



Iceland Arctic Charr is the name of farmed Charr in Iceland. It is one of northernmost freshwater fish, common around the Arctic, hence the name Arctic Charr. The Latin name is *Salvelinus Alpinus*, which refers to the European Alps, low water temperature, ice and glaciers.

Thousands of years ago, when the glacial ice receded from Iceland, the Arctic Charr had already established itself in harmony with the harsh, cold and challenging conditions in Iceland. The fish had evolved a migratory pattern, alternating its habitat between fresh water on land and the salt water surrounding Iceland.



Everything is covered with ice and the landscape seems lifeless, but beneath the ice lays unexpected riches. For down in the deep, in the icy cold crystal-clear water, the small hardy Charr swims, the Arctic Charr. Slowly it pushes farther and farther into the unknown, until it comes to the land where the glaciers meet the sea, and where people since time immemorial have learned to appreciate this special hardy fish.

### **Those Who Find Pleasure in Special Tastes**

Arctic Charr is a red-fleshed fish and has been an exciting gastronomic delicacy that has brought pleasure to those who find inspiration in special tastes. Its mild, distinctive taste, handy size and delicate flesh makes Iceland Arctic Charr an excellent choice for side- or main dishes. The Charr is considered a little secret – shared by food lovers who are inspired by special tastes. Its mild taste, convenient size and delicate flesh makes Iceland Arctic Charr an alternative that is worth exploring.



### **Farmed Iceland Arctic Charr**

**Season** – Iceland Arctic Charr is available all year around.

**Size** – From 300 g to 2 kg.

### **A Wide Range of Uses**

The Iceland Arctic Charr is easy to prepare and well suited for frying, boiling, grilling and is also well suited to sushi and sashimi. In Iceland, a wide range of products has been





## Iceland Arctic Charr

- the fresh taste of nature

developed, including smoked and cured Charr.

Iceland Arctic Charr is sold as whole, gutted fish with the head on, or as fully trimmed fillets, well suited for further processing, fresh or frozen. The firm flesh colour varies from red to pale red. With its delicate flesh, Arctic Charr has a wide range of uses. Iceland Arctic Charr is marketed mainly fresh and frozen as whole dressed fish and steaks. In whatever form, it is a highly priced delicacy. Taste wise, it is said to combine the delicious flavours of brook trout and salmon.

### Quality Fish, Healthy and Safe to Eat

Iceland Arctic Charr is part of a healthy diet to eat. With fat content of 5% to 15%, a good portion of healthy fish oils and a medium low caloric total, the fish is an excellent choice for light dishes. The fat content is lower than most other salmonids, and almost 80% of the fat consists of healthy mono- and polyunsaturated fatty acids. These are the beneficial polyunsaturated fats necessary to the human body which definitely seem to play a part in the prevention of diseases of the heart and vascular system. Iceland Arctic Charr is rich in Omega 3 and in vitamins A, D and B12.



Iceland Arctic Charr has an oblong body and a small head, and its colour can vary. In the sea, the fish is silvery with a dark back, but during the spawning season, the belly becomes blood red and the sides are brownish with a yellowish-green tinge.

Iceland Arctic Charr has the most northerly distribution of any of the freshwater fish. It is the dominant species in the Arctic coastlines.

Circumpolar in distribution, Arctic Charr is native to far northern streams and lakes of North America, Asia, Europe, Iceland and Greenland. Charr has been an important food resource for Icelanders. However, only since the late 1980s has it been farmed commercially and exported to Europe and USA to become a gourmet restaurant item in many large cities.

Iceland is the biggest producer of Arctic Charr in the world, with a total export of only 1700 tonnes annually. It is forecasted that production will expand over the next years, and production of 5000 tonnes per year production can be assumed before 2010. Arctic Charr is a streamlined fish and typically trout like. It belongs to the charr group of the salmon family, and in nature, there are two subgroups – a sea-run group and a freshwater or land-locked group. The sea-run fish are larger, commonly weighing up to 2.5 kilograms, while the lake dwellers range in weight from 0.3 to 2.0 kilograms.



Most Iceland Arctic Charr are farmed in land-based, closed systems, and thus, there is only a minor risk associated with escapes of farmed fish to the wild. There is also a low risk of pollution and habitat effects, as closed systems have adequate wastewater treatment.





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