

Slow Food

**Salted, dried and
hard cured smoked herring.**



Presidia Protocol

Made by: Alpha Fish AS in corporation with
Norsk Tradisjonsfisk AS and
Njardar AS
Norway

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Alpha Fish AS



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Background

By gaining status as a Presidia-product the traditional smoked herring will be given the opportunity to be profiled to a larger market, and hopefully better chances to survive in today's industrial production.



On the "hurtigruten" at Norway, herøy. The Slow food delegasjonen, Norsk Tradisjonsfisk, Chairman of Herøy, Njardar AS, Alpha Fish AS and Astrid Riddervold

Our goal is to preserve the Norwegian cultural heritage through continuing the traditional way of production with salting, drying and smoking. The lack of insight amongst the customers sets high demands. The expectation of fresh fish being durable for 14 days is unnatural and was unrealistic only 20 years ago. Therefore it is important that the actors in the market are aware of the consumers' lack of insight in how to handle products with short shelf life.

It is important to stand united and reach out with the message that this is products produced the traditional way and without artificial ingredients.

With an organisation like **Slow Food** behind us, we hope to increase the interest in traditional products and that the consumers will prefer to buy our products over other alternatives.

Introduction herring - history

Throughout history no fish has meant more to Norway than herring - at least in an economic sense. We know that the first herring fisheries were in operation more than 1,000 years ago, but this industry is probably even older than that.

From the thirteenth century to the present day Norway and Denmark have supplied herring to the rest of Europe. Salted and smoked herring was exported, and gradually became a substantial export article from Norway. Thus it is common to hear herring called the manna of the sea for the Scandinavian countries. You may also have heard herring called "the silver of the sea", which calls to mind both the economic importance of herring and its shimmering silver appearance

The herring fishery has long traditions in Norway. Among the archeologically based material descending from the old coastal settlements they have found herring bones from the seventh century.

As a consequence of seasonable variations it was a necessity to conserve the fish. The most used methods in Norway were salting, drying and smoking. In periods with good fishery it was possible to experiment with more exclusive conserving methods.

As a result from this we got the 'silver cured herring' and 'golden smoked herring' around 1920.

General data

Name of primary material: **Herring**

Latin name : **Clupea harengus**

Name of product:

Salted, dried and, smoked herring

Quality grades: Silver

Gold

Hard cured

Name of product in Regional Dialect:

Saltet, tørket og hard røkt røykasild

Local Area Zone: **Sunnmøre, Herøy (Norway)**

Presidium Reference person:

Jan Nærø (Njardar AS)

Local Slow Food Convivium Leaders:

Slow Food Bergen, Norway

1 Herring

1.1 The herring - *clupea harengus*



Caught season/sizes:

Winter herring: 2-6 fish per kg. :Jan - Mar

Norwegian spring-spawning herring (NVG-Herring)

1.2 Lifestyle

Herring is divided into different races which are mainly distinguished by spawning period and location, size, rate of growth and migration patterns. Herring always travels in schools, and the large schools are easy to see moving in the water. The stock of Norwegian spring-spawning herring is increasing, while the North Sea stock has been under some pressure.

Herring is divided into races, based on its spawning areas.

The major distinction is between herring in north-east Atlantic and North Sea herring.

Other herring stocks are "Kvitsild" [White herring], "Murmanskild" [Murmansk herring], "Østersjøsil" [Baltic Sea herring] and "Skagerraksild" [Skagerrak herring]. In Norwegian waters, Atlanto-scandinavian herring is the biggest herring stock. This in turn is divided into three substocks:

- **Norwegian spring-spawning herring**
- Icelandic spring-spawning herring
- Icelandic summer-spawning herring

Norwegian spring-spawning herring

Norwegian spring-spawning herring is the stock from which Norwegian small herring, fat herring and winter herring are caught. Norwegian spring-spawning herring spawns in February and March along the Norwegian coast.

The fastest growing of these mature in just two to three years. Herring has a long life span, in fact it can reach 25 years of age with a length of approximately 40 cm. Herring feeds on plankton, small crawfish, fish roe and fry. Herring has a dorsal fin, shiny scales and no sideline.

During its first year of life herring is called "mussa" in Norwegian, or young herring, and from one to two and a half years it is called "bladsild", or juvenile herring. During the stage just prior to maturing it is called feitsild, or fat herring. Herring in different ocean areas spawn at different periods of time. The rate of growth and ocean area of herring largely depend on where the fish matured.

The local name of fat herring before its spawn is "storsild"(big herring) and after spawning its called "vårsild" (spring herring).

Its "storsild" (big herring) used for the production of products in this protocoll.

1.3 Fishing and fishing equipment

The fishing boats used to caught the herring are approximately 20 m long. Each landing is from 20 to 120 tonnes. In Norway this boats is named as the Coast fleet

To catch the fish, the fishermen are using ring net and trawl.



The catching season for this herring is the beginning of January to February/Mars.

In this period the herring comes to the west coast of Norway, Møre to spawn.

The herring is almost outside the productions doorstep. And therefore give the best possible quality there is.

1.4 Bay and sales of caught

The herring is bought in a auction system regulated by the Norwegian Fishermen's Sales Organisation for Pelagic Fish. When the herring is caught, they have to register the catch in the system of Norwegian Fishermen's Sales Organisation for Pelagic Fish. The herring is then sold by using a closed auction system. The buyer who gives the highest price wins the auction. Since the auction is closed, you only get one chance to bid on each catch.

2 Product Description

Product of smoked herring

Type of quality		Silver	Golden	Hard cured
Konsistens		Fast	Between Silver and hard	Most salted, dried, and hard smoked
Taste		Rich , soft tasty,		Rich and sharp taste
Color			golden colour	
Smoking	Material	Wood	Chip and sawdust	Chip and sawdust
	Time	1-1,5 days	for 2-3 days.	10-12 days.
Modningstid		Ca 2 months		
Ingrediens		Natural Sea salt (from Spain and Tunis)		
Fat		15,8		
Salt%		11,3		
<p>Herring is an excellent source of vitamins A, D and B 12.</p> <p>It is also rich in Omega 3 fatty acids. The amount depends on the fat content, which varies widely according to the time of year and species of herring.</p>				
<p>The processes are supervised by personnel with experience and knowledge about traditional methods.</p>				

3 Production process

The production of 'silver cured herring', 'golden smoked herring' and 'hard smoked herring' is done by 3 different traditional preserving methods.

This is salting, drying and smoking



Fresh round herring chilled with ice is landed directly from the boats. The herring is caught **only 1 – 2 hours** steaming time from the factory.

3.1 Salting

The producer gets the sea salt from Spain and Tunis. Just natural salt is used.

3.2 Drying

Because of governmental restrictions, its not allowed to dry the herring outside anymore. Outside drying makes the best product, and is the traditional way of drying herring.

Hard cured herring is the driest of the applied products and silver cured herring is the least dried product.

3.3 Smoking

Hard smoked herring: The herring is smoked for until dry.

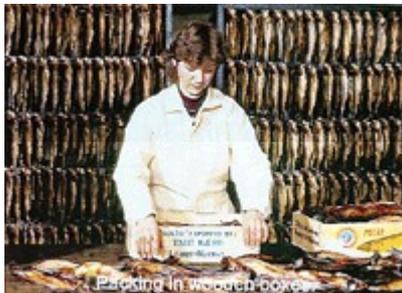
Golden smoked herring: The smoking process is over when the herring have caught a golden colour.

Silver cured herring: The herring is not that "crowded" on the sticks as it is during the smoking of the 'golden smoked herring'. That makes the smoke pass more freely.

Process steps	Description.
Landing	Fresh round herring chilled with ice is landed directly from the boats. Only North Atlantic Herring is accepted because of its high quality. The herring is caught only 1 – 2 hours steaming time from the factory. This fishery is going on in February.
Salting	The herring is salted in bowls or barrels for approximately 24 hours before the brine is added. This part of the process is very important.
Ripening	After 24 hours in salt the salt brine, 23 %, is added. The ripening process takes a minimum of 8 weeks in bowls and a minimum of 60 days in barrels. The process is

	watched closely to gain the wanted quality on the finished product. Of especially importance is the salinity and the temperature.
Freshening	Salt ripened herring is freshened with seawater. The grade is decided from market demands.
Grading and threading	Freshened herring is thread on to “smoking sticks”. Damaged and undersized herring is graded out.
Drying	Drying is done outside in fresh air or in a drying plant.
Smoking	Hard smoked herring: The herring is smoked for until dry. Golden smoked herring: The smoking process is over when the herring have caught a golden colour. Silver cured herring: The herring is not that “crowded” on the sticks as it is during the smoking of the ‘golden smoked herring’. That makes the smoke pass more freely.

Herring products are packed **by hand** into wooden boxes. This is your best insurance of our excellent and unique quality.



In to day's industrial world the consumer do not have the knowledge about food resources and refinement methods like earlier generations.

Methods which they in the early years were depended on using to put food on the table is now about to disappear.

To day only a few would manage to survive without a refrigerator or a freezer. We are used to the food being as fresh as possible to satisfy our demands to quality. This causing an increased risk of food borne diseases, very few of us know.

In the early years they had knowledge about the products to be refined. Most people made their own food and all preserving were done to prevent food borne diseases. Knowledge about various preserving techniques was vital to survive.

The processes are supervised by personnel with experience and knowledge about traditional methods. The knowledge is been passed on from father to son.

Because of the unique environment. Wee do all production by hand (handmade).

4 Area and local connection

The producers are situated in the west coast of Norway, near by the famous city of Aalesund. Close to the best fishing grounds in the North Sea, and to the Atlantic Ocean. This area of Norway have long-lasting traditions in the fish industry.

The county of Herøy is one of the leading county in Norway, regarding catch of fish and production.



The chairman of Herøy, and Slow Food 3th of February 2005

In the 1920s , there was growing up an environment for smoking of herring in Herøy. This environment was after a while unique being in Norway. No other places along the coast could show a higher “density” of salting, drying and smoking of herring that could be found in Herøy.

Each of the techniques used are based on traditions from hundreds of years back. What is special for the golden-, silver-, and the hard cured herring is the combination of techniques together with the type of fish. The area where the production is taking place is bounded to Sunnmøre, Herøy specially

5 Quality and production control

The production is under strict quality control regarded to FDA`s regulations, and based upon Haccp principp

6 Sales and marketing - Challenges

The competition from industrial produced products is now threatening the future for a small company's. The focus on low production costs is not realistic due to our way of manufacturing.

Within the Slow Food organisation, The producers of traditional smoked herring, recognises the possibility of increasing the market cheer on behalf of industrial produced products.

Export

The main export markets are, the Mediterranean countries, and the West Indies, regarding smoked products.

Governmental restrictions

Because of governmental restrictions, the producer does not dry the herring outside anymore. Outside drying makes the best product, and is the traditional way of drying herring.

Some issues to work with

- Compete with industrial production (fast food)
- The governmental restrictions -Outside drying
- Information about traditional products local and international

7 Recipes

“One needs to allow one herring course meal, but a little less when used for stews, salads or starters. be filleted and then skinned. are steeped for 6-8 hours, perhaps milk”



per person for a main the herring is to be Thereafter, the fillets in a mix of water and

(source: Master Chef Stig Hammersland is associated Norsk Tradisjonsfisk as their expert)

Creamed & Gratinada Herring Pot ala Flanders

Soak skinned and boned fillets of Excellent or Golden herring overnight. Place fillets in layers with leeks and a mix of carrots, peas and cauliflower in an oven proof glass pot. Cover with cream and grated cheddar cheese. Place it in the middle of a moderate oven. (200 C) for 45 minutes. Serve with boiled potatoes and crusty white bread.

Pub Snack

Serve herring bits, Excellent, Gold or Silver together with boiled potatoes, red onion and Norwegian flatbrød, Together with a good pint of your favourite beer; this will turn out as a tasty Pub snack.

Herring & Egg Salad

After having been steeped in water, add bits of fillets from Golden or Excellent herrings to potato salad. Garnish with slices of boiled eggs, red, green and yellow peppers at top it with parsley.

Caribbean Barbecue

Soak a whole Hard-cured herring in water for 12 hours. Brush with olive oil and Soya sauce, before wrapping in foil. Cook in hot oven for 30 minutes or barbecue and serve with boiled Jasmine rice with raisins, green peas, carrots and maize (Corn).

8 Slow Food already makes it happen!



Som følge av engasjementet for sitt besøk i februar 05, har kokkene for sild som råstoff og røkte

Senest på konkurranse i Olso tildelt 3 plass i "best ever". Dei respons for sildesnacks som fikk aldersgrupper.



Njardar AS og Slow Food opplevd en enorm interesse sildeprodukter.

(denne helge) der de ble kunne også fortelle om stor flott omtale av **alle**

Samt har lokale myndigheter vist interesse for mer informasjon om produksjon og produkter av sild på tradisjonsvis. Deriblant på grunn av

Dette har kommet som direkte konsekvens ved oppmøte av Slow Food februar 05.

9 References

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