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SEAFOOD FROM NORWAY

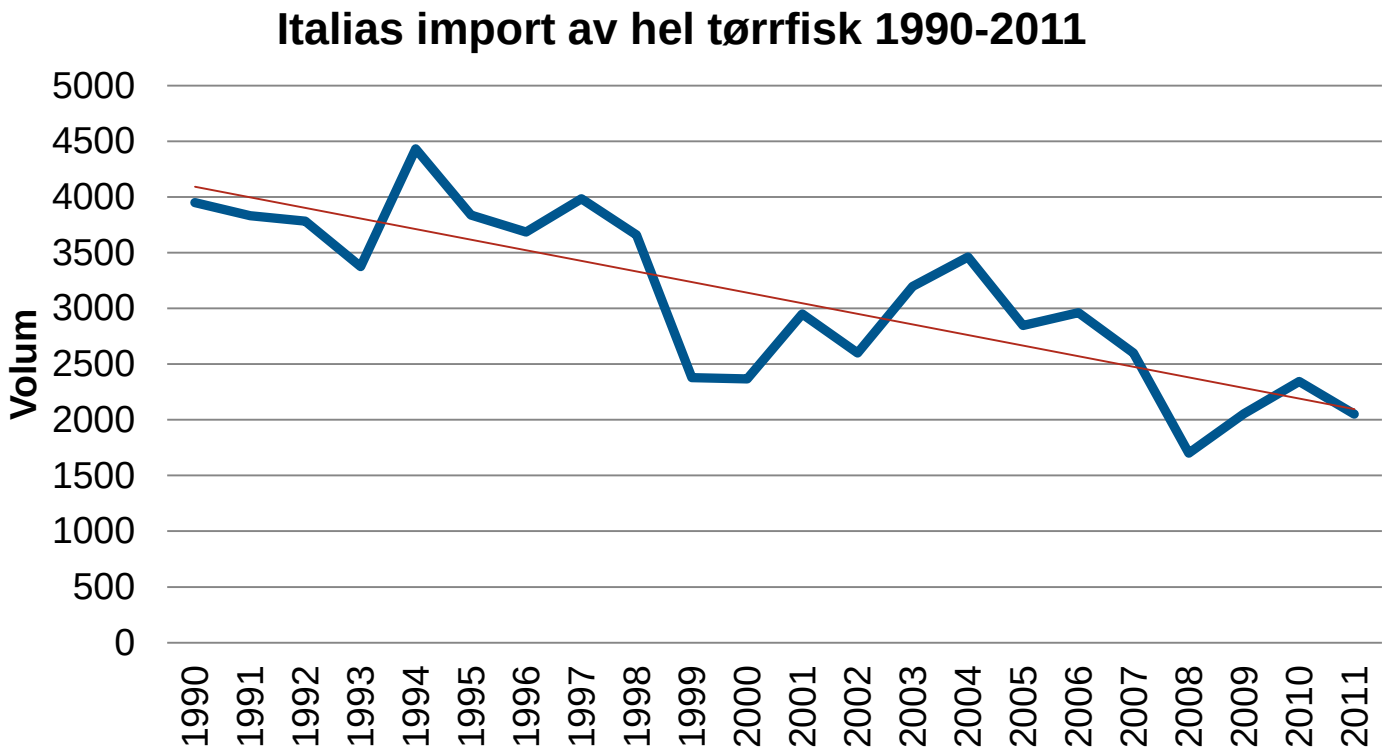
# ITALIA OG NORSK TØRRFISK – TO SIDER AV SAMME SAK

Foto: MNK/Norges sjømatråd

Merete Kristiansen
Fiskeriutsending
Norges sjømatråd

FHF seminar i Ancona
15. September 2012

# KONSUM AV TØRRFISK – EN NEDADGÅENDE TREND




Kilde: Eurostat/Norges sjømatråd

# ITALIENSK ØKONOMI – I KRISE

Foto: www.thenational.ae

# MYE GÅR NEDOVER, MEN FINNES DET LYSPUNKTER?

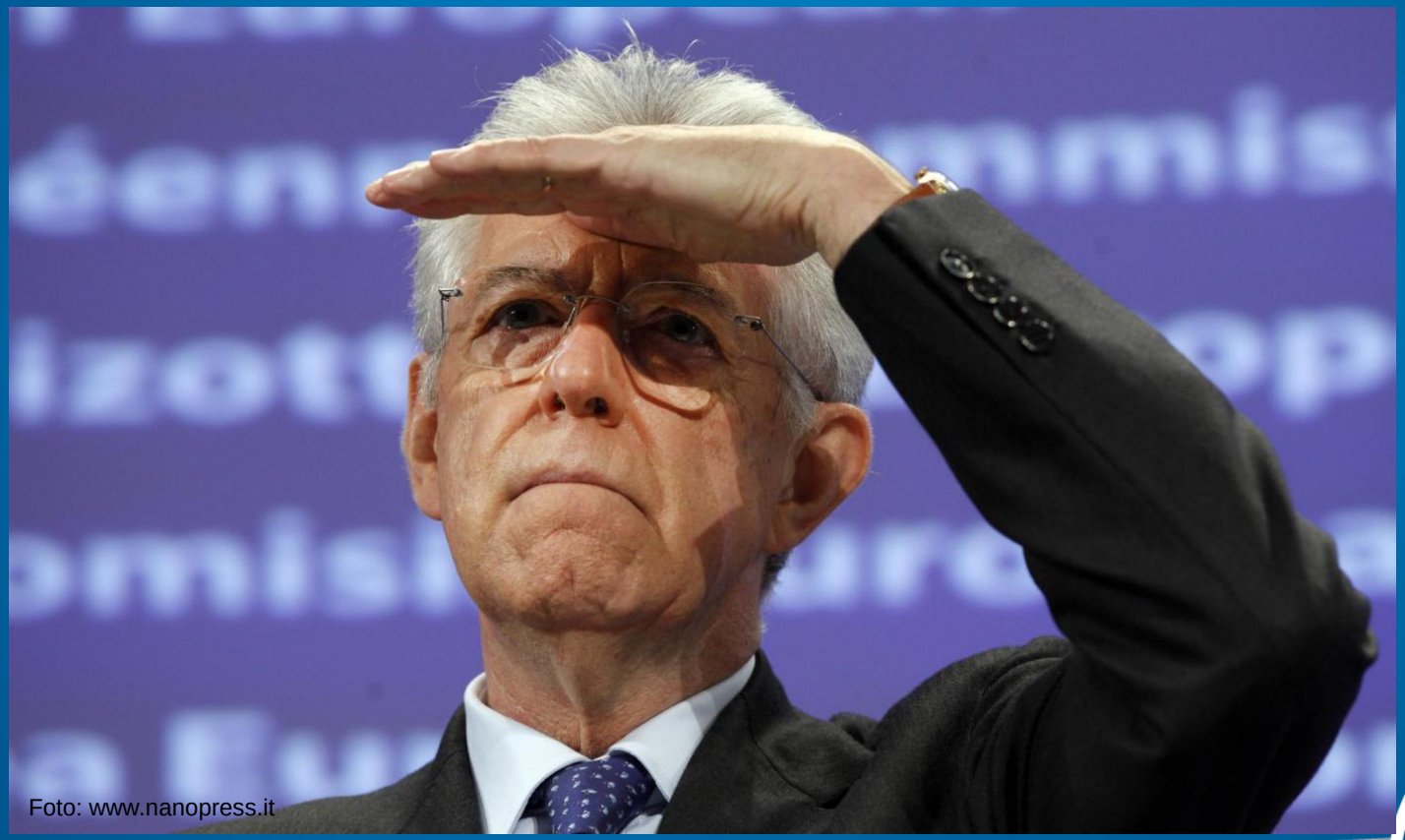
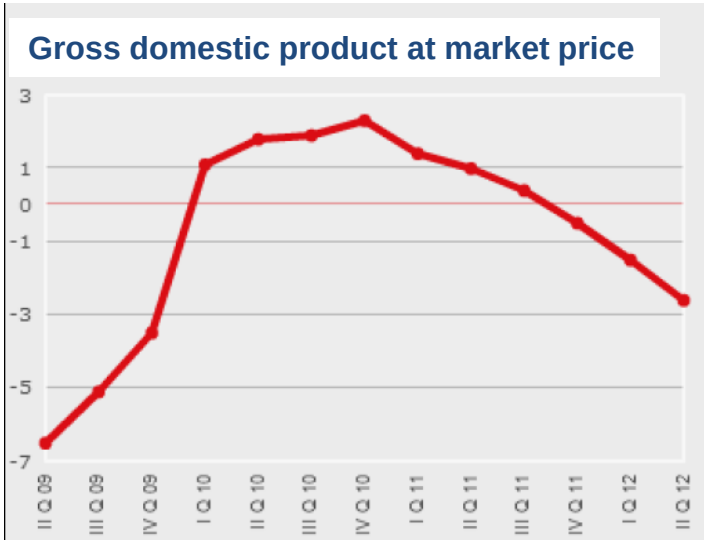
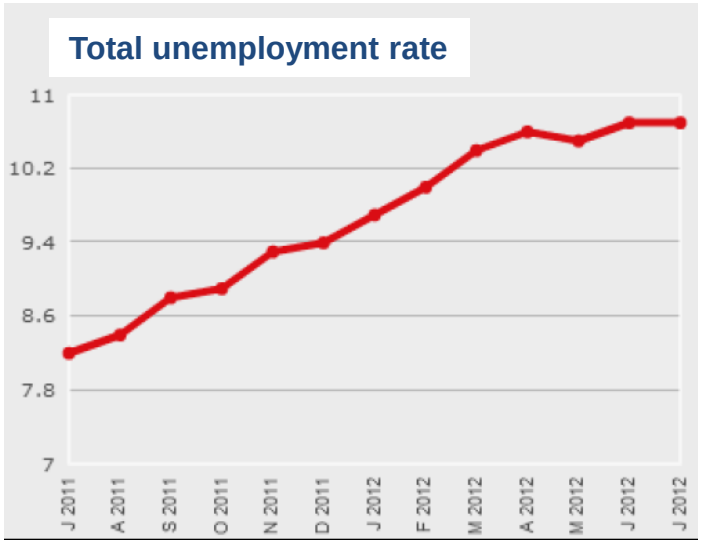


Foto: www.nanopress.it

# SVEKKELSE I MANGE SENTRALE ØKONOMISKE FAKTORER

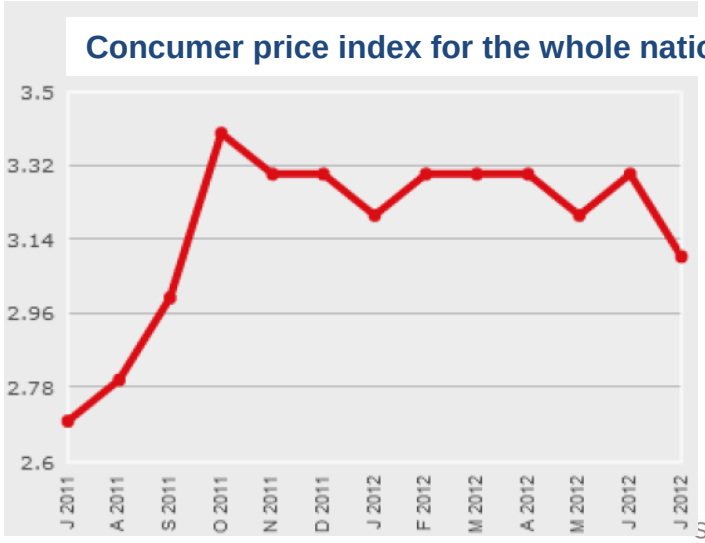



trend % changes, chain-linked volumes




seasonally-adjusted % values

trend % changes




trend % changes, including tobacco

Council Seafood.no

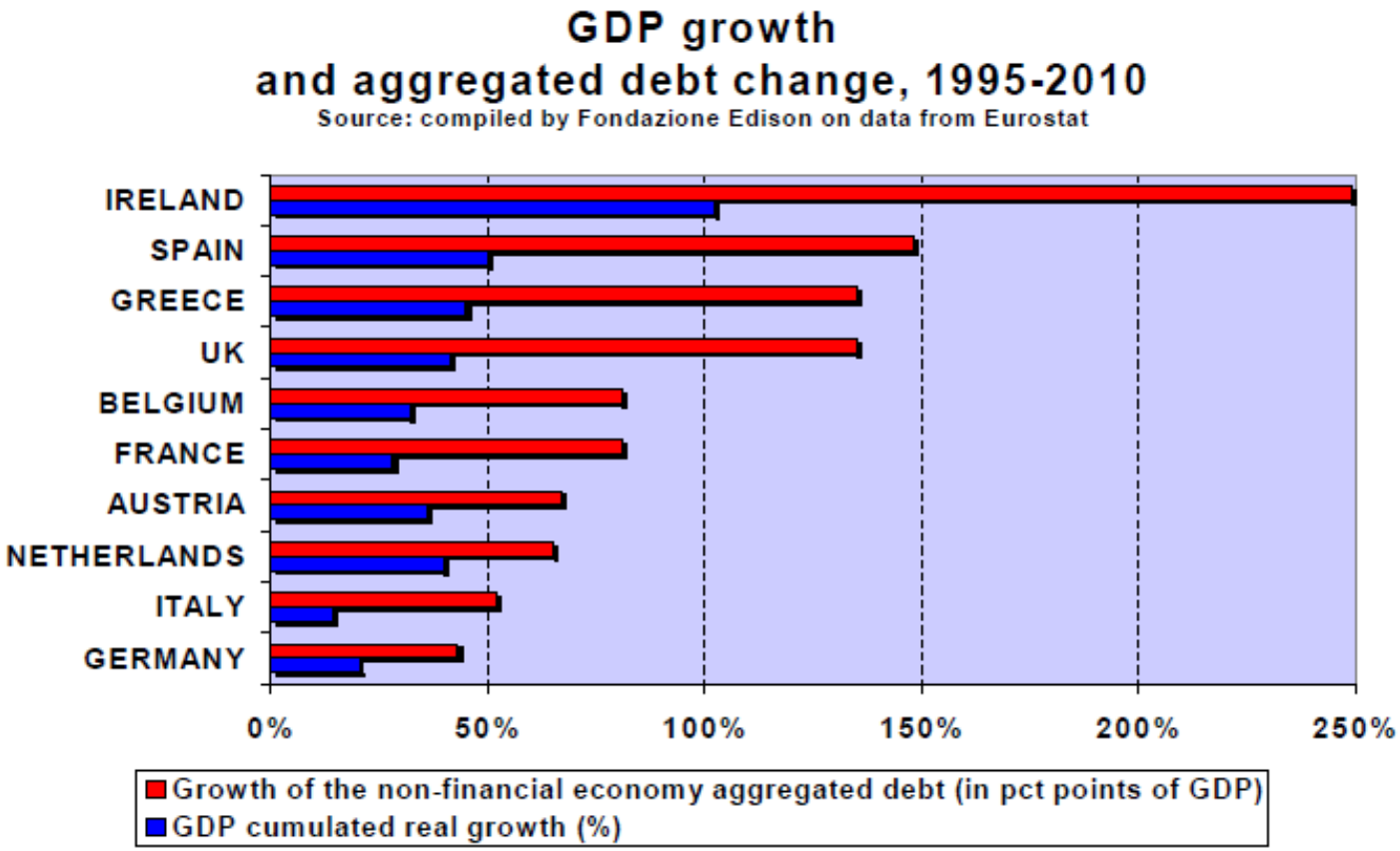
# «ITALY IS STRONGER THAN ITS RATINGS»

*Italy has well known structural problems and ancient habits but in this recession it also pays the cost of prejudices and stereotypes which are popular in the markets, especially among analysts, rating agencies, and international institutions themselves. Not to mention the fact that Northern Europe Prime Ministers and populations have a low opinion of us.*

*Yet, we are not the only country having a high public debt. The crisis blew up the national debt in many other economies which, moreover, often have neither our private riches nor a manufacturing industry equal to the Italian one. Seen from this angle, Greece, Ireland, Portugal, and Spain too, are all in a worse state than Italy."*

Marco Fortis (Vice-President Fondazione Edison, Professor of Industrial Economy and International Trade, University of Milan), juni-12

# Economic growth of the last 15 years was “doped" by debt, first of all private debt, except in Germany and Italy



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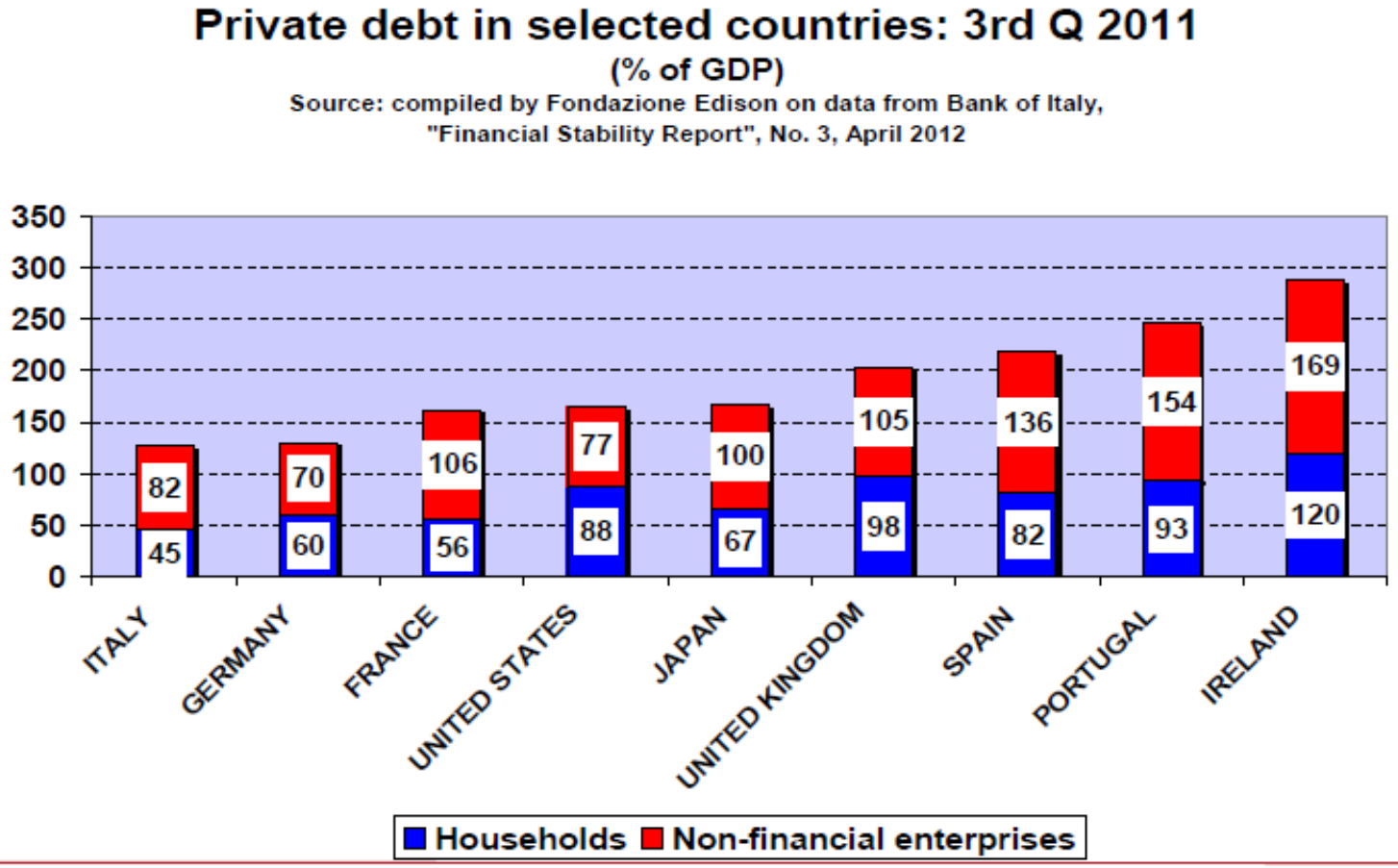
# Still, today the private debt is very high in many countries: Italy and Germany on the contrary has very low levels

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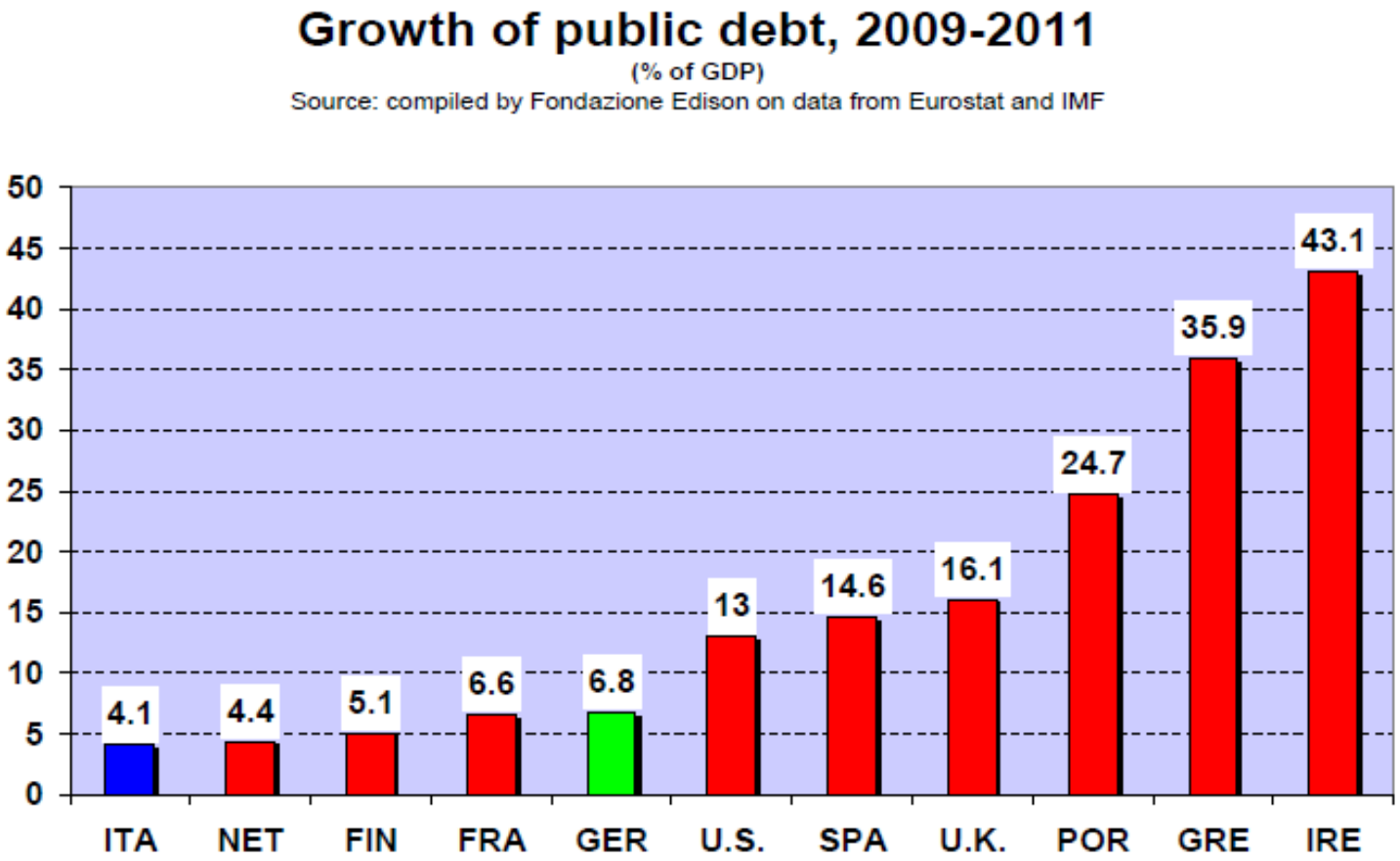
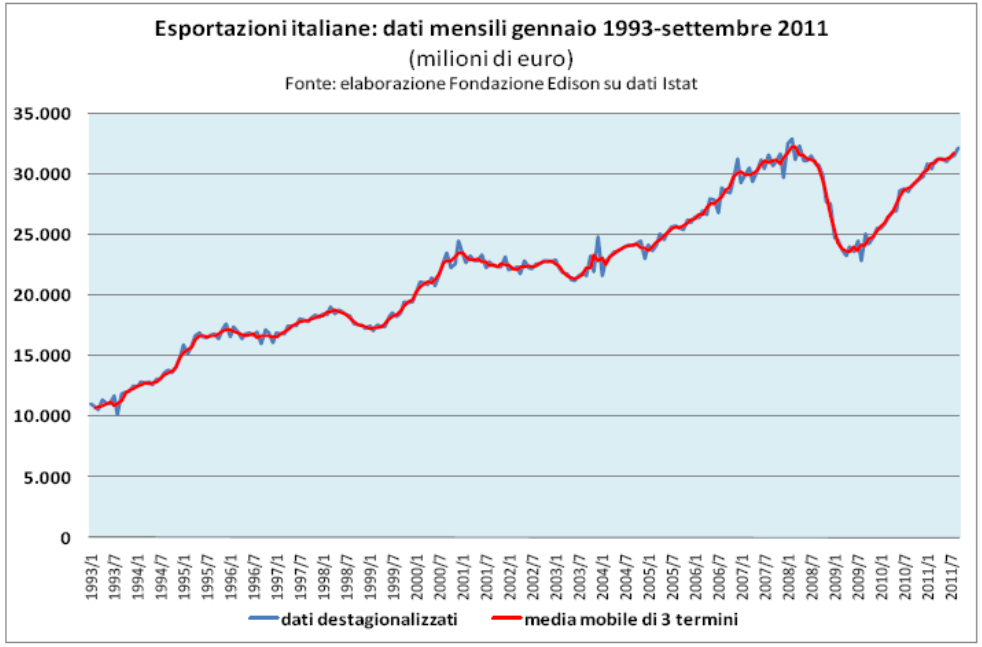
# In the last 2 year the public debts of Italy and Germany are among those who have grown less





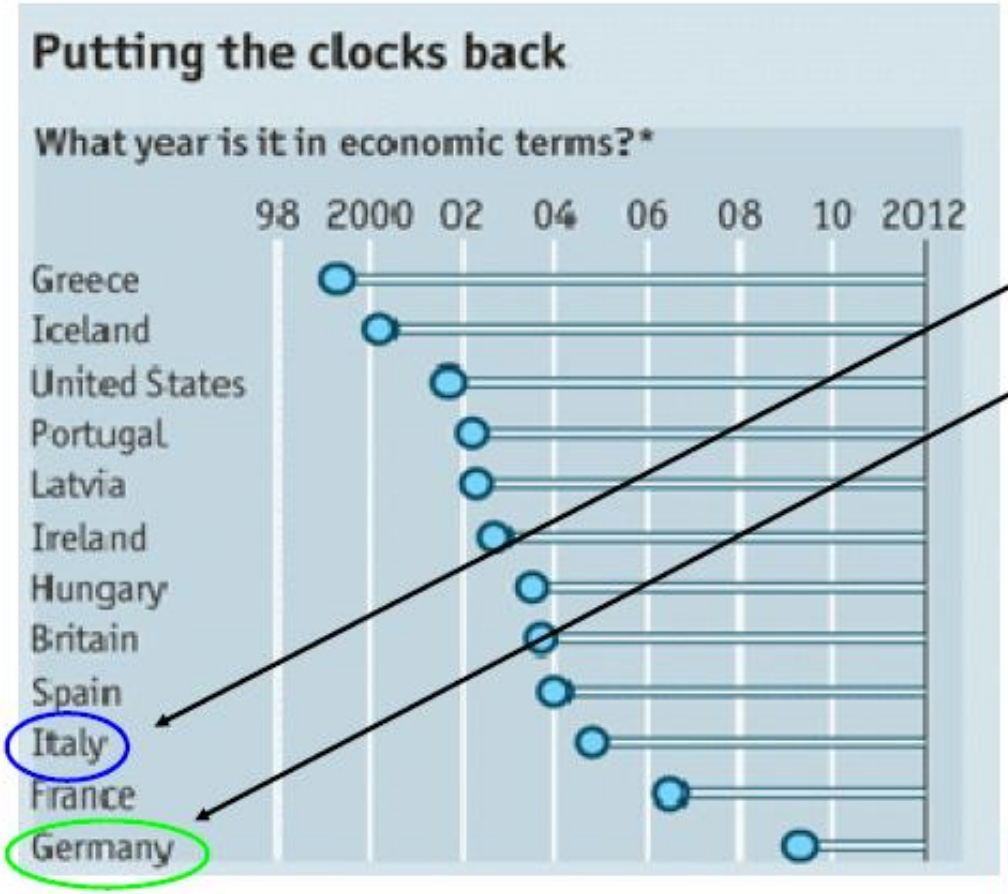

FONDAZIONE EDISON

# ITALIAS EKSPORTINDUSTRI ER MOTOREN I ØKONOMIEN



Kilde: Fondazione Edison, Istat

# The impact of the crisis has been stronger in the “bubble” countries




Germany and Italy have gone backwards less than “bubble” economies.

Source: “*The Economist*”



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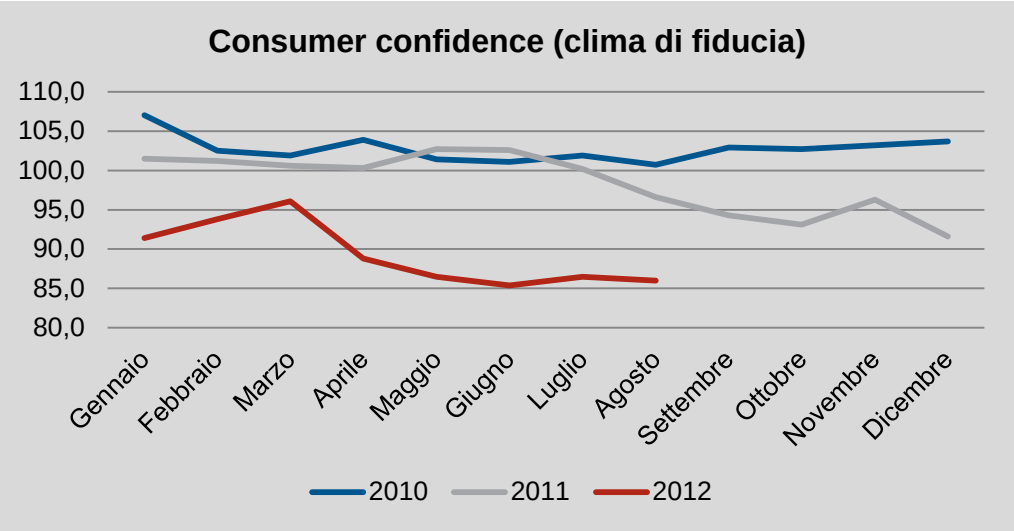
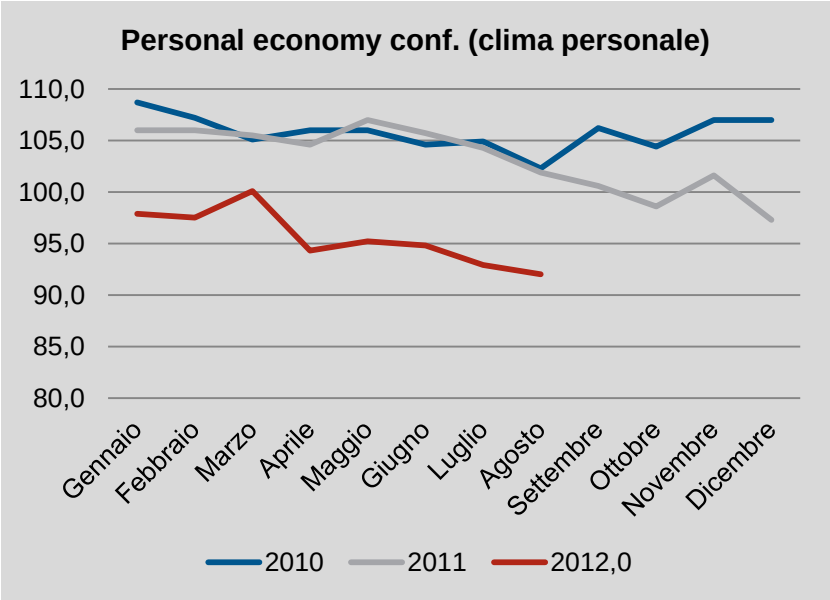
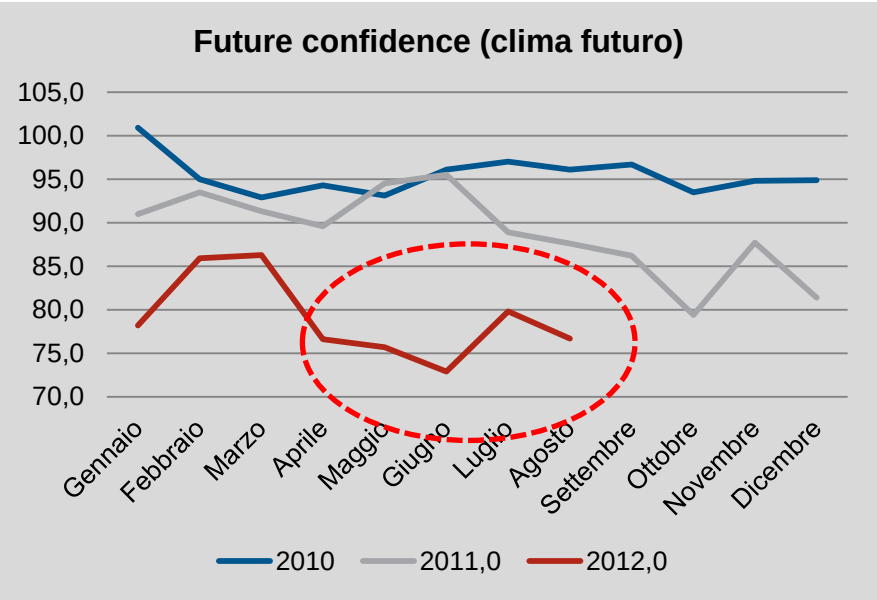
*Average using GDP, consumption, stockmarkets, wages, house prices, wealth and unemployment

# CONSUMER CONFIDENCE – LITT OPTIMISME I 3.KVARTAL?




Kilde: Istat

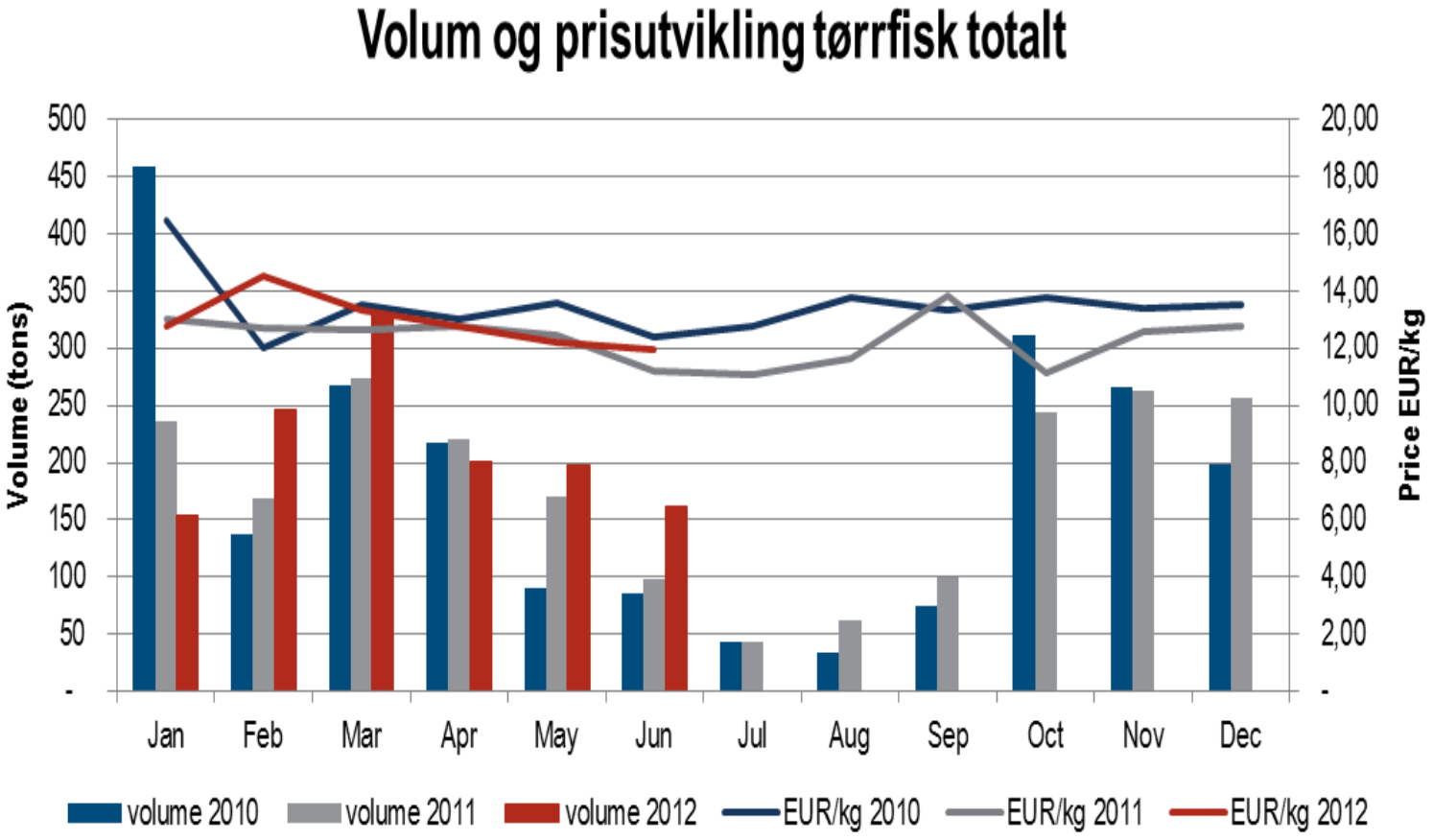


# KONSUM AV TØRRFISK 1. HALVÅR 2012

Hjemmekonsumet øker!

# HJEMMEKONSUMET ØKER I 1. HALVÅR 2012

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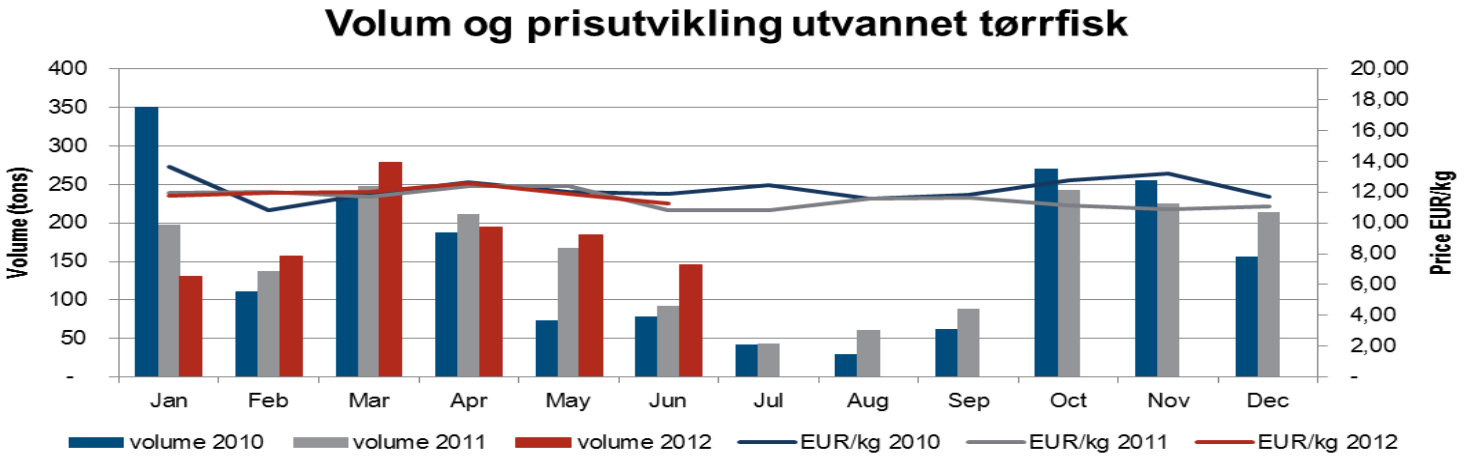
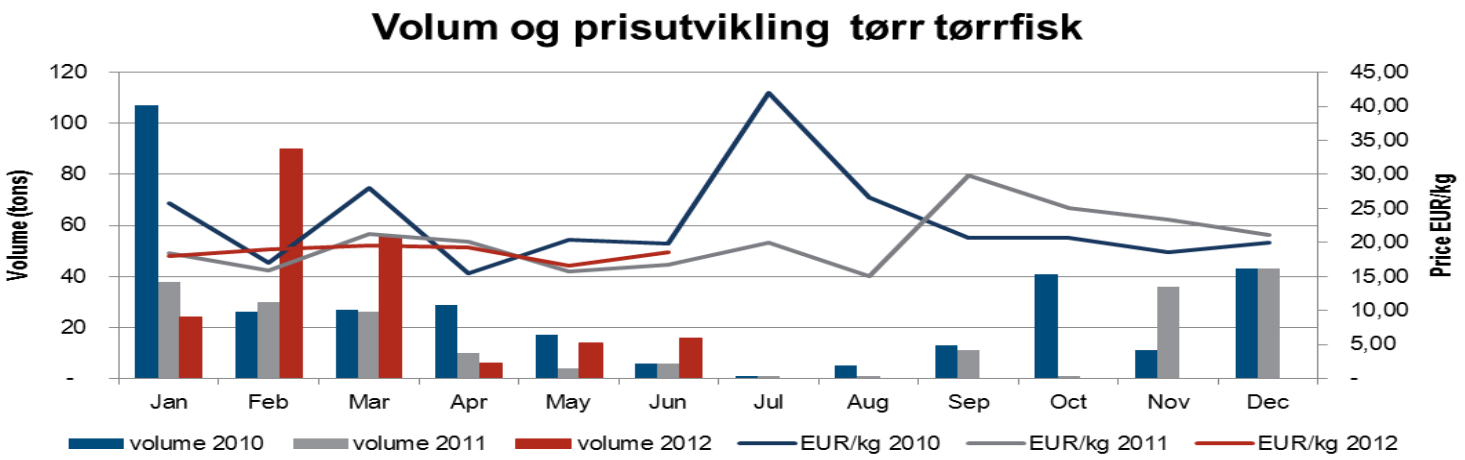
# BÅDE UTVANNET OG TØRR ØKER 1. HALVÅR 2012

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# HVA HAR VÆRT GJORT FOR NORSK TØRRFISK SISTE PERIODE?

3-årsplan 2010-2012

# STRATEGI 2010-2012

- Strategi for inneværende 3-årsperiode.
  - Arbeide med å utvikle kriterier for en kvalitetsstandard for Norsk Tørrfisk for etablering av kvalitetsstandard.
  - Samarbeid med kjeder om aktiviteter i butikk, kampanjer og seminar, for å øke synligheten av Norsk Tørrfisk i butikk.
  - PR-arbeid og aktiviteter på web for å formidle matglede, vise mer moderne og enklere tilberedingsmåter, samt fortelle de gode historiene som gjør tørrfisk til et unikt tradisjonsprodukt.

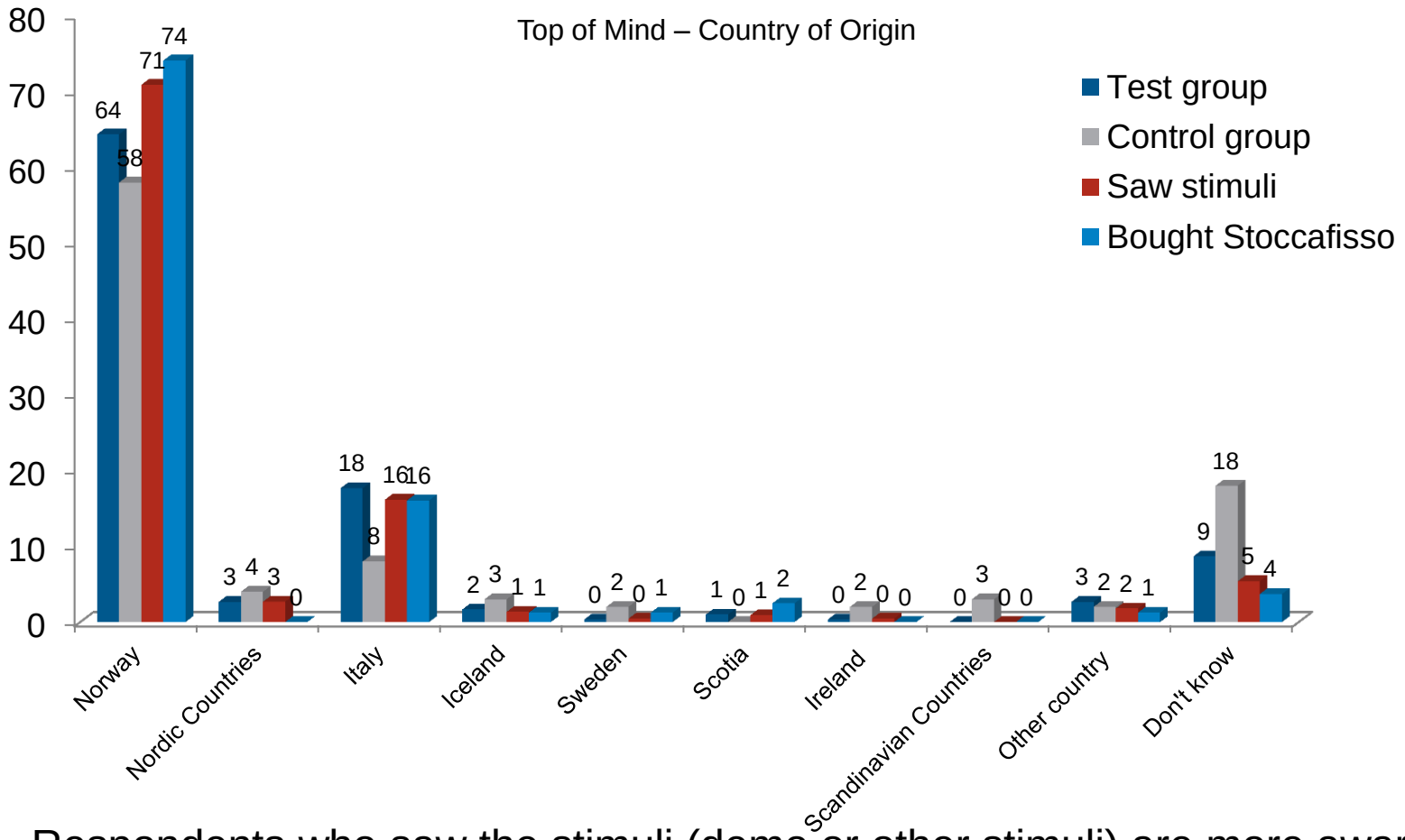
# MÅLSETTING 2010-2012

- Hovedmålsetting for perioden
  - Øke andelen i målgruppen 30-49 år som spiser konvensjonelle produkt hjemme en gang i måneden eller oftere fra 18 % til 21 %.
- Delmålsettinger:
  - Utvikle kvalitetsstandard for Norsk Tørrfisk.
  - Øke synligheten til Norsk Tørrfisk i butikk og tydeliggjøre forskjellen til de saltede produktene. Samarbeide med minst to viktige kjeder.
  - Øke kunnskapen og oppmerksomheten rundt Norsk Tørrfisk ved omtale i media (trykt presse, tv, web..).
  - Utvikle internettsiden videre som kommunikasjonskanal med 380 000 besøkende i 2012.

# RESULTATER 2010-2012

- Viktigste resultater fra inneværende 3-årsperiode:
  - Etablert godt samarbeid med flere kjeder, og gjennomført årlige kampanjer og seminar.
  - Jevnt meget høy ad-value av artikler og innslag i trykt presse, tv og web som resultat av pr-arbeid (2011: 4,8 mill. euro).
  - Stigende antall besøkende til websiden (320.000 i 2011 mot 190.000 i perioden 01.11 2008-2009) og 16.000 abonnenter til nyhetsbrevet.

# KJENNSKAP TIL NORGE ØKER MED BUTIKKPROMOSJONER



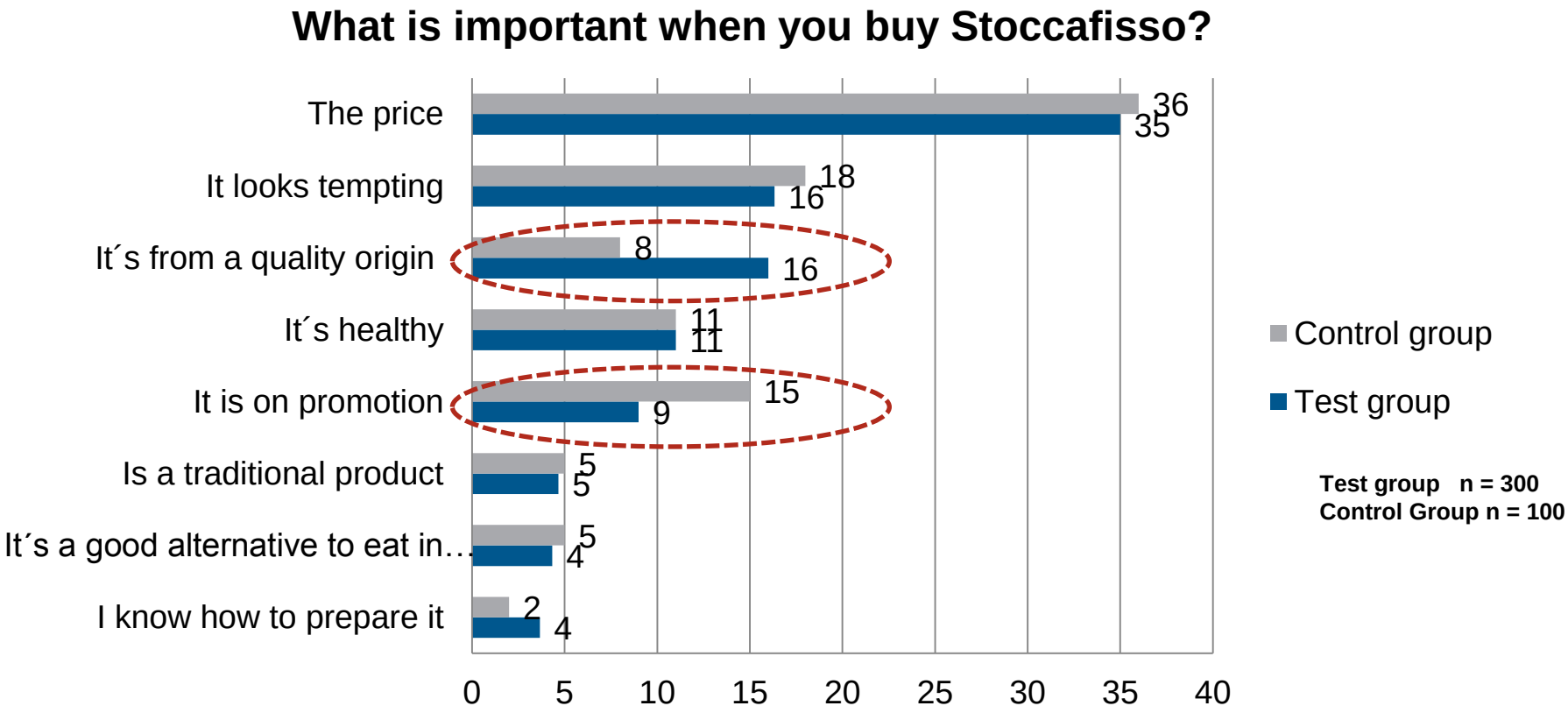

Respondents who saw the stimuli (demo or other stimuli) are more aware of Norway being the country of origin of Stoccafisso.

Norwegian Seafood Council
Seafood.no

**Target group n = 300, Control Group n = 100**
**Saw stimuli n = 223, Bought Stoccafisso n = 81**

Kilde: TNS Gallup/Norges sjømatråd

# PRIS, PRESENTASJON OG OPPRINNELSE DRIVER SALGET AV TØRRFISK

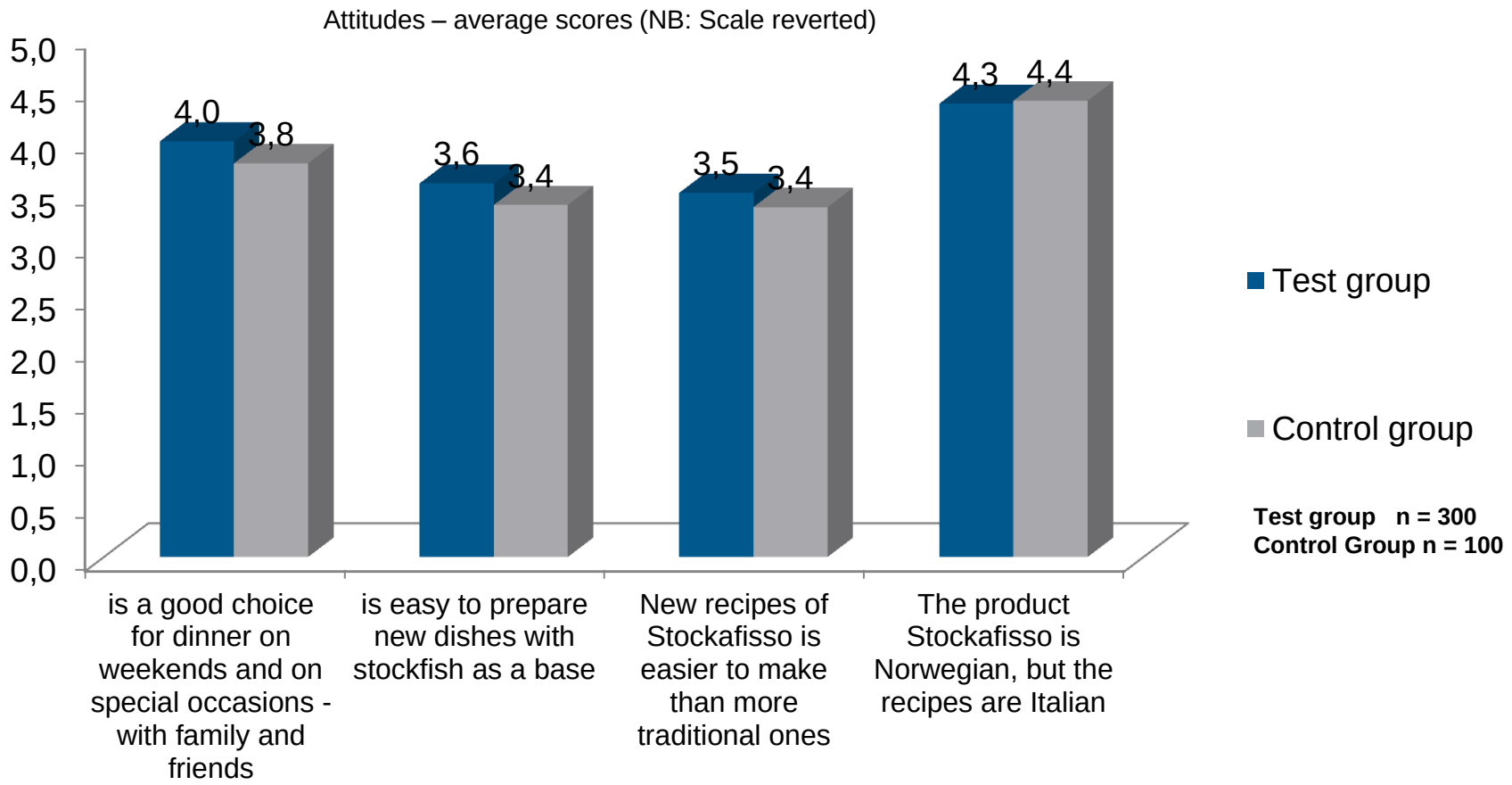



It seems like price, temptation and the quality of origin are the parameters possible to focus on to drive sales in store

Seafood.no
© 2012 TNS Gallup

Kilde: TNS Gallup/Norges sjømatråd

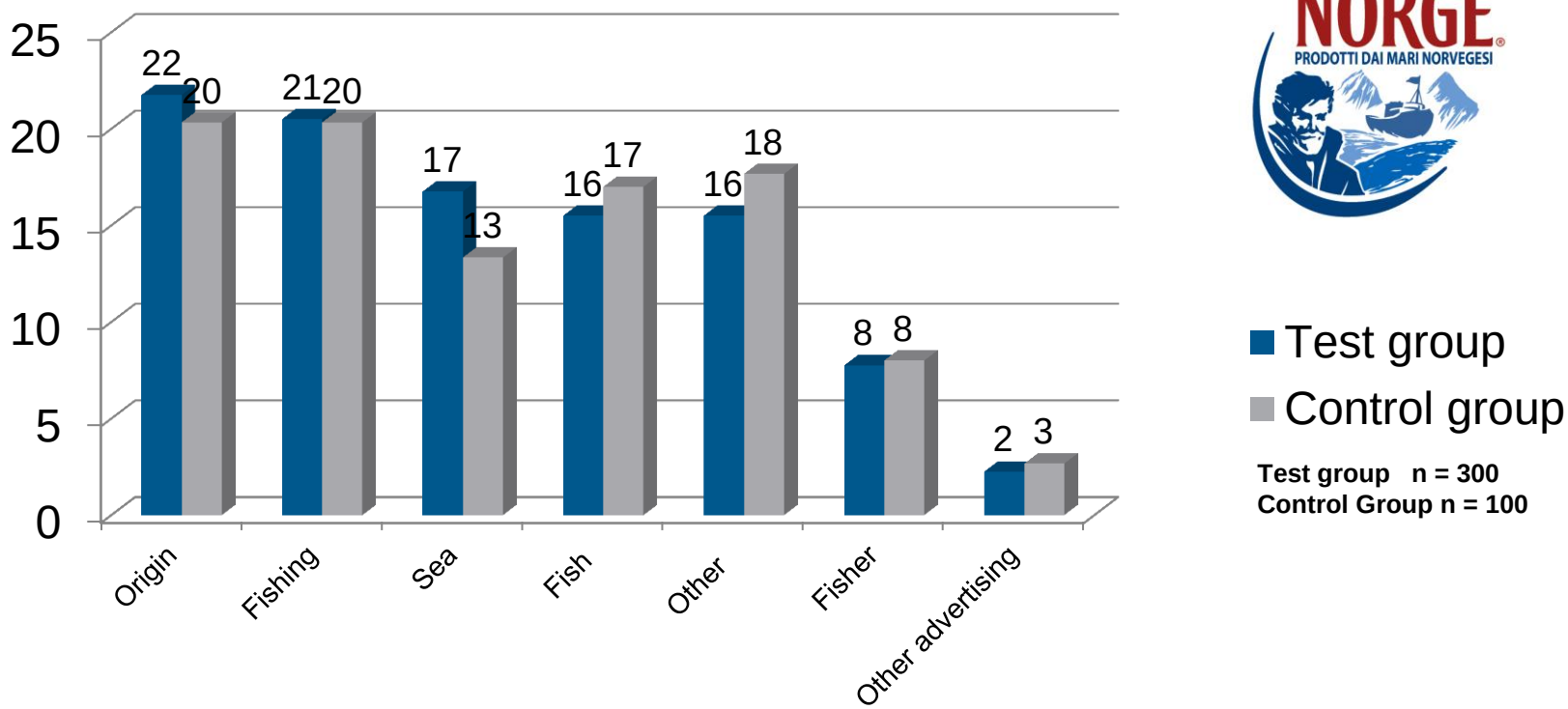
# BUTIKK-PROMOSJONER KAN PÅVIRKE HOLDNINGER TIL PRODUKTET POSITIVT




The stimuli in-store seem to have a small effect on the test group for the statements ”Easiness to prepare” and ”A good choice for dinner”. These statements are interesting because they may drive frequency more than other forces (eg. Norwegian origin)

Kilde: TNS Gallup/Norges sjømatråd

# NORGE-MERKET GIR POSITIVE ASSOSIASJONER TIL NORSK TØRRFISK




The logo is associated with Origin (from Norway, typical Norway etc.), Fishing (the process of fishing, fished in Norway, the boat etc.), The sea (cold, clean, Nordic) and Fish (fresh, quality, natural etc.)

Norwegian Seafood Council
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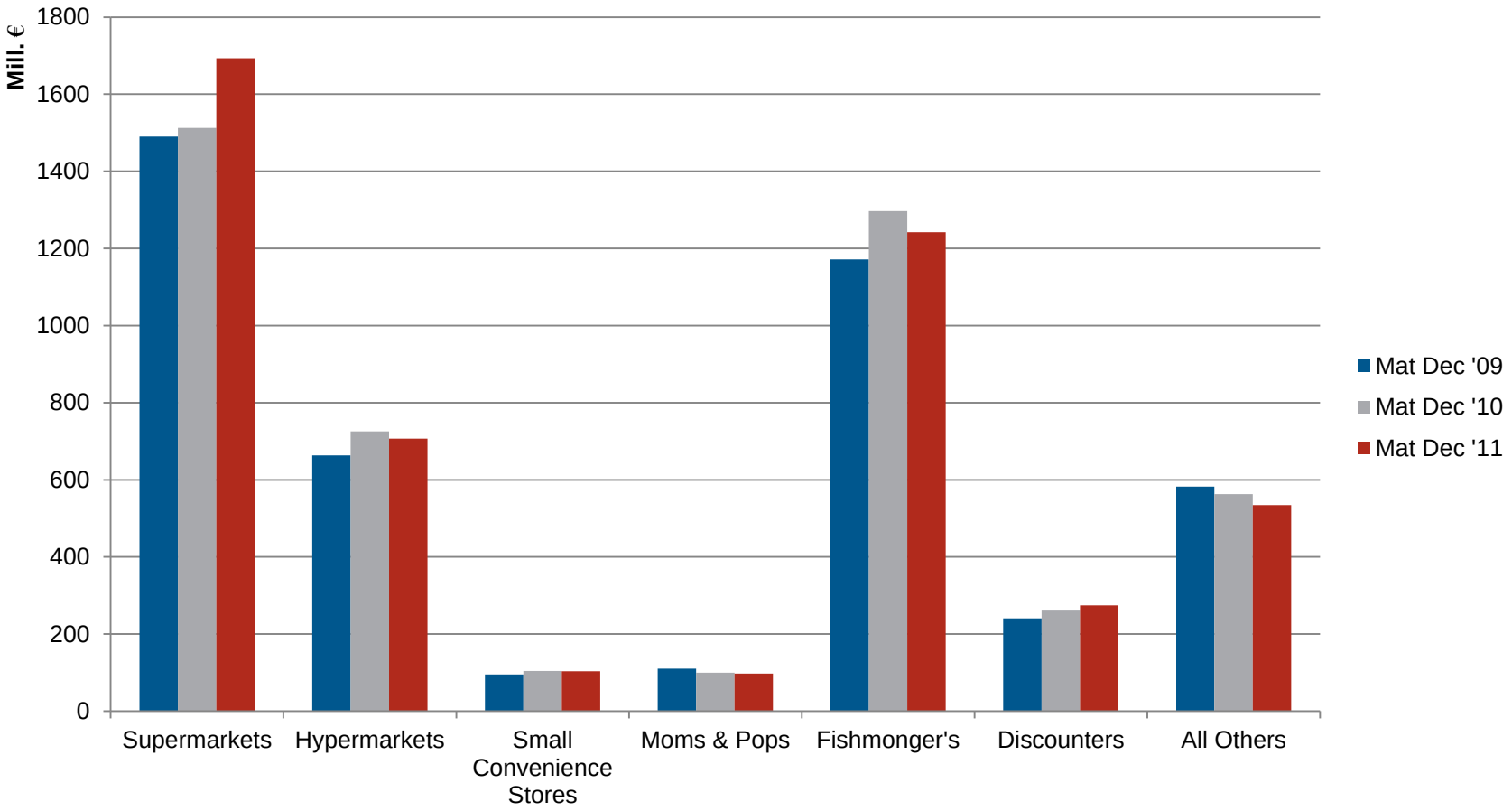
Kilde: TNS Gallup/Norges sjømatråd

# HVA ER UTFORDRINGENE FREMOVER?

# DISTRIBUTION OF SEAFOOD IN TOTAL




Supermarkets expands their share of the distribution, but fishmonger's are still an important channel.

Norwegian Seafood Council
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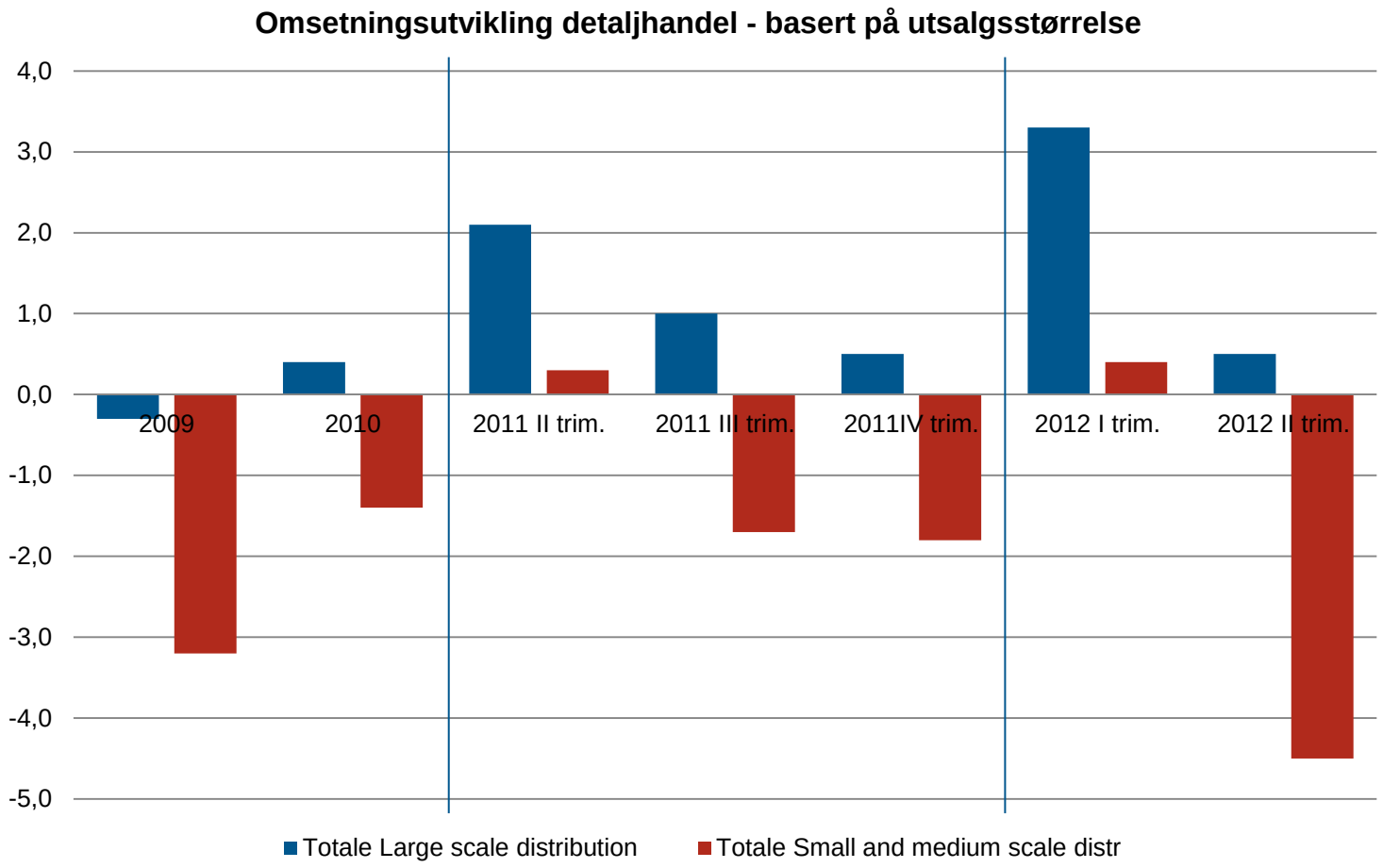
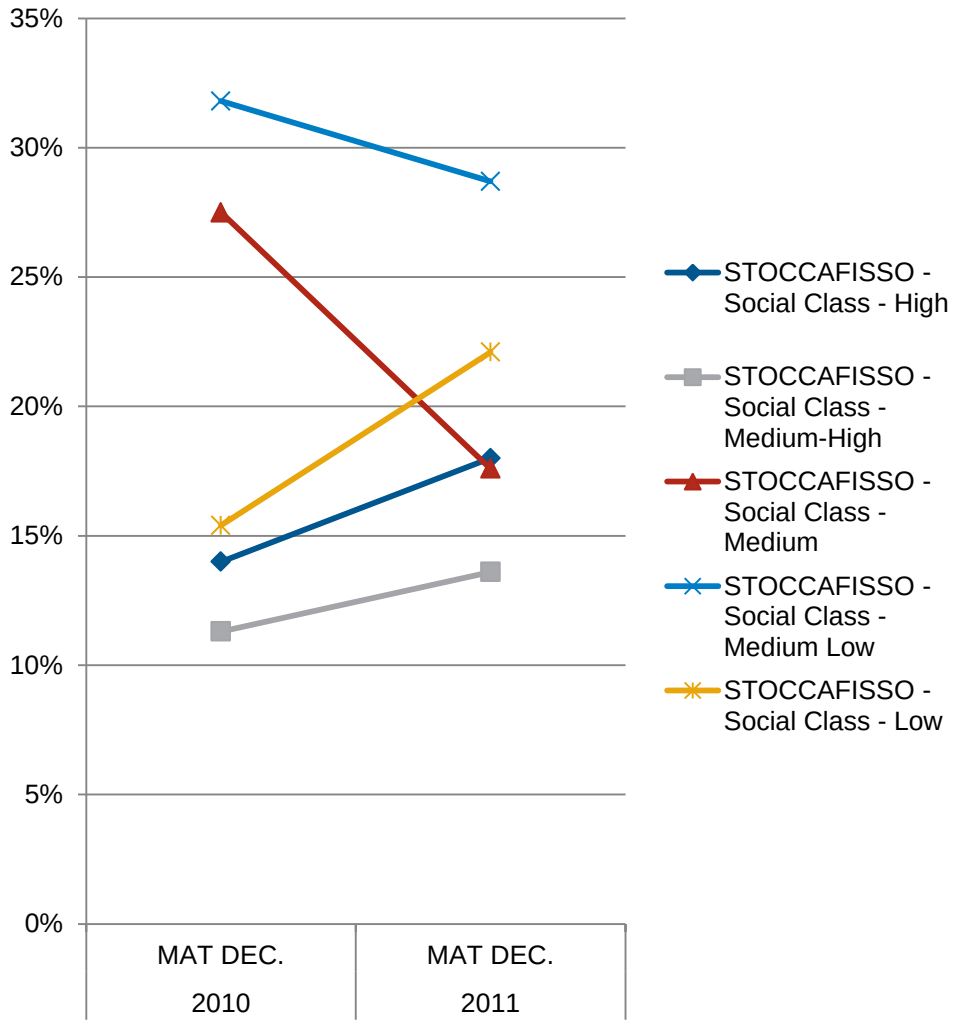
Kilde: Europanel/Norwegian Seafood Council

# SMÅ OG MELLOMSTORE UTSALG TAPER OMSETNING




Kilde: Istat

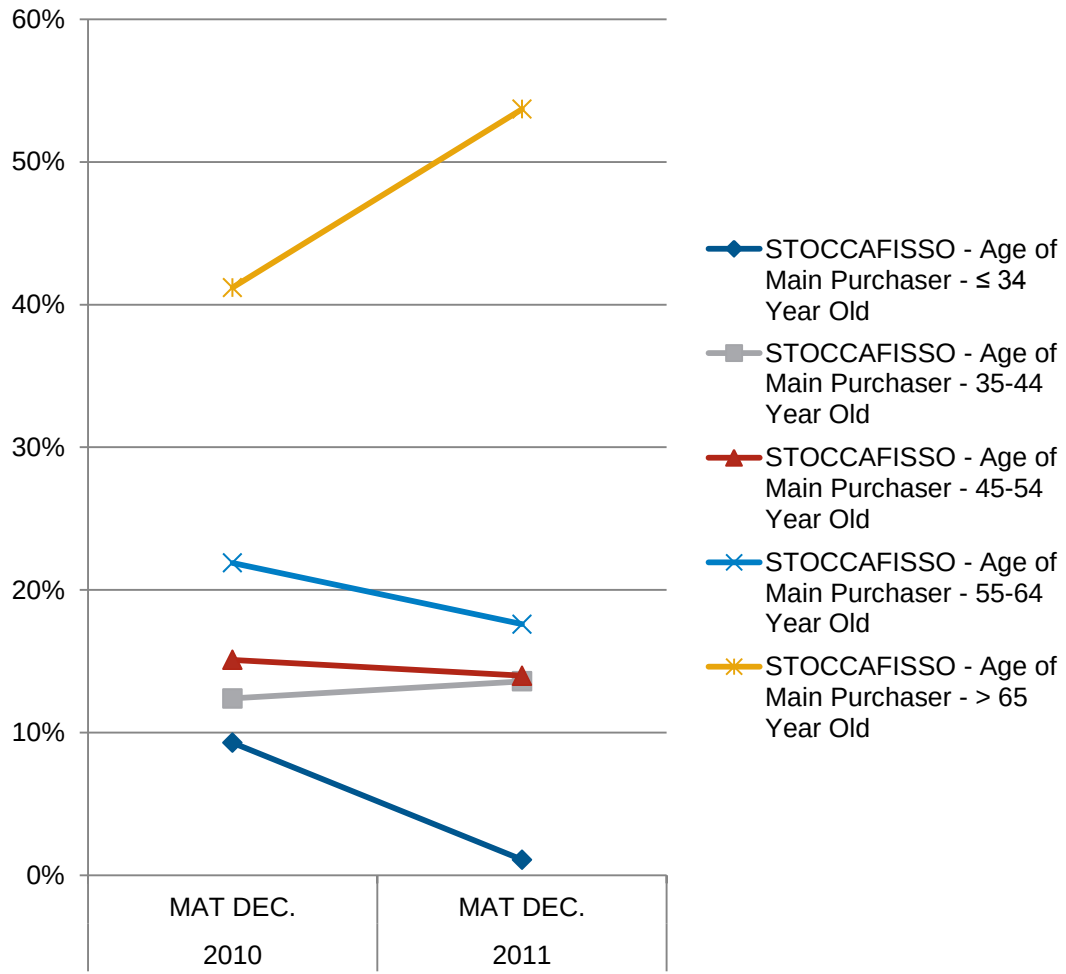
# STOCCAFISSO AND SOCIAL CLASS




- The share of consumption drops dramatically within the medium social class
- The biggest growth in share of consumption are within the low and high social classes.

Kilde: Europanel/Norwegian Seafood Council

# AGE OF PURCHASER – STOCCAFISSO




- The young consumers eat less and the old consumers eat more.

Kilde: Europanel/Norwegian Seafood Council

# HVA MÅ GJØRES?

Avgjørende faktorer:

Moderne detaljhandel – sikre distribusjon/tilgjengelighet

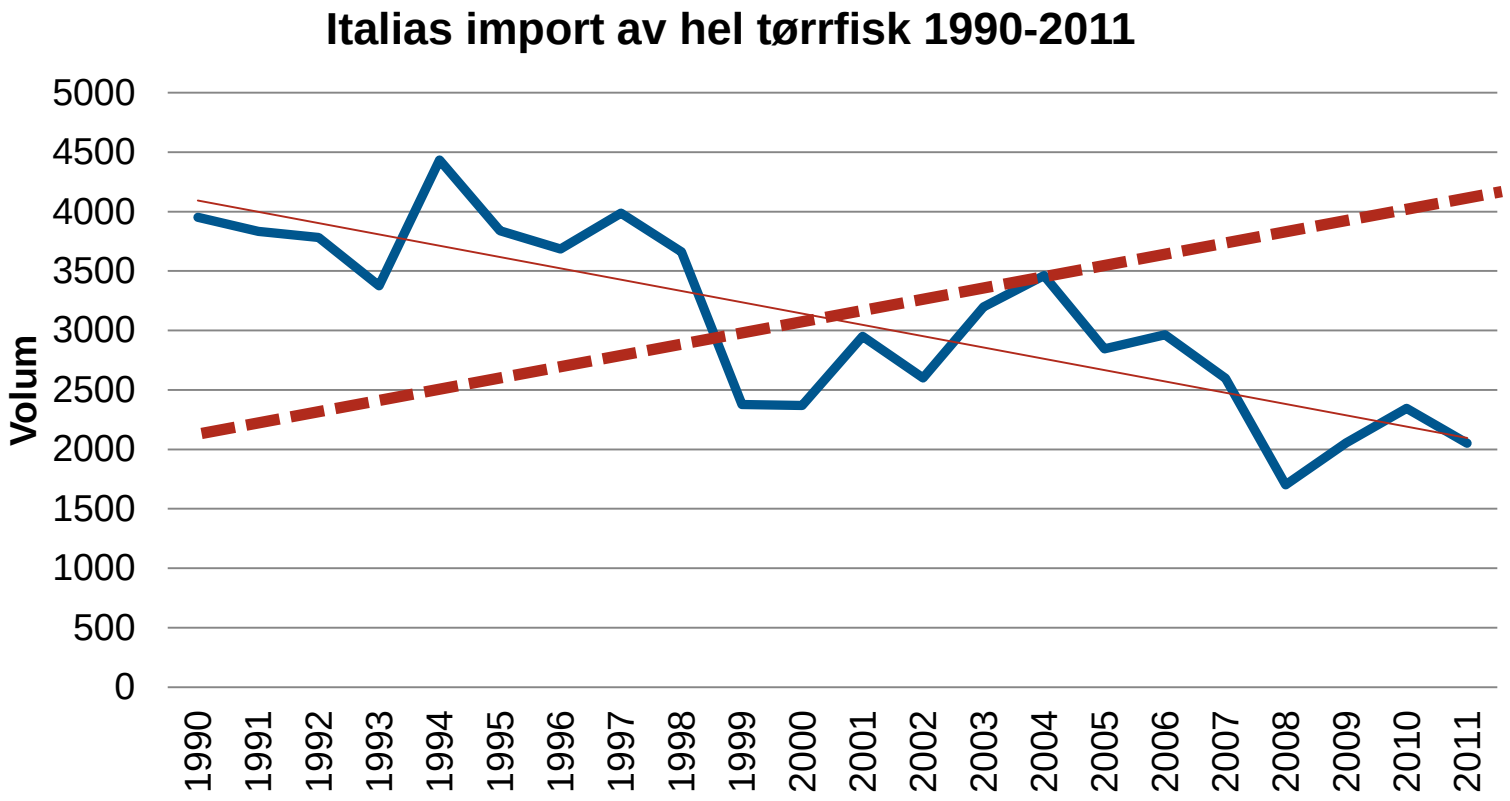
Yngre forbrukere – opplæring av nye konsumenter

Produktutvikling – enklere produkter

Holdningsendring – modernisering av tradisjonene

# SKAL VI SETTE OSS STORE HÅRETE MÅL, ELLER ER VI FORNØYDE MED «SÅNN PASSE»?

# POTENSIALET = FORDOBLING (?)




Kilde: Eurostat/Norges sjømatråd

# VI MÅ VINNE ITALIENERNE PÅ NYTT!

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Raised in clear, cold water.

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