

**Iceland: Sustainable Good Practice**

**Type of Business: (Restaurant, experience, activity)**

**Name of Business: Friðheimar**

**Description**

Friðheimar is very much a family affair, run by Knútur Rafn Ármann and his wife Helena Hermundardóttir. He is an agronomist from Hólar University College in north Iceland, while she is a horticulturalist from Reykirk Horticultural College. At Friðheimar, they grow tomatoes all year round, despite Iceland’s long, dark winters, under artificial lighting in greenhouses. They welcome visitors to see the greenhouses, and then enjoy a taste of the crop. And now they can take delicious food souvenirs away with them, made with tomatoes and cucumbers. They also breed horses, and put on a horse show – in fourteen different languages.

“The direction of Fridheimar is to ensure that our produce and services continue to fulfil the expectations of our customers, with the same quality standards being maintained into the future as the business grows. Maintaining good connections with our customers and fellow growers into the future is also of key importance. Since 2017 we have been using a quality system called Vakinn, which is the official quality and environmental certification for Icelandic tourism run by The Icelandic Tourist Board. We also use the ‘quality handbook of horticulture’. All our employees participate in continuously improving this quality system so that it can facilitate us in the best way possible in regard to providing high quality produce and services”.

As we all know companies have a major impact on their surroundings and the community. Friðheimar is no exception and that is why Friðheimar wants to offer an environmentally and socially responsible service to guests. They seek to set a good example for other colleagues within the tourism industry by taking responsibility and making the business as sustainable as possible. Friðheimar has signed a memorandum of understanding about responsible tourism which Íslenski Ferðaklasinn and FESTA (center about CSR) are responsible for. Also, Friðheimar now has the Vakinn certification, which is the quality and environmental service for the tourism industry in Iceland.

**Sustainable and Regenerative Practices**

**Ensure the safety of our guests and conduct with diplomacy** - Refine the training strategy for our staff, set our values as a business, set up a response strategy and train our staff at first aid and maintain that training every 2 years

**Observe employees’ rights** - Conduct annual employee interviews, Refine the training process of new employees, Consider the possibility of participating in the costs of foreign workers in Icelandic studies, Work with Fairtrade thinking "fair trade" as a guiding principle in procurement and production

**Have positive impact on the local community** - Source supplies as much as possible locally, Support fundraising in the local community, All gratuities and tips will be collected to be delivered annually to charities selected by our staff, promote more local places of interest to our guests to maximise their stay in the area, keep the history of horticulture alive in Iceland with information kiosks

**Take good care of our nature and show it the respect it deserves** - Segregate waste as best as possible, Use environmentally friendly products as much as possible, Refine packages and use environmentally friendly packages as much as possible without compromising the quality of the food, View participation in the project Kolviður, which is used to carbon-offset the company by planting trees. See [here](#), [Contribute to paperless business as much as possible](#)

**Image**



**References and further reading**

[Friðheimar | \(fridheimar.is\)](http://fridheimar.is)