



ECO-INNOVATION
WHEN BUSINESS MEETS THE ENVIRONMENT

**CIP Eco-innovation
Pilot and market replication projects
Call 2012**

Call Identifier: CIP-EIP-Eco-Innovation-2012

Fresh, sustainable and high quality white fish D4.4

Ecoponics

Contract ECO/12/332783/SI2.656985

Covering the reporting period from

18/07/2013 to 17/07/2016

Reporting Date

18/07/2016

Project coordinator: Dr. Ragnheidur Thorarinsdottir

WP4-leader: Dr. Ragnheidur Thorarinsdottir

Project website: <http://aquaponics.is/ecoponics/>



Fresh, sustainable and high quality white fish

The aquaculture part of the aquaponics pilot units in Iceland have run with Nile tilapia (*Oreochromis niloticus*) imported from Fishgen in UK. Tilapia is the most popular species used in aquaponics systems, not least because of its tolerance towards changes in environment, e.g. temperature and pH variations. It is easy to breed, grows fast to slaughter size and has a nice white flesh of good quality.

The fish has been served for tasting groups e.g. in the Iceland Ocean Cluster and at presentations about aquaponics. The quality has been good and the consumer feedback has been positive. The pilot unit in the greenhouse farm Laugarmyri will be expanded further during 2016-2017 to become a viable business unit. The company is seeking production licenses to be able to sell the products. The farmed fish will be sold directly from the farm and to local hotels that have already shown their interest.

The fish as well as other products from the system will be sold under the logo “Samrækt”. Samrækt is the Icelandic translation on aquaponics. It is combined from two Icelandic words “SAMAN” and “RÆKTA” meaning “TOGETHER” and “GROWING”. Marketing materials have been designed and printed for Samrækt inclusive brochures, a short film and rollups, see enclosed D5.6.



Figure 1. Tilapia from the aquaponics pilot in Iceland.

This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of Svinna, Breen, IGFF and HI and can in no way be taken to reflect the views of the European Union.



Co-funded by the Eco-innovation
Initiative of the European Union