



SEAGOURMET

NORWAY





In April 2015, Seagourmet Norway launched its pilot commercial activities as a producer and a wholesaler of snow crab. An official opening ceremony was set up a few months later - in June - after the 'soft launch' had proved to be a success.

A ribbon was cut in the presence of the Mayor of Batsfjord, the Ambassador of Latvia in Norway,
partners and friends of the company.



— Grand opening! —

Date: 10 June 2015
Time: 10:00
Venue: Havnegata, 18,
Batsfjord, Norway

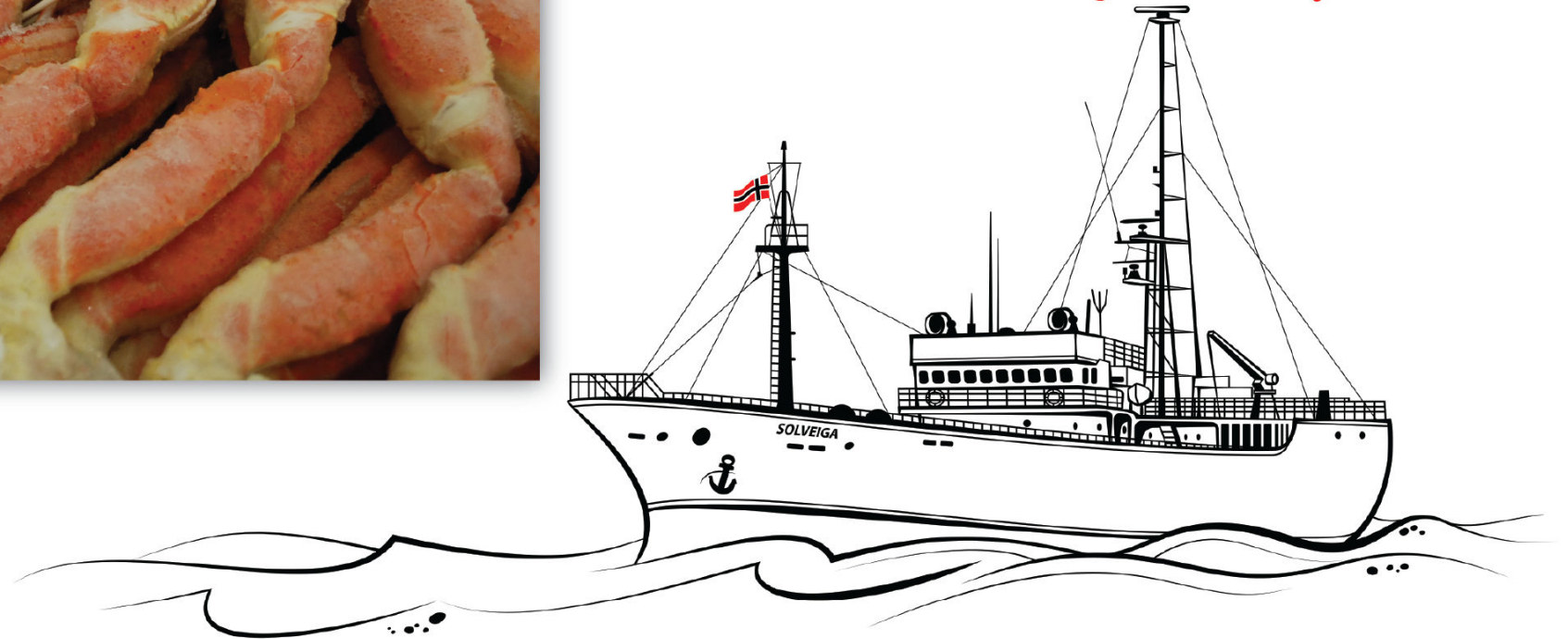


Seagourmet Norway AS has soon become one of the biggest producers on the global market of seafood.
Its average production output reached 8-10 tonnes of cooked frozen crab clusters daily.



The whole project is made up of two seamless components:
Seagourmet Norway AS - the producer,
and **SIA North Star** - the supplier.

SIA North Star
- an owner and operator of 4 vessels running under EU flag -
was established to secure regular supply of
live snow crabs to **Seagourmet Norway AS**.



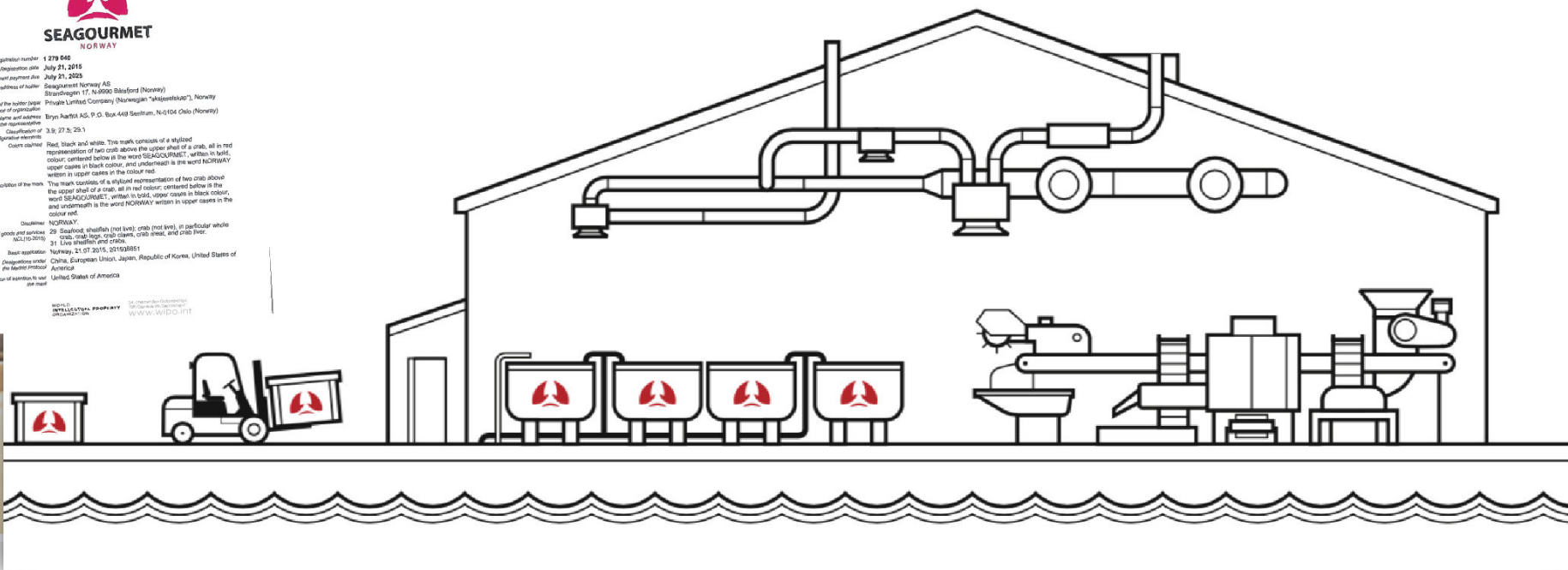
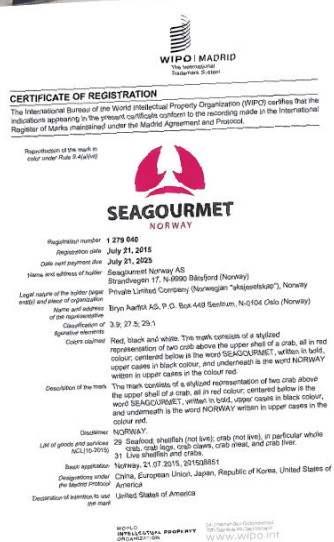


Caught in the Loophole (Smuthullet) of the Barents Sea, and delivered live by the boats of **SIA North Star**, snow crabs are processed onshore by **Seagourmet Norway AS**.

Every single delivery went through PSC system and its legality was confirmed by Norwegian authorities.

All related processes have been approved by Fiskeridirektoratet, Mattilsynet, Customs authorities, Rafisklaget, and others.

'Seagourmet Norway' is an officially patented trademark in a number of countries.



Elisabeth Aspaker, the then-Minister of Fisheries of Norway, paid a visit to Batsfjord back in 2015, and was our honoured guest.



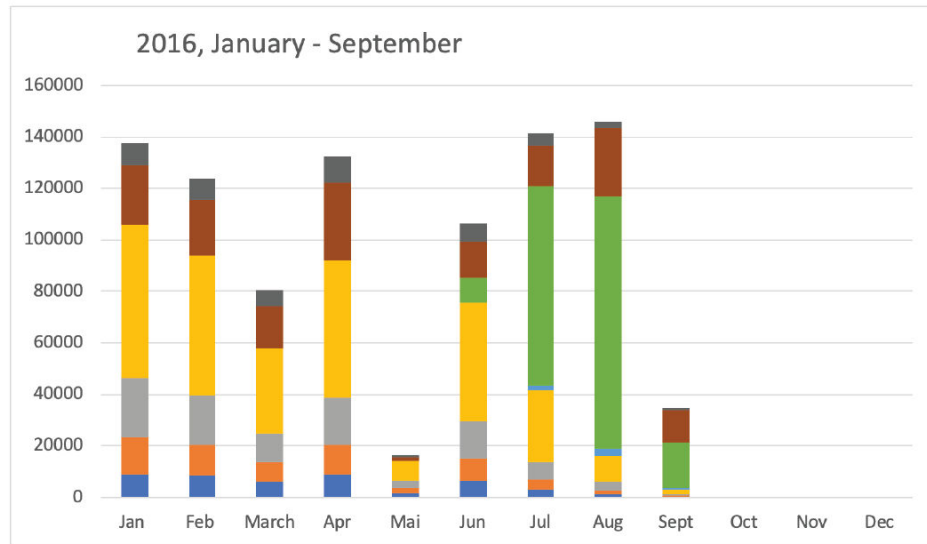
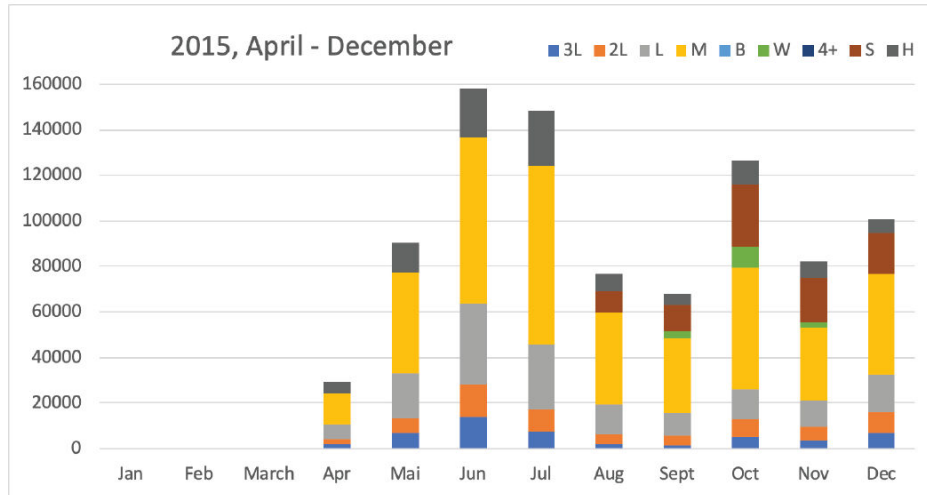
Ms. Aspaker was impressed with the results we had achieved in just four months after our start.

We showed her how live crab is being unloaded from f/v Solveiga (North Star) and processed into frozen clusters.

Among other things, she wished the best of luck to our joint Norwegian-Latvian project.

Later in 2015, Elisabeth Aspaker became the Minister of European Affairs.

Snow crab production overview



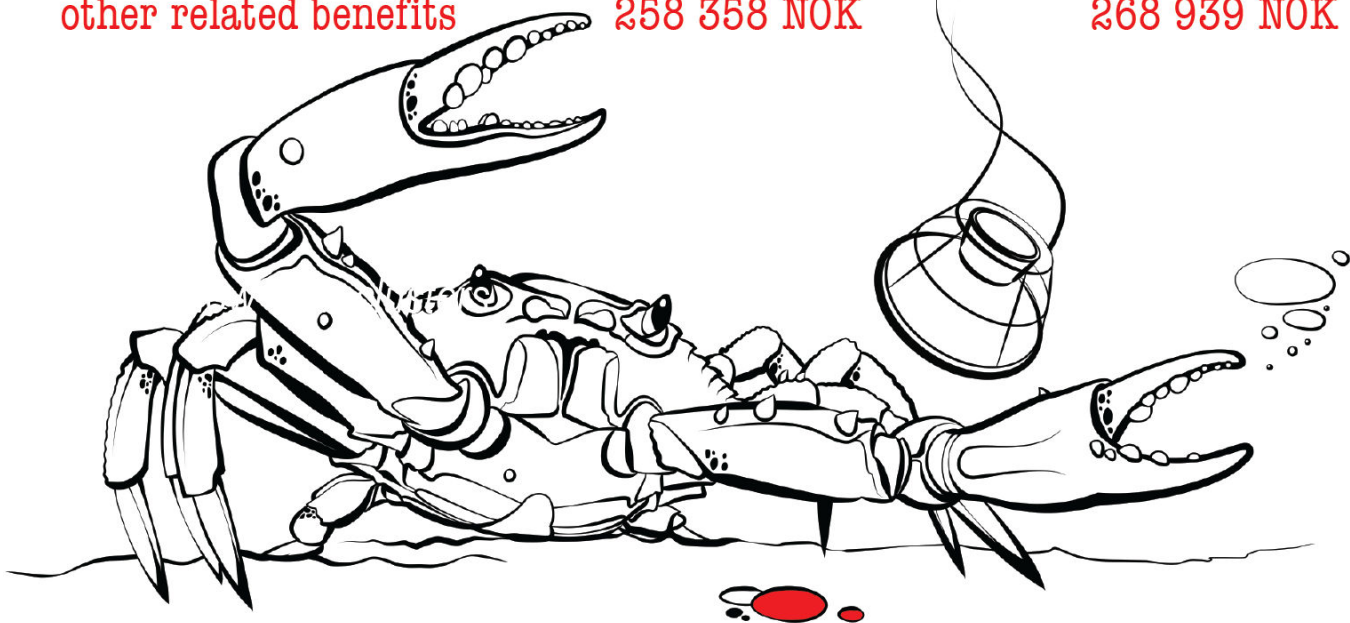
Total production output for snow crab clusters: April-December 2015 = **884 302 kg**, January - September 2016 = **917 417 kg**
 No other crab factory may show off similar figures! Not even close.

In Batsfjord, we emerged as one of the largest employers:

- 45 crab processing workers
- 8 people in administration
- 2.5 shifts (20 hrs), 7 days

Labour expenditures:

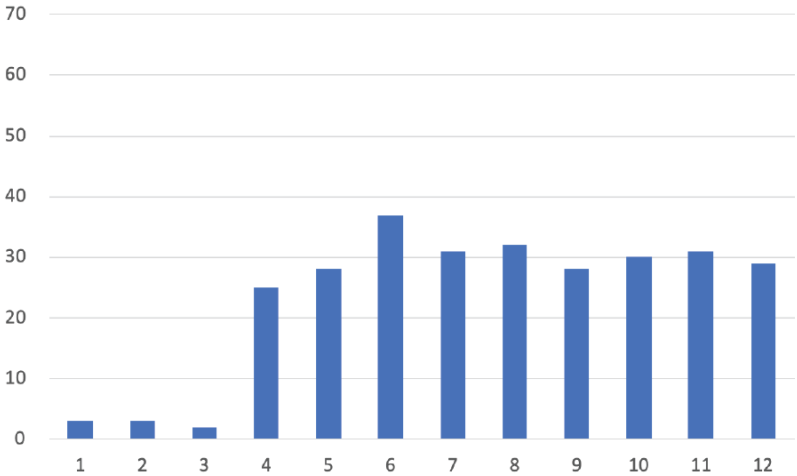
	2015	2016
	10 097 167 NOK	13 609 750 NOK
of those:		
wages	9 740 365 NOK	13 265 723 NOK
pension contributions	98 444 NOK	75 088 NOK
other related benefits	258 358 NOK	268 939 NOK



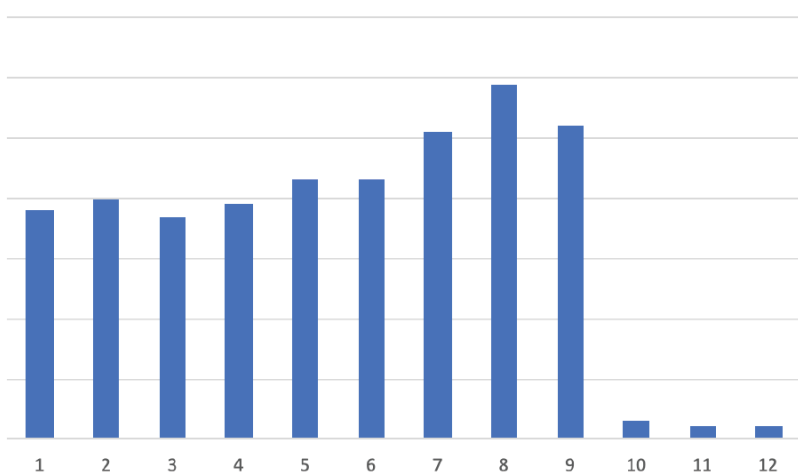
Here is an overview of salary and staff turnover in 2015 and 2016 (factory).

2015

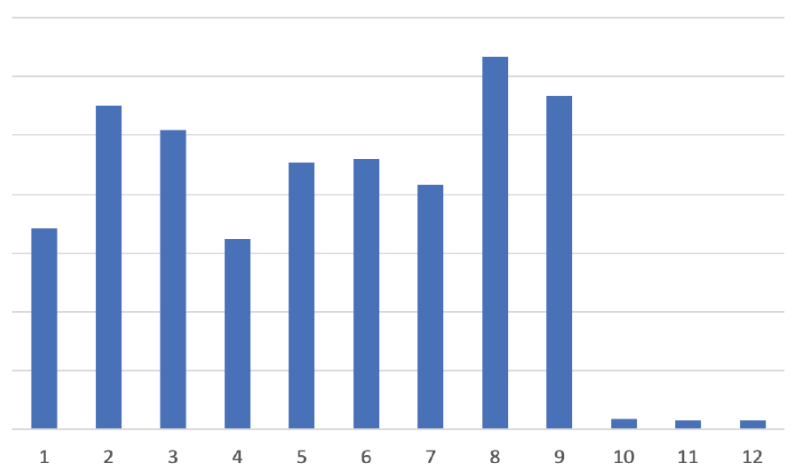
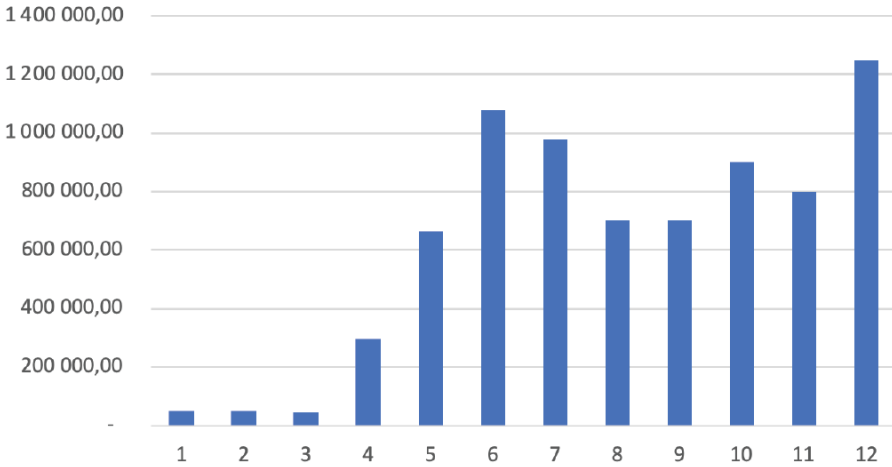
Number of staff

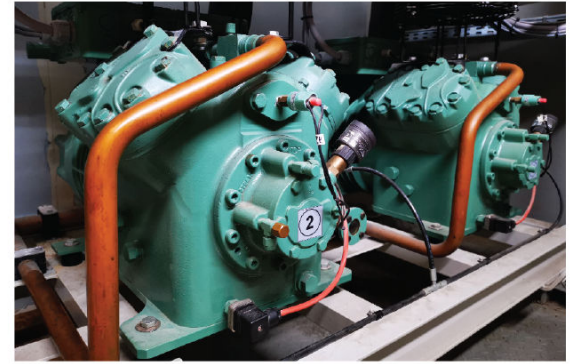
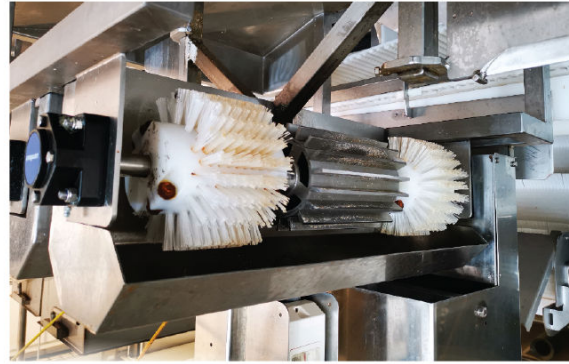
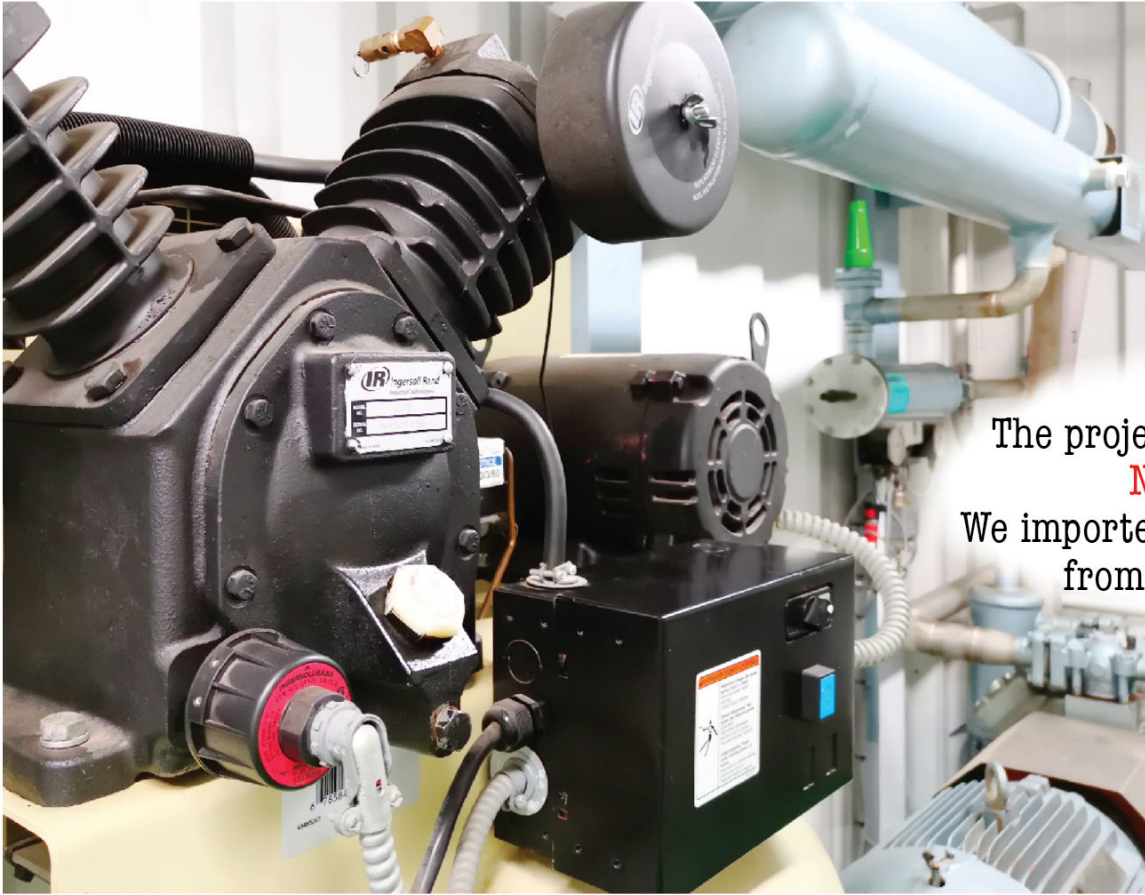


2016

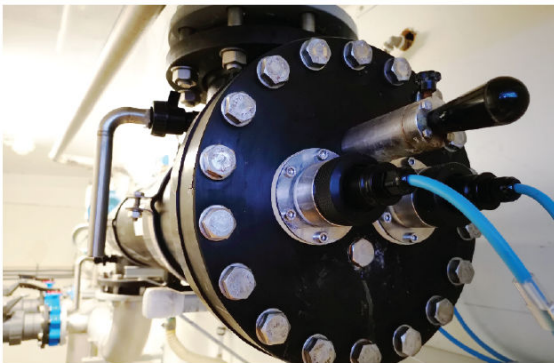


Salaries paid out





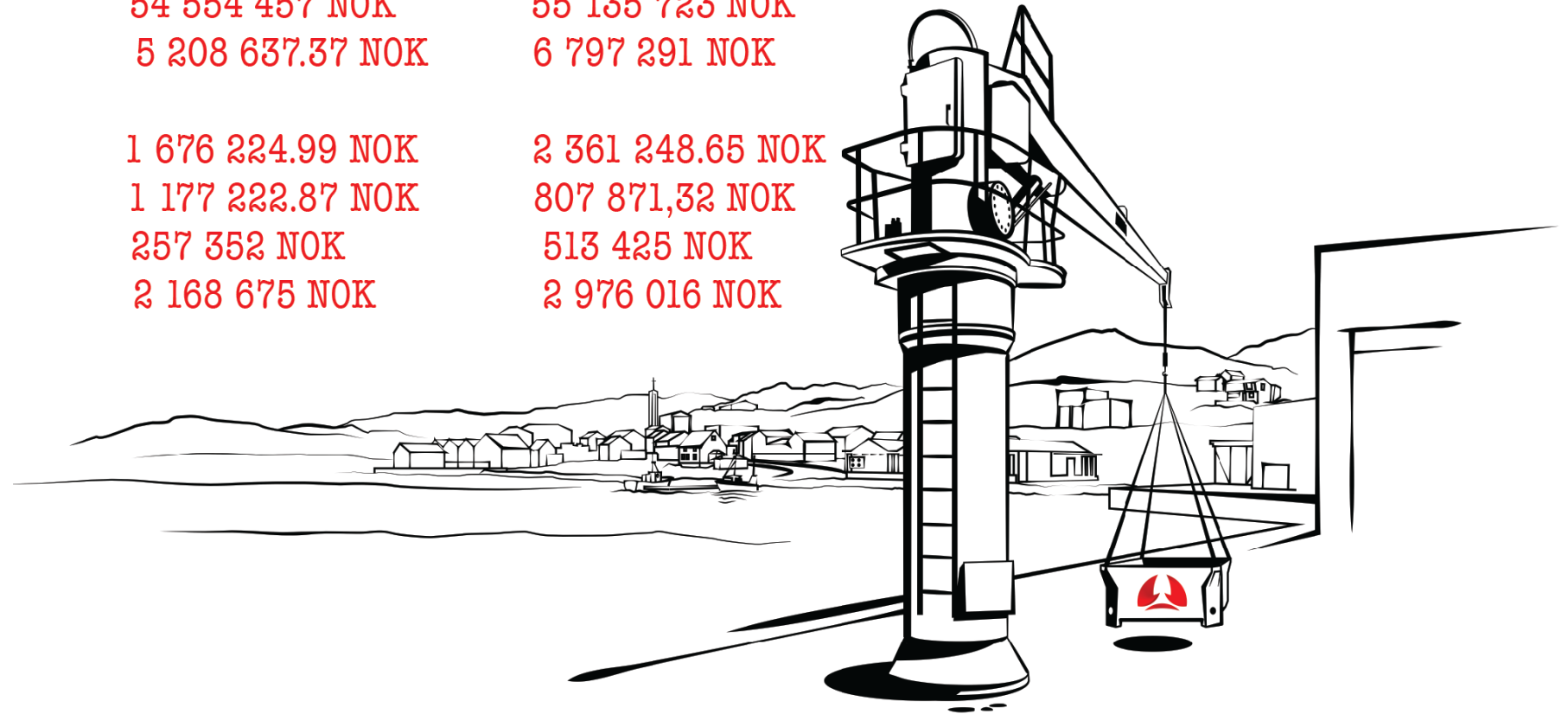
The project investment reach
NOK 100 mln
We imported top notch equipment
from US and Europe



As we rapidly grew economically, our purchases from Norwegian suppliers were also on the rise. Wherever possible, we used local goods and services. We put much effort in pushing forward the local community's development and contribute as much as we could to its economy, and wider - via taxes and contributions to national agencies.

We paid:

	2015	2016
suppliers in Norway	54 554 457 NOK	55 135 723 NOK
of those in Batsfjord:	5 208 637.37 NOK	6 797 291 NOK
Rafisklaget	1 676 224.99 NOK	2 361 248.65 NOK
Customs duties	1 177 222.87 NOK	807 871,32 NOK
Batsfjord kommune	257 352 NOK	513 425 NOK
Taxes	2 168 675 NOK	2 976 016 NOK



Along with our direct economic investment, we have also contributed to social development of Batsfjord.



In late summer 2016, right before the first school day started, we upgraded and reconstructed two local playgrounds.



iFinnmark NUMMER EN I FINNMARK Introduksjonstilbud Vi gir deg alt innhold på nett

Direktesport Debatt Nyhetsdøgnet og eAvis Søk i arkivet Meny

BÅTSFJORD

Klovnemoro og unger i fleng på en snurr: Fest for ny lekeplass



FORNØYD KVARTETT: Ordfører Geir Knutsen, Seagourmet Norways Pavel Kruglov og Andrei Kazakov og Isabell Antonsen var blide som lerker da den nye lekeplassen ble åpnet. ALLE FOTO: Inge wahl Foto: Inge Wahl

Av Kenneth Strømsvåg 27. august 2015, kl. 21:22

Artikkelen er over 3 år gammel

Båtsfjordfolket lar aldri en sjanse til en god dose festivitas forbigås. Tirsdag ble det folkefest da den nye lekeplassen åpnet.

DEL Ordføreren var der, klovnene var der, grillsultne mannfolk, spente damer og selvsagt barna.

— Du vet, det er mye som er verdt en feiring i kommunen, og en åpning av en ny lekeplass, som er påspandert oss av en nyetablert bedrift, er selvsagt intet unntak, sier ordfører Geir Knutsen.

At the opening ceremony we had a clown show, a great deal of sausages, refreshements and happy laughing children all around.



SEAGOURMET – HOVEDSPONSOR AV BÅTSFJORD I FEST 2016 – PRESENTERER

HER BLI DET LIV

D.D.E.

EKSKLUSIV LEVERANDÖR AV RAH-RAI SIDEN 1992

TORSDAG 28. JULI 2016

Båtsfjord i Fest 27. juli - 31. juli 2016

Let alone the kids on the playground, adults love having fun as well.

Batsfjord fans had to wait for D.D.E. for twenty years until their favourites could return with a concert.

Back in 2016, we helped to make this happen.

And it was worth it.

The show was terrific.



Although Batsfjord proudly bears a title of the fishery capital of Norway (Fiskerihovedstaden), the Batsfjordingers knew little if anything about snow crabs.

And so, at local fairs, food festivals, and field visits, we were there to tell and to share.

Our snow crab clusters were later offered at local restaurants and shops.





While US and Asia were initially the biggest consumers of snow crab, our ambition was to introduce this delicious, yet totally unknown, product onto the markets of EU and Norway.

We were getting ready to launch a cooking TV show about snow crabs. Together with chefs we developed new recipes. We opened an extra office in Holland to boost promotion and sales.

Furthermore, to get a new and broad audience for this product, we attended global exhibitions in Europe, Asia, and at home in Norway.



New TV show was to be aired on 24Kitchen, the most popular cooking channel in Holland.



Cut the Crab (long-form)

For the long-form of Cut the Crab, Hugo will show 4 different crab dishes for several occasions, which are easy to prepare.

If you follow his recipes you will, without doubt, make a good impression with your girlfriend, parents-in-law, friends and family.

Cut the Crab (short-form)

In Cut the Crab Hugo will show how quick and easy you can impress family and friends with a delicious crab dish.

Crab often seems an expensive and difficult ingredient, but Hugo will prove otherwise. Each episode he will make a crab dish for a specific occasion. He gives tips and tricks to easily prepare the dishes yourself.



Episodes (f.e.)

EPISODE 1: Hugo shows how easily you prepare crab on a BBQ. This definitely makes you the new BBQ master of the group.

EPISODE 2: Hugo makes different kinds of crab bites, which are easy to take with you. For example, when you take your family out on a boat trip.

EPISODE 3: Crab is perfect to impress your girlfriend. Hugo will prepare a simple, but delicious crab diner for two.



Promoting snow crabs at global
and domestic exhibitions



Seafood Expo,
Brussels 2015



Seafood Expo,
Brussels 2016



Seafood Expo,
Hong Kong 2015

Crab and fish festival,
Sandessjoen 2016,
where we were awarded with the top prize!



In September 2016, the supply of snow crabs was put on hold after EU and Oslo failed to come to terms regarding quotas and possibilities for European boats.

EU vessels were practically ousted from snow crab business, and SIA North Star had to withdraw its vessels back to the shore. The case was brought to courts, and is still under litigation.



seagourmet.no

The supply of our major raw materials - snow crab - was suddenly interrupted.

We tried hard to find alternative suppliers of live snow crabs but these possibilities are devastatingly limited.

Production came to a halt.

Our development programme was shelved.

We had to let go over 50 people.