SFG

The Horticulturists Sales Company

Gunnlaugur Karlsson

CEO



• SFG was established 1940

- Shareholders are today 55
- Vegetable farmers who commission their harvest to Sölufélag garðyrkjumanna are today total 63
- Today around 6500 tons are harvested per year. 3000 in greenhouses and 3500 in open field outdoors













- The company puts its very best effort into delivering the product to the consumers, in the best and most economical way possible.
- Capable management and an efficient simple marketing system
- 90% of the product's wholesale price makes its way back to the farmers





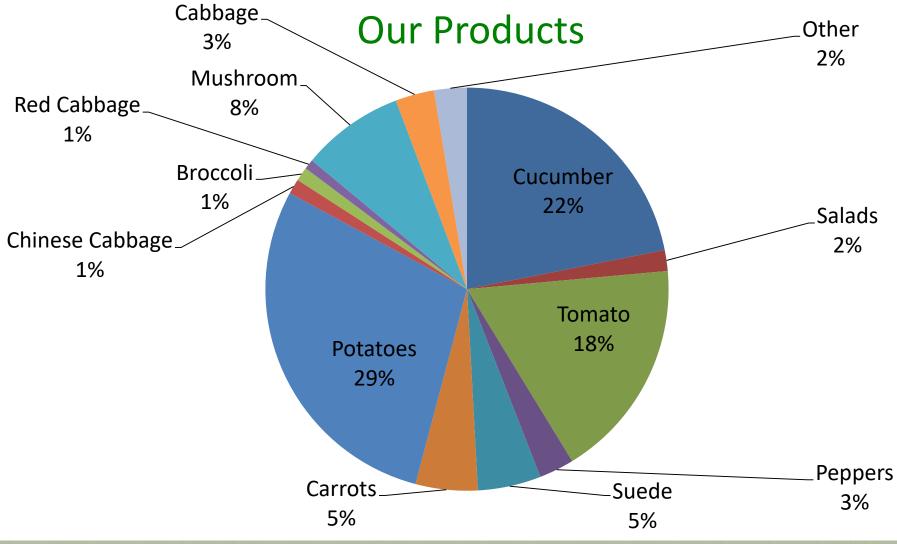


- Icelandic vegetable is healthy, fresh and tasty. A high quality standard is a trademark for Icelandic vegetable.
- Proximity to the market ensures that the time between production and distribution is as short as possible.













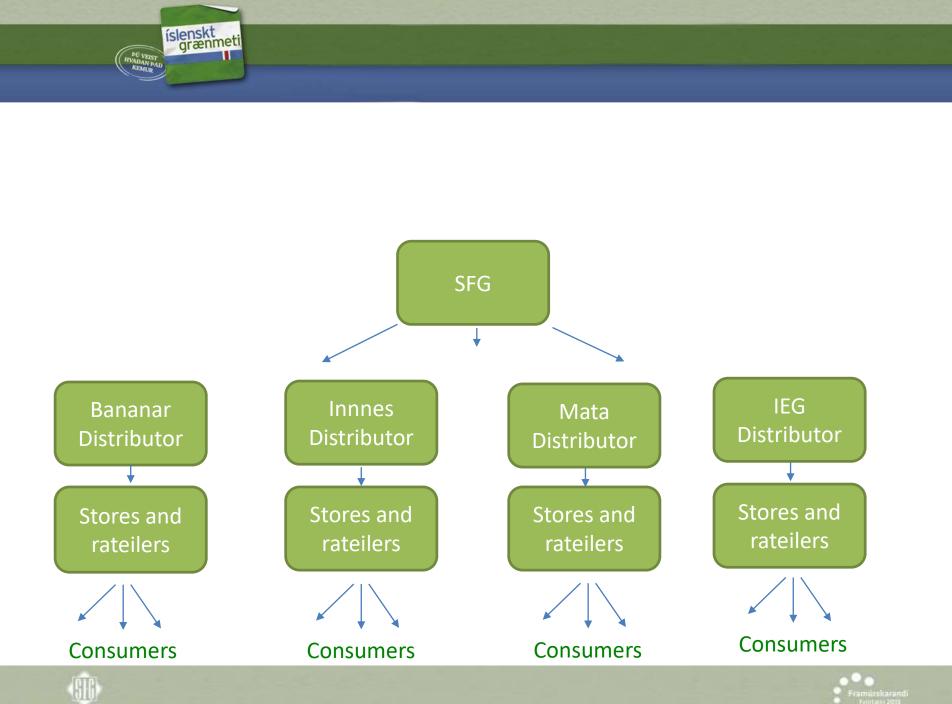


Sales and distribution









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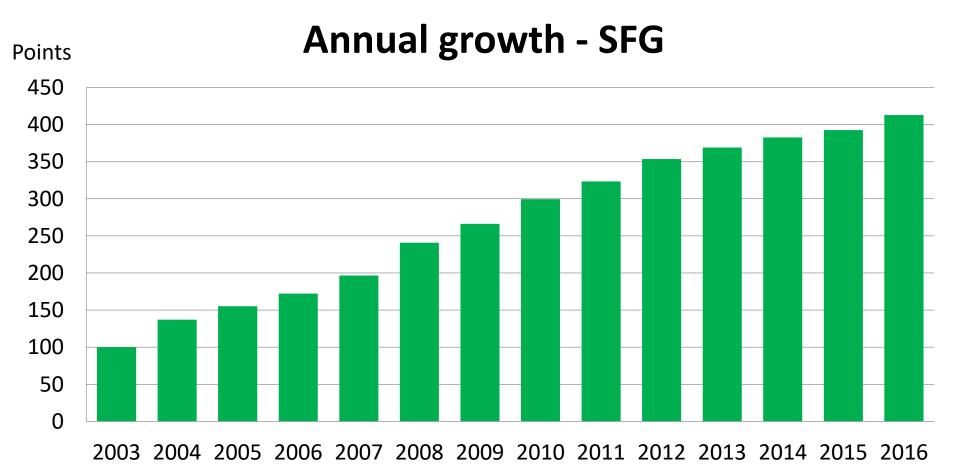


26 employees in headquarters

Foundet in 2004 to utilize all farmers crops and produce new products.











All year round production using hydro power and geothermal energy

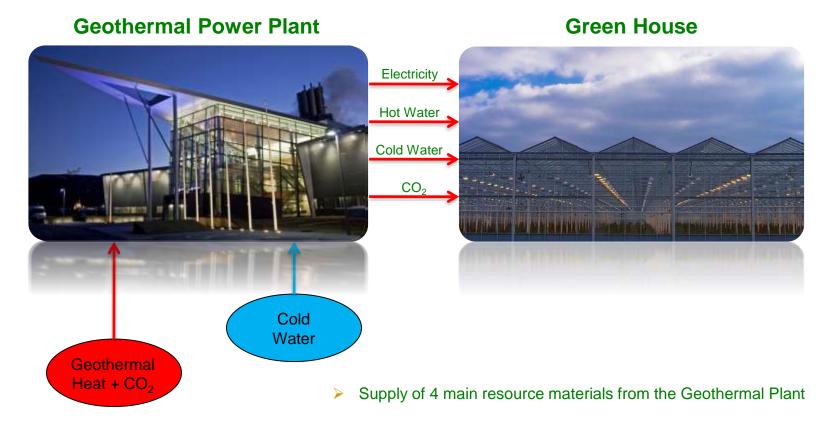
- Year round consistent production seasonality in greenhouses
- Geothermal and hydro power production of electricity is considered to be one of the most environmentally friendly ways of producing electricity
- Zero carbon footprint







Geothermal energy









DÚ VEIST HVADAN ÞAJ KEMUR









Hydro power











PU VEIST IWADAN PAD KEMUR









One greenhause uses the same amount of electricity as 3000 single family homes













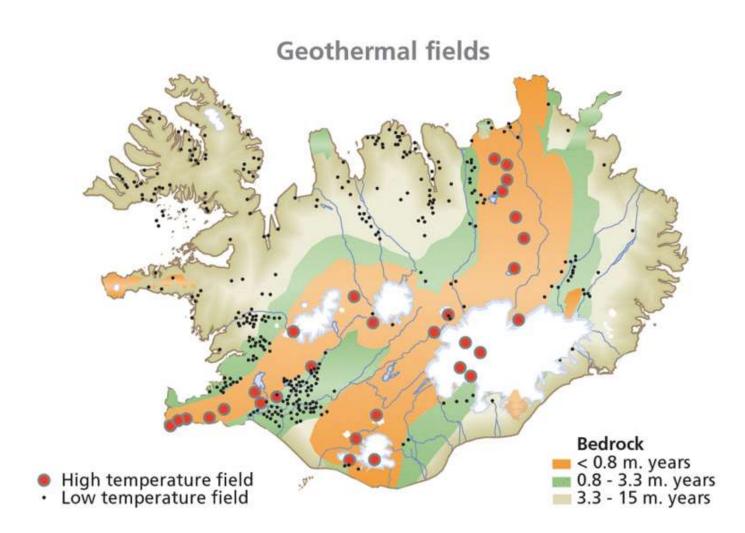


A controlled environment with natural hot water











PÚ VE









High quality water

 The water source is protected underground. Aquifer filtered for thousands of years which has never been exposed to the modern world

íslenskt grænmeti

 Due to the natural filtersation the water has a very low mineralization, the total of dissolved solids is just 60 ppm (parts per million)









is amongst the purest found in nature







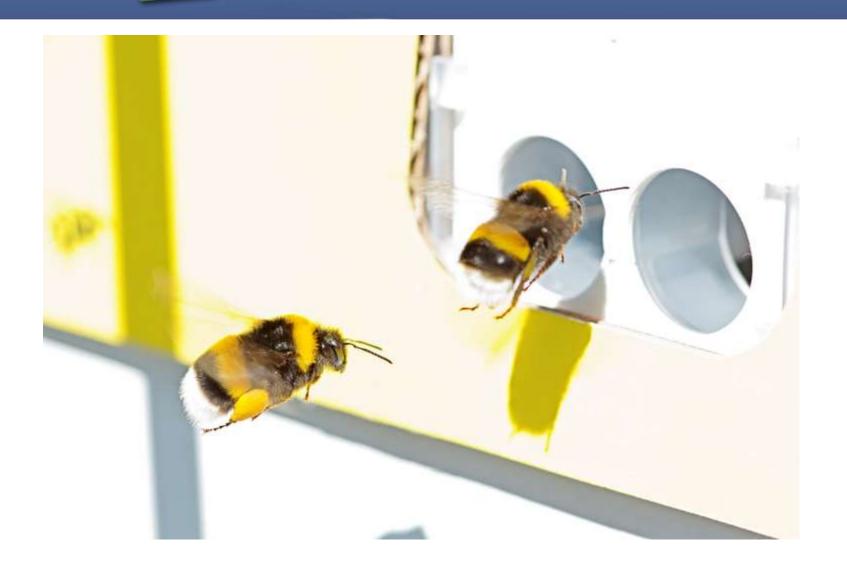


The bees pollunate the plants











PÚ VEIST HVADAN PAD KEMUR













- Pumicite is a volcanic rock that consists of rough textured volcanic glass.
- Icelandic pumice comes from the famous volcanic mountain Hekla













Pesticide-free cultivation





















Environmental Impact

íslenskt grænmeti

Decreasing Iceland's carbon footprint

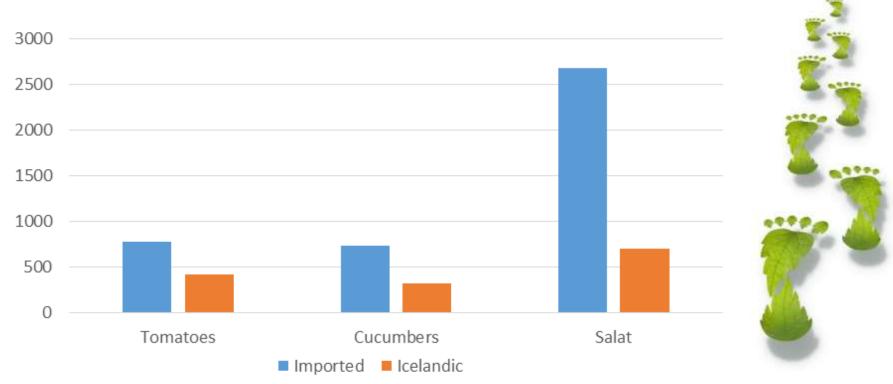








Carbon footprint







Greenhouse Gas emissions embodied in this product are

slens

32g CO2eq per package

islenskt grænmeti Avanan Natu Asaatik

islenskt.is



Marketing and communication strategy











The vegetables' packaging is an especially important factor in relation to quality, with the main objective of maintaining the taste and freshness of the product.

And very important factor to distinguished Icelandic vegetable from imported vegetable.

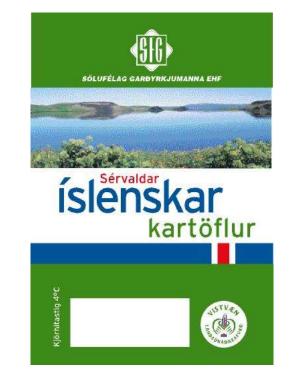






DU VEIS HVADAN D KEMUD





Labels consistent to the logo









HVADAN PAD KEMUR





HVADAN PAL KEMUR









DÚ VEIS HVADAN D KEMUD



Inside store presentation





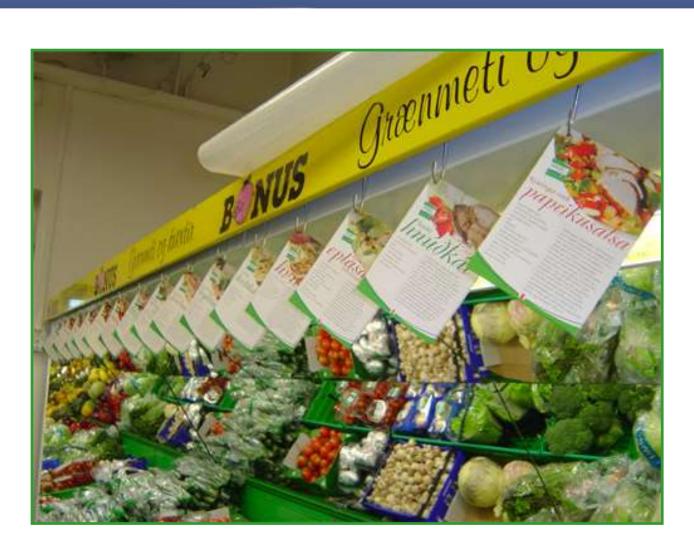


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NEYTENDUR

Áhuginn meiri hjá bændum og neytendum

Troug of Surger Chieves granment hafe horid & marked «Aute missory, no silhet kosilohttionatar og solatjovena i potti. Hølga Kristin Einarsdöttir og Anth Angelevelottie (Josepheri Itz vid bjä grennestistarestan & Subarland).

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íslenskt grænmeti

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Pakka grænmetinu og merkja bændum



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Íslensku jarðarberin komin

FYRSTU íslensku jarðarherin er væntanleg i verslanir eftir helgina og segir Olga Guðmunds döttir, garðyrkjubósdi í Silf-urtíni, þan 1-2 vikum fyrr á ferðinni en venjulegn. Uppskeran er jafnvel betri en í fyrra, að hennar sögn, og er ástæðan að mestu leyti gött og bjart vor. Grænmetisbændur hafa sett nokkrar nýjungar á markað undanfarin misseri, mi sidast kon-fekttómata sem eru plómulaga sérritómatar, og þrjár salatteg-undir í potti sem hægt er að skera niður í skál með einu handtaki. Fleiri ný pottasalöt á markadi eru salanova og þá er verið að gera tilraunir með ræktan á klettnaalati í potti og frillice sem líkist jöklasalati en er dökkgrænt fað lit.

Segja garðyrkjubændur fram-boð af nýjum tegundum hafa auk-ist vegna áhuga og eftirspurnar nevtenda.

Hátæknigróðurhús

Ræktun undir raffsingu færist sifellt í vöxt. Sá háttur hefur verið hafður á með agúrkur og tómata um langt skeið og nú síðast papriku, sem leiddi til þess að íspapriku, sem teitin ti pess ao ti lensk paprika kom mun fyrr á gwarkað núna en tíðkast befur. Auk raflýsingarinnar hefur sjálfvirkni í tæknihdnaði aukist verulega hjá grænmetisbændum Fullkomnustu gróðurhúsin eru húin veðurathugunarstöð og tölvu sem fylgist með aðstæðun svo sem hita og raka, og opnar

glugga eftir vindáttinni. "Núna sendir ræktunartölva bóndanum SMS, ef aðstæður breytast, og hagar áburðargjöf eftir veðri. Einnig er hægt að senda upplys-

ingarnar út á Netið, ef þannig ber undir. Plönturnar eru í eiginlegri gjörgæslu með þessari nýju tækni og yfir þeim vakað, líkt og sé um börnin manns að

Olga Goðmundsdóttir í Silfurtáni kveðst nokkuð ánægð með fyrstu jarðarberjauppskernna í ár.

ræða," segir Gunnlæugur Karls-son, framkvæmdastjóri Sölufélag gardyrkjamanna.

Ahuginn meiri/22

and states



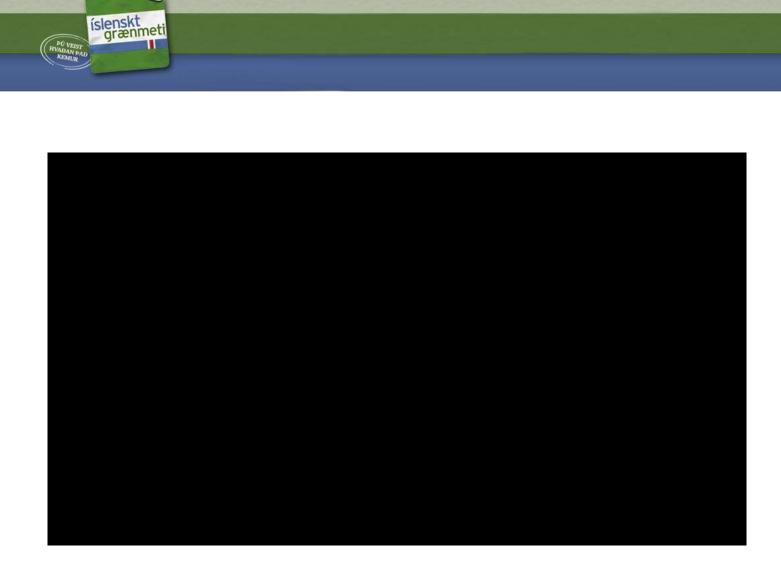




Advertising

















PÚ VEIST HVADAN ÞA KEMUR





PÚ VEIST HVADAN ÞAÐ KEMUR













PÚ VEIST HVADAN PA KEMUR





PÚ VEIST HVADAN PA KEMUR



















PÚ VEIST HVADAN P/ KEMUR









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GRÆN ORKA Í GLASI HOLLIR ÞEYTINGAR MEÐ ÍSLENSKU GRÆNMETI



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www.islenskt.is





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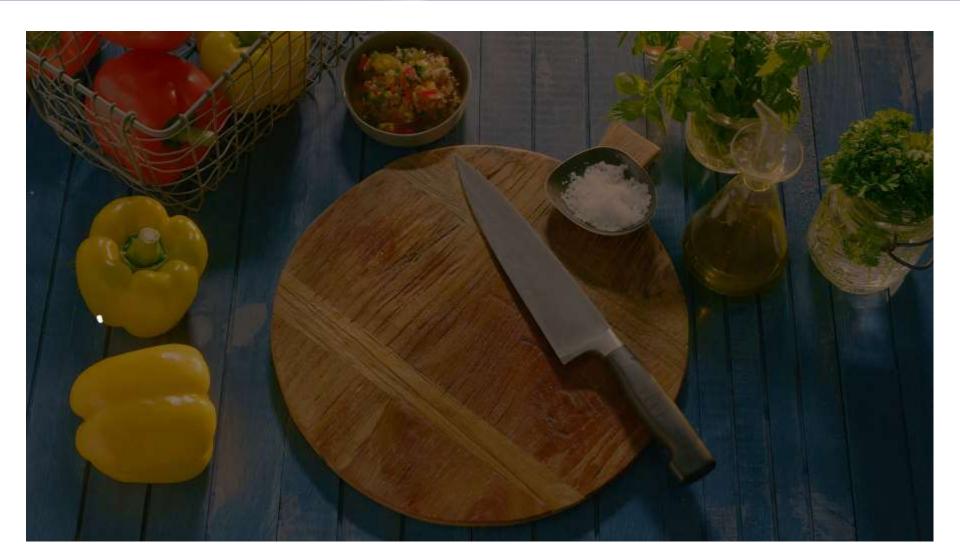
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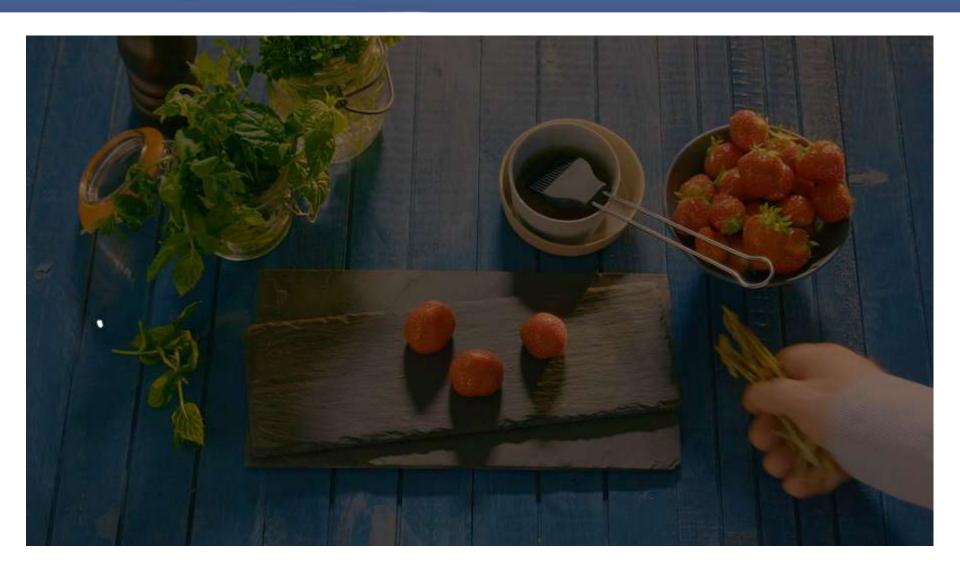






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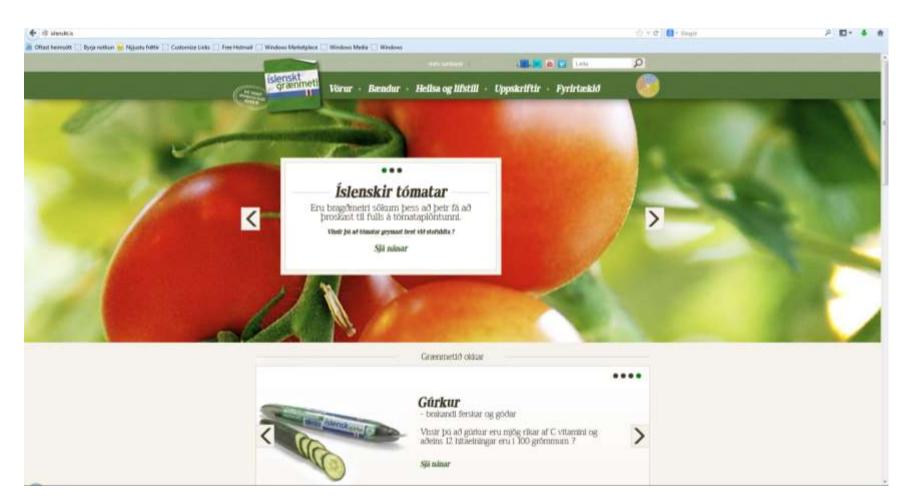




Marketing trough the internet and social media







Website islenskt.is



íslenskt grænmeti

HVADAN

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GRÆNMETISDAGATALIÐ





íslenskt grænmeti

PÚ VEIST HVADAN ÞAD KEMUR



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Direct marketing trough email



íslenskt grænmeti

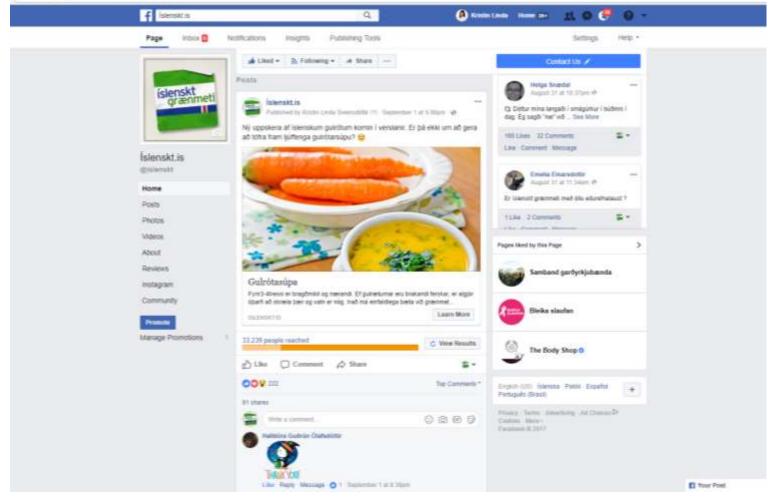
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Secure (https://www.facebook.com/ulwreit/



Facebook site







Twitter account

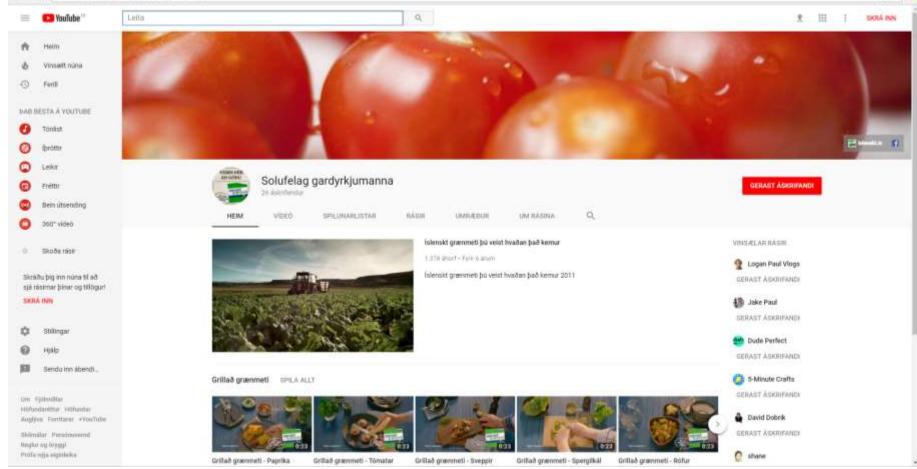




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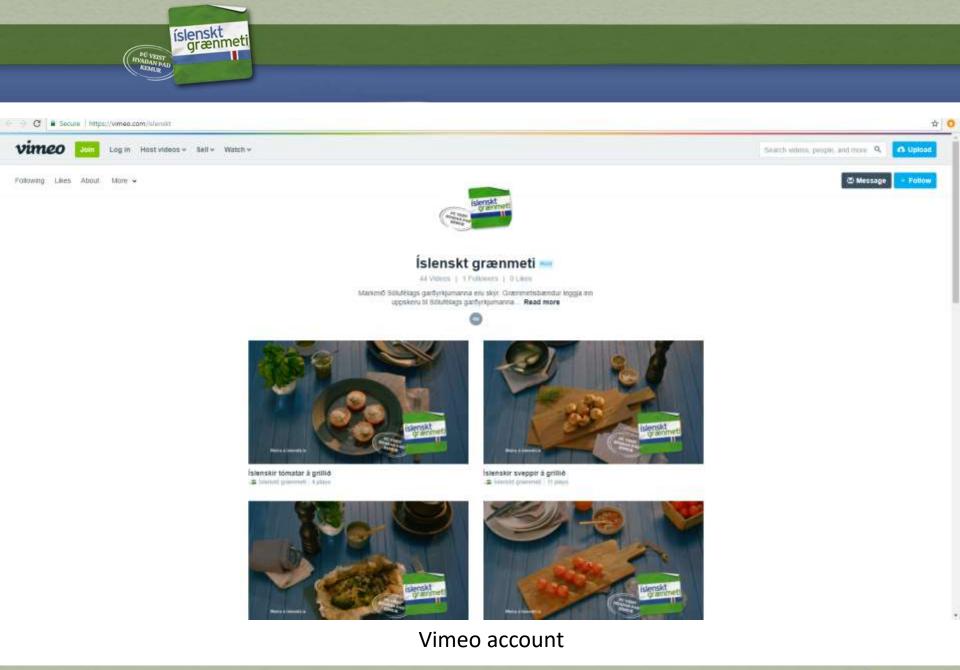


YouTube account





新会









- Google adword (search engine, better resault)
- Web banner

- Bloggers
- Social influenser on Snappchat and Instragram







Product deleopment









PU VEIST IWADAN PAD KEMUR



















DU VEIST HVADAN D KEMUR









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Fylltir grillsveppir í nýjar og endurbættar umbúðir



íslenskt grænmeti

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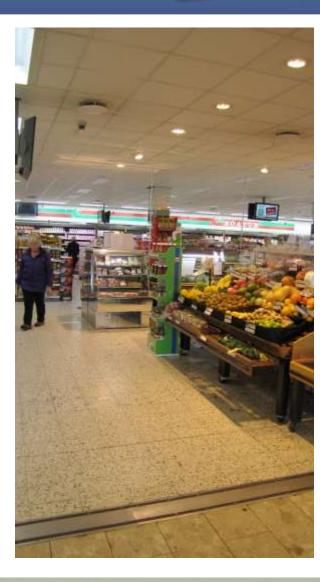






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Thank you



