



## **100 Percent Fish – Turning Waste into Wealth!**

### **Summary**

The Oregon Coastal economy has relied on tourism and commercial fishing largely to sustain itself. There is a need for innovation that grows our economy, protects our environment and maintains our coastal values. The 100 Percent Fish project is a vital way to do that, by taking fish waste that otherwise would be discarded and turning it into value-added products. For many years Iceland has been pioneering this philosophy, and it's spreading to the United States. The Oregon Coast Visitors Association and its partners are working to replicate that success here in Oregon. With support, Oregon Coast Visitors Association can continue its work on a project to use fish to make nonfood products. It supports research and development activities, marketing and advertising and infrastructure investments, including with an already existing local research lab in Reedsport, on the coast.

### **Iceland has been doing this for a while, but OREGON is ready!**

- In Iceland, they have derived as much as \$4,700 out of one fish that in food value only is worth \$12 total. We can do that here; we just need the support.
- In 2023 Icelandic company Kerecis – which pioneered the use of sustainably sourced fish skin in cellular therapy, tissue regeneration and clinically proven fish-skin graft technology – sold for \$1.3 Billion. We expect some Oregon startups that come out of 100 Percent Fish investments will achieve similar results.
- Fish waste can be used to make medicines, dietary supplements, collagens and much more. Health is a core component of this project.
- Fish skin also can be used for human skin grafting for burn victims. The most pain in a grafting procedure comes from harvesting skin from elsewhere on the victim's body. Fish skin can be – and has been – used as a substitute.
- Entrepreneurs on the Oregon Coast are figuring out how we can adapt this model and products that can derive from the species harvested here. They need support to continue that work.
- It's a small investment in the grand scope of things that will pay off for many years to come, not just for the coast, but the state coffers.

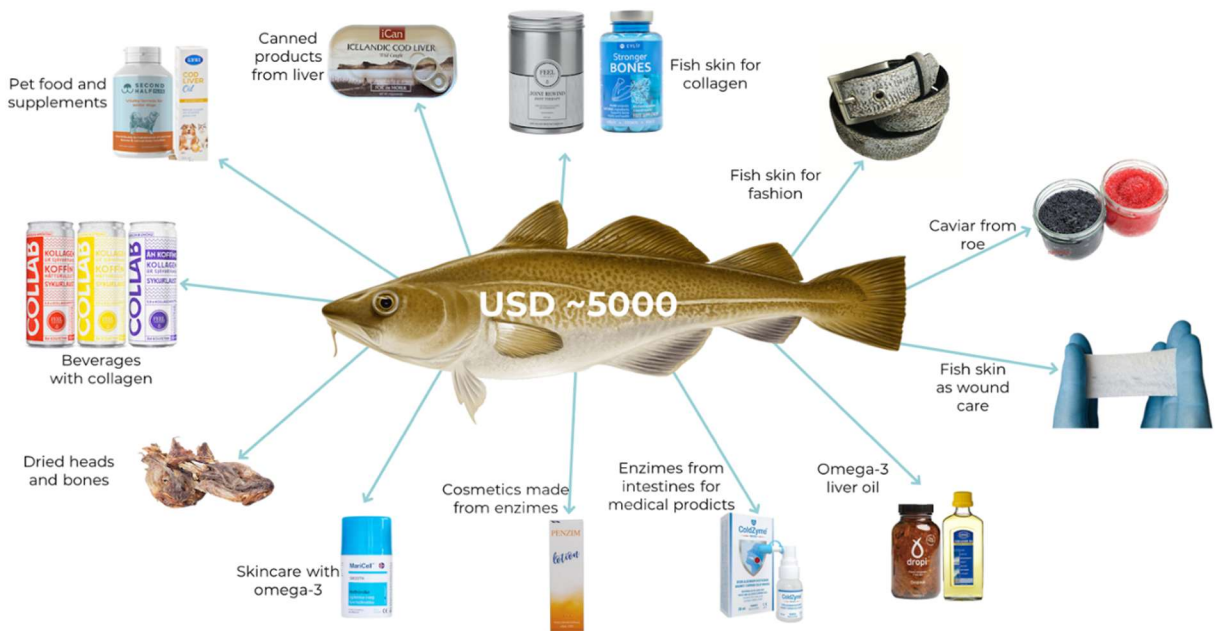
- 100 Percent Fish is good for health, the environment and the coastal economy. It's a winner all the way around.

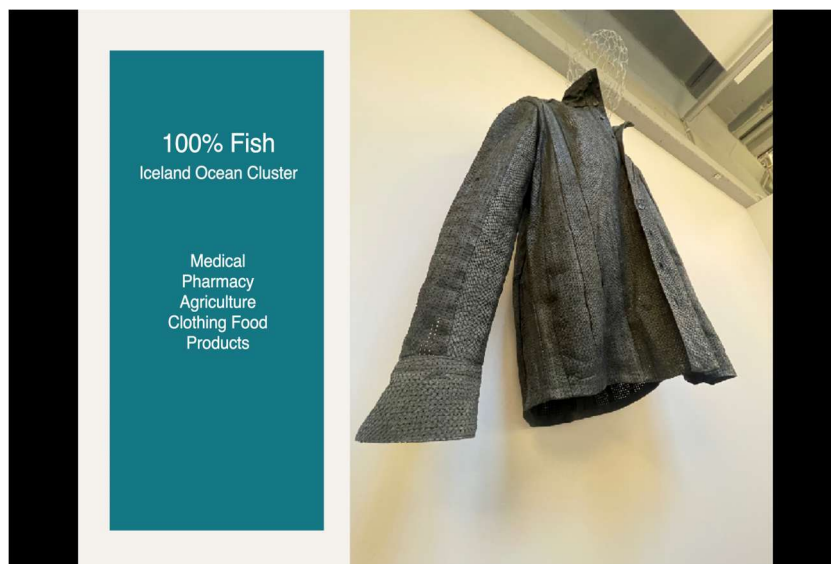
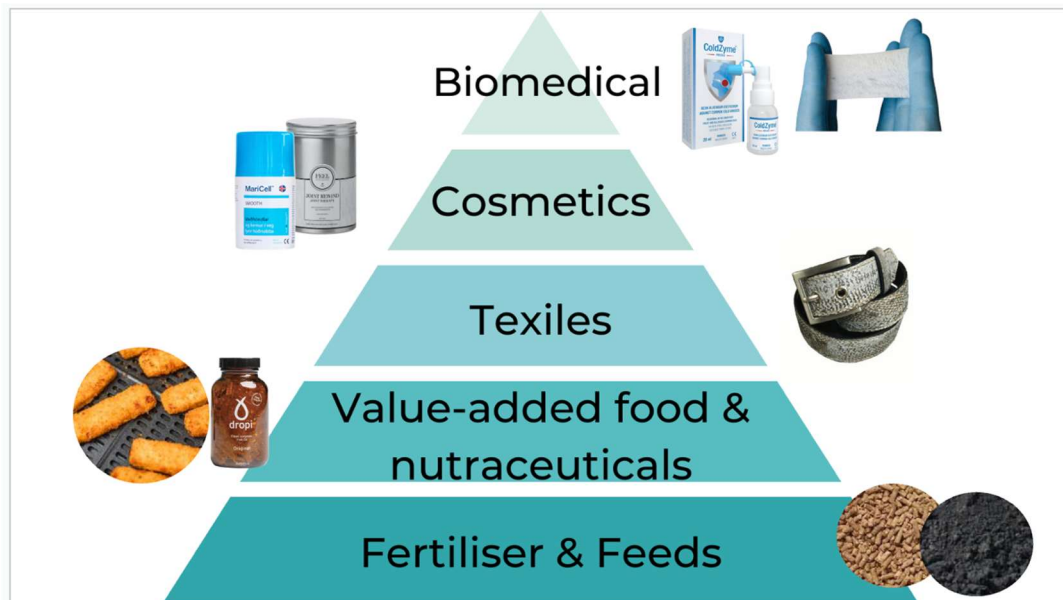
### **Business Recruitment**

- Currently, other regions are selling fish leather to Nike, BMW and others, for example. We can start our own companies in Oregon, or bring them here.
  - 7 Leagues Sustainable Fish Leather – a woman-owned Canadian company – is looking to relocate manufacturing to Oregon and is seeking “skin off” processing file lines in the state for material inputs.

### **Research and Development**

- Oregon Coast Visitors Association already has activated the public and private research communities within Oregon. They are now well positioned to apply their capacities toward 100 Percent Fish and Mariculture Utilization product development.
  - **Oregon State University** scientists will be visiting Iceland Ocean Cluster on an R&D mission to learn more.
  - **Wurgaft Food Innovation Center** in Reedsport already is conducting “characterization” of Oregon dulce and “valuation” of its biological components compared to market values to inform specific products for development. This will be accomplished by a soon-to-follow Techno-Economic Analysis.
  - **Local Ocean** in Newport already has created Rockfish Chips Dog Treats and hired one FTE fully dedicated to 100 Percent Fish product line innovation.





## ROCKFISH CHIPS - FISH SKIN DOG TREATS (5 OZ)

\$15.00

[4 interest-free payments of \\$3.75 with Klarna](#)

**NEW!** Local Ocean is now making pet treats for your coastal companions.

**Contains 5 oz rockfish skin dog treats, approximately 7-10 pieces.**

Air-dried on the Oregon Coast, these seafood snacks are single-ingredient, using only fresh fish caught by the Newport commercial fishing fleet. These crunchy fish skins are high in omega-3 fatty acids, marine collagen, and trace ocean minerals for healthy and shiny coats!

Order in bulk via Dockbox or check out our rotating selection of treats at our seafood market. Shipping nationwide soon!

Quantity: