

# BACKGROUNDER

## JHS Fishproducts



### THE PRODUCT

- Dried fish products have been a dietary staple in Nigeria for many centuries.
- The best species for drying are cod and haddock because of their low oil content.
- Dried fish products have a 12-month shelf life and do not require refrigeration or special packaging.
- This is an excellent way to preserve food in Nigeria because of limited options for storing fresh or frozen products.
- Dried fish can be consumed as-is, or re-humidified for use in soups, curries and other dishes.

### THE MARKET

- Iceland is the biggest exporter of dried fish products in the world. Fish and fish products constitute about half of Iceland's exported goods.
- Drying fish products in special slow-drying chambers is mostly limited to Iceland. The country currently has about 20 drying plants in locations near the raw material source.
- Primary export markets are located in the southern part of Nigeria, where there are more than 50 million inhabitants.
- Nigerians have consumed dry fish for several centuries, since the first visits by Europeans to Nigeria.

### THE COMPANY

- JHS Fishproducts dries fish products for export, primarily to Southern Nigeria.
- JHS Fishproducts owns and operates Europe's largest fish-drying plant in the United Kingdom
- Approximately 60 per cent of the company's supply of dried fish products will be caught in Nova Scotia and exported from Yarmouth.
- Icelandic Sales Agency ehf, one of the partners and part owner of JHS Fishproducts, is one of the oldest sales agents for the export of dried fish products from Iceland to Africa.

For more information:

[www.novascotiabusiness.com/JHS](http://www.novascotiabusiness.com/JHS)  
[www.fishproducts.co.uk](http://www.fishproducts.co.uk)