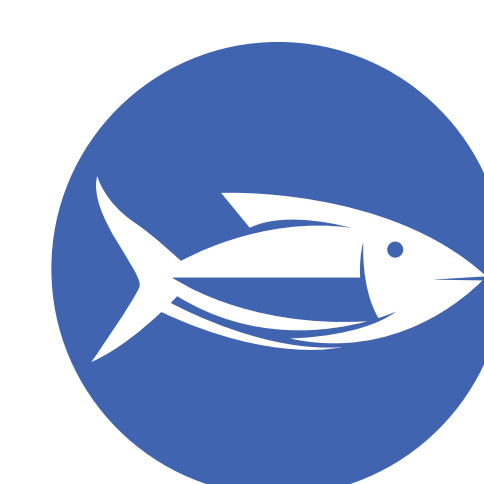


# Fresh and natural health food products from marine resources



## The innovator

**Kari Øye**

**Region:** Trøndelag (Norway)

**Area of interest:**

- Preventive health care, strengthening people's physical and mental conditions with Omega-3 and Vitamin D
- Traditional food from sustainable sources; clean, fresh and natural
- Supporting traditional fisheries and securing development in small rural areas along the coast
- Developing, manufacturing and selling health food products of the highest quality using marine resources originating from sustainable fisheries
- Making pure, natural, traceable, short-traveled and eco-friendly products
- Being an identifiable and honest business close to our customers and partners



## Features of my innovator journey

- Bad health – headache and chronic pain and deformation of the finger joints
- Bad medicine – only bad Omega-3 products. The need for making a difference
- My son in law, master of fish chemistry, recommended fresh cod liver oil. It worked
- We - 4 women concerned about preventive health care and sustainable living, had to start our own company!
- The first company in the world to produce high quality fresh cod liver oil Omega-3 to private consumers

## Innovation from 3 perspectives

### Economic

Making a living for my friends, family and grandchildren in this area

Creating interesting jobs for scientists and experts by developing new products and bringing them to the market

Involving people who would like the opportunity to have supporting jobs (the local «We-You»- group)



### Environmental

Certificates: MSC for sustainable fishery; Wild-caught polar cod fish; Fast processing in coastal fishing villages; ORIVO certificate for traceability; Natural oil, not manipulated in a laboratory

Thinking sustainability from day 1 - Utilising most parts of the fish: Liver, skin, bones, sperm

Glass and paper packaging. No plastic

Factory including a lecture hall

Geothermal energy, wooden walls and insulation, second-hand inventory



### Social

Teamwork involving family.

Stimulate grandchildren to take responsibility for their work

Company structure of equal pay for different jobs: creates a feeling of fairness and is motivating

Giving 1 NOK for every product sold to a UN organisation supporting women

Helps the next generation to make a living, and stay here in Inderøy with a good and healthy life

Inform about the value of fresh and clean food products

Convey the connection between preventive health, the environment and social economy for a sustainable future



## Barriers

Startup with a loan of 6000 Euro from a woman-network-bank, no public money

Many years with no pay

Women get less economic support from the state and banks; continuous struggle of not being taken seriously, due to age and gender

Compete with «Fishy business»-men. Mansplaining

Combatting preconceived notions about Omega-3 and quality

“ We do not inherit the earth from our parents; we borrow it from our children”. Kari Øye, food innovator



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