



100% FISH ICELAND MISSION

September 21-24, 2026

BUILD NEW PARTNERSHIPS

Please join the Conference of Great Lakes St. Lawrence Governors & Premiers (GSGP) 100% fish mission to Reykjavik, Iceland from September 21-24, 2026. This mission will include meetings with companies and organizations involved in the 100% fish sector in Iceland, and participation in the Icelandic Fisheries & Aquaculture (IceFish)/100% Fish for Profit conference which includes attendees from around the world. Mission participants will also benefit from networking events and logistical support provided by GSGP.



WHY ICELAND?

Iceland pioneered the 100% fish idea with the Icelandic cod. Sixty percent of the fish was once discarded. Today, more than 90% of the cod is being used. The value of the products made from each fish has increased from \$12 (US) to over \$5,000 (US). Iceland is now home to a robust community of entrepreneurs, equipment manufacturers, and NGOs that are world leaders in developing and implementing 100% fish strategies.

COSTS

Participation fee—group meals and meetings including ground transportation, logistical support: \$500 (US) per organization, \$250 (US) for each additional participant.

Conference registration and accommodation are the responsibility of participants.

The IceFish/100% Fish for Profit conference provides attendees with knowledge on how to maximize their return on investment from underutilized parts of the fish which can be turned into high value products. The conference typically attracts delegates from more than a dozen countries. This is an ideal opportunity to network with companies looking to share, and potentially partner on, 100% fish strategies.

CONTACT

John Schmidt, Program Manager
jschmidt@gsgp.org
+1-202-699-2841 www.gsgp.org

REGISTRATION DEADLINE

JULY 15, 2026

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