Traditional products from the seal hunt/harvest: Status and Prospects

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Nordlys 23. august 2008  Archiologist Gøril Nilsen and Lars Erik Narmo are doing Oil processing by stone age methods. Firepits all along the coast of Northern Norway – Oil from Marine mammals.

Norwegian involvement in sealing in the White Sea dates back to the later part of 800 a.c. Where Ottar from Hålogaland describes his travels to Dvina and the White Sea where he hunted Walruss and other seals. He wanted the skins for rope and the teeth were also said to be valuable.
Walruss in White Sea
GC RIEBER - BUSINESS PATHS OVER 130 YEARS

TRADING IN CATTLE HIDES

Existing activities

SEAL OILS

SEAL SKINS

FISHING VESSELS

FUR- TRADE

COLD STORE PLANTS

SHOE- MANUFACT.

MATERIAL LOGISTICS

LEATHER TANNING

SALT

FEED

RESEARCH VESSELS

FUR TANNING

FISH PROCESSING

SHOE- RETAIL

REAL ESTATE

REAL ESTATE

REAL ESTATE

Omega-3 OILS

OFFSHORE VESSELS

RESEARCH VESSELS

FUR TANNING

FISH PROCESSING

SHOE- RETAIL

REAL ESTATE

REAL ESTATE

REAL ESTATE

Existing activities

Past activities

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GC RIEBER - BUSINESS PORTFOLIO TODAY

OMEGA-3 OILS  SKIN  SALT  REAL ESTATE  SHIPPING

HR & BRANDING  FINANCE & ACCOUNT

GC RIEBER

14.11.2008
GC RIEBER SKINN PORTFOLIO

SKIN  TROMSØ  CARINO  POMORYE

GC RIEBER SKINN
New Rieber seal processing plant in Newfoundland
Rieber Seal oil processing, Newfoundland Canada
Rieber Seal oil Refinery, Kristiansund Norway
Beater seal

- Skin weight 2-3 kg
- Blubber weight 12 kg
- Carcass incl. flippers 5 kg
Beaters sealskins

- **Fur tanned:**
- **Main use:** Hats, trimmings, garments
- **Secondary use:** Furniture
- **Competitors:** Short haired type furs (e.g. pony skins)
- **Comment:** Sealskins are in demand as long as they are priced reasonable compared to alternative substitutes.
- **Prices:** Averages abt. USD 150 / skin
Beaters sealskins

Chrome tanned:

Main use: Sporrans, boots, indoor shoes
Secondary use: Carpets, decoration
Competitors: Sporrans: Rabbit, fox, persian lamb, mink, bovine hides, leather
Boots & indoor shoes: Various types of leather, synthetic materials.
Prices: Average abt. USD 120 / skin
Beaters seal skins

Alternative use:

Seal leather:

A niche product - Sold and marketed as an exotic leather - limited supply

Unique feature: its natural grain - no embossing

Main use: Shoes, bags, belts and leather accessories

Competitors: Shark, ostrich, lizards, phyton

Prices: Average abt. USD 55 / skin
Traditional products. Status and prospects

- Meat
  - Food
  - Bacteria Growth medium Meat
- Skins
  - Fur
  - Leather
- Oil
  - Medicine
  - Technical/Biodiesel
- Organs
  - Male reproductive
  - Stomac enzymes for cheddar cheeeze
Seal industry Prospects

• Heards
  » Large potential for increase
  » Limited supply

• Harvest
  » Seasonal employment – Hard work – Available persons??
  » Equipment cost increases
  » Strict (internal) control & Humane harvest

• Process
  » Lower cost areas
  » Highly technical

• Market
  » Limited supply - High end products
  » Niche producs – Special product for people with special needs
Retail values of World production

- EU reports – World annual harvest – 900,000
- Our figures – Actual world harvest – 400,000
- Primary value on the wharf – 10-12 mill USD (55-65 mill NOK)
- Retail value – 100 mill USD (550 mill NOK)
- Fisheries – Each seal consumes 1 – 1,5 m.t. fish per year
"In order to preserve, we must always renew, constantly testing and retaining only the best."

GC Rieber’s business principle no 13.

Prospects for future sealing in the North Atlantic
Norwegian-Russian Symposium in Tromsø 25 and 26 August 2008
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