity in Icelandic bilberries have been measured. Both the polyphenols and the activity were higher than in imported blueberries. The wholesomeness is

the driving force for marketing of Strandaber berry products. They will be marketed in health markets and sold as local products to tourists.

Signý Ólafsdóttir is the initiator of Strandaber products. She grew up at the farm Sandnes in Strandasýsla county where bilberries can be picked in wide open spaces. The berries were used for traditional sweetened juice and jam which were used through the winter months. After working in the fish industry and the banking sector, Signý decided to develop the traditional berry products for the health conscious people.

Further information:
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