



## Haddock (Melanogrammus aeglefinus)

Haddock is one of the Icelanders' favourite kinds of fish: healthy, tasty and well-suited for numerous recipes. G.RUN is specialised in catching and processing haddock, which we sell both fresh and frozen, according to our customer's wishes.

Haddock (raw) - Contained in 100 g of its edible portion			
Energy	82 kcal	Fatty acids - unsaturated	0,3 g
Protein	18,9 g	Cholesterol	46 mg
Fat - total	0,6 g	Water	80,4 g
Fatty acids - saturated	0,1 g		

Reference: Icelandic Food Composition Database, cf. <http://www.matis.is/ISGEM/is/toflurpdf>

### Product origin and responsible fishing

Like all its other products, G.RUN catches the haddock it uses in the Atlantic Ocean off Iceland's west coast, mostly between the northwest corner of Iceland and Reykjanes peninsula in the southwest, at distances of about 5-100 nautical miles from land.



The label of origin shown here indicates that the product which it accompanies stems from fish caught in a responsible manner in waters that fall under the Icelandic fisheries management system.

G.RUN supports the Statement on Responsible Fisheries in Iceland that was formulated by stakeholders in the Icelandic fishing industry, the Minister of Fisheries, the Marine

Research Institute, the Directorate of Fisheries and the Fisheries Association of Iceland. This Statement should help inform people about the management of Icelandic fisheries and the means of ensuring that they operate in a sustainable, responsible manner.

### Wholesome quality

G.RUN aims to prepare only top-quality products, derived from fish stocks which inhabit pure, unpolluted ocean waters and are utilised in a sensible, sustainable manner.

Research has demonstrated that Iceland's fishing grounds are among the least polluted in the world and that Icelandic seafood is wholesome and nutritious. Although ocean pollution has no bounds, the fact that Iceland has a small population and is a long way from major industrial nations means that the amount of pollution in Icelandic fishing grounds is among the lowest anywhere. Ongoing measurements of undesirable substances in Icelandic seafood have shown that the level of pollutants in the country's marine catches is extremely low, far below European Union limits.

### Processing and packaging

G.RUN fish goes through our Grundarfjörður processing plant, which is equipped with the best available technology. Only pure, high-quality drinking water is used in the processing. Further factors contributing to extra product quality include short fishing trips, brief tows, close attention to the condition of fishing gear, and always properly icing our catch and then keeping it

in refrigerated, securely insulated holds. On returning to shore, we land the fish at our own plant and keep it refrigerated until heading, filleting and trimming it, in preparation for packaging. Most of our haddock is sold fresh, filleted or frozen. The size and type of packaging is determined by the customer's wishes.

### Additive-free

In order to retain the natural qualities of products we prepare, we have decided that none of the firm's products shall contain any supplementary additives. The label shown here is used to draw attention to this attribute of G.RUN products.

- All natural
- Free of additives
- Wild-caught fish

[www.grun.is](http://www.grun.is)



G.RUN is a family firm which is located by the fjord of Grundarfjörður, on the north coast of Snæfellsnes peninsula, West Iceland. We specialise in catching and processing whitefish, harvested in the clean ocean water off Iceland. With a company history reaching back almost half a century, we have from the beginning cultivated a reputation for quality and for being one of Iceland's leading fishing companies. G.RUN personnel number on average 85, counting those at sea as well as on land. In all, this amounts to around 15 to 20% of those employed in Grundarfjörður. At G.RUN we are proud of this background and pay respect both to the environment and community in which we operate. As a result, we endeavour to create an inviting job environment for our employees and contribute actively to supporting and developing the local community.