

SEAFOOD

with a **story**

Coastshow - Strekkodeskolen
Oslo 11. februar 2013

Odd Ustad
TotalConsult Norge







The market require standard labelling



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SEAFOOD
with a story

Visjonen

**Norge skal bli verdens
fremste
sjømatnasjon!**

(Fiskeri – og kystminister Lisbeth Berg-Hansen)

The market require standard labelling

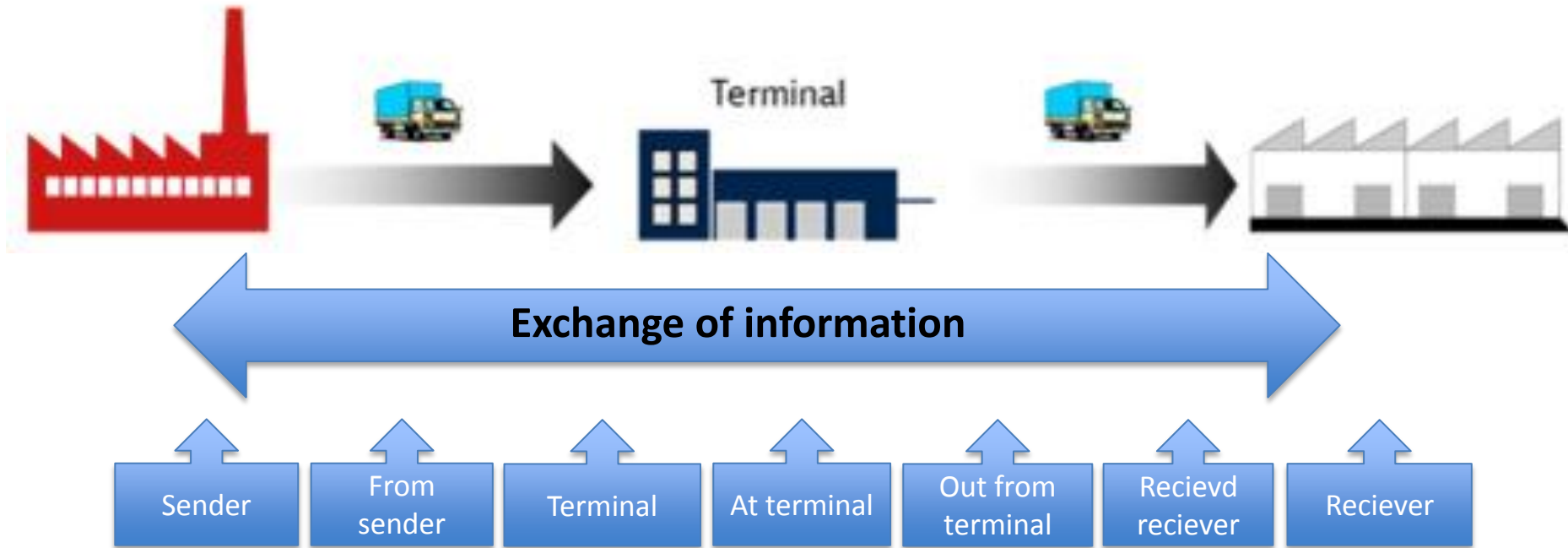




SEAFOOD
with a story

Visjonen

**Da må Norge også bli
verdens fremste nasjon
til å merke sjømaten!**



Observation of barcode in the value chain



Observation of barcode in the value chain



Observation of barcode in the value chain



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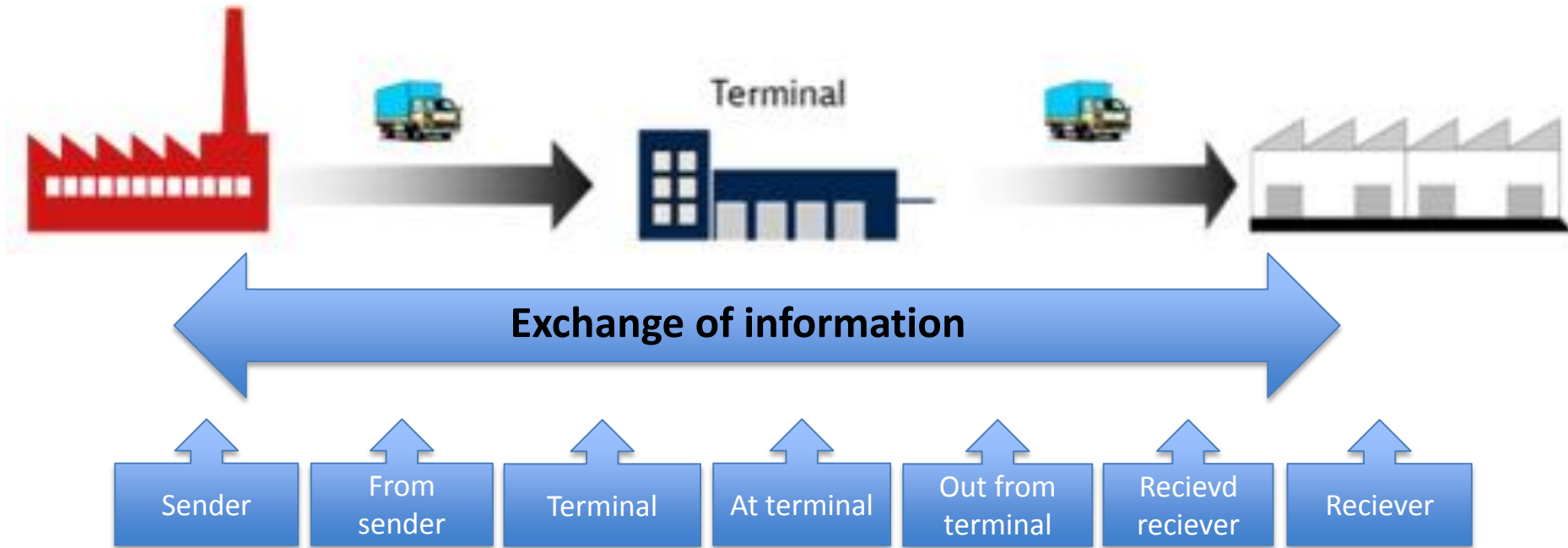


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Observation of barcode in the value chain



One code

Fast traceable

Safe and Healthy



GTIN: 97033352002374

Exp: Hallvard Lerøy AS
5020 Bergen, NORWAY
Farmer: 972325198-12891



Produktnavn / Product name / Produit

Atlantic Salmon

SALMO SALAR

Production method: **Farmed in Norway**

Batch no: **85247961**

Size: **3-4**
Treatment: **Gutted Head on**
Quality: **SUP**
Preservation: **Fresh**



(01) 9 7033352 002374 (10) 85247961

Harvest date: **2012-04-10**
Prod date: **2012-04-13**



(11) 120413 (3102) 002150 (90) 02N0

Net weight

21,50 kg



(00) 3 7033350 001122254 9

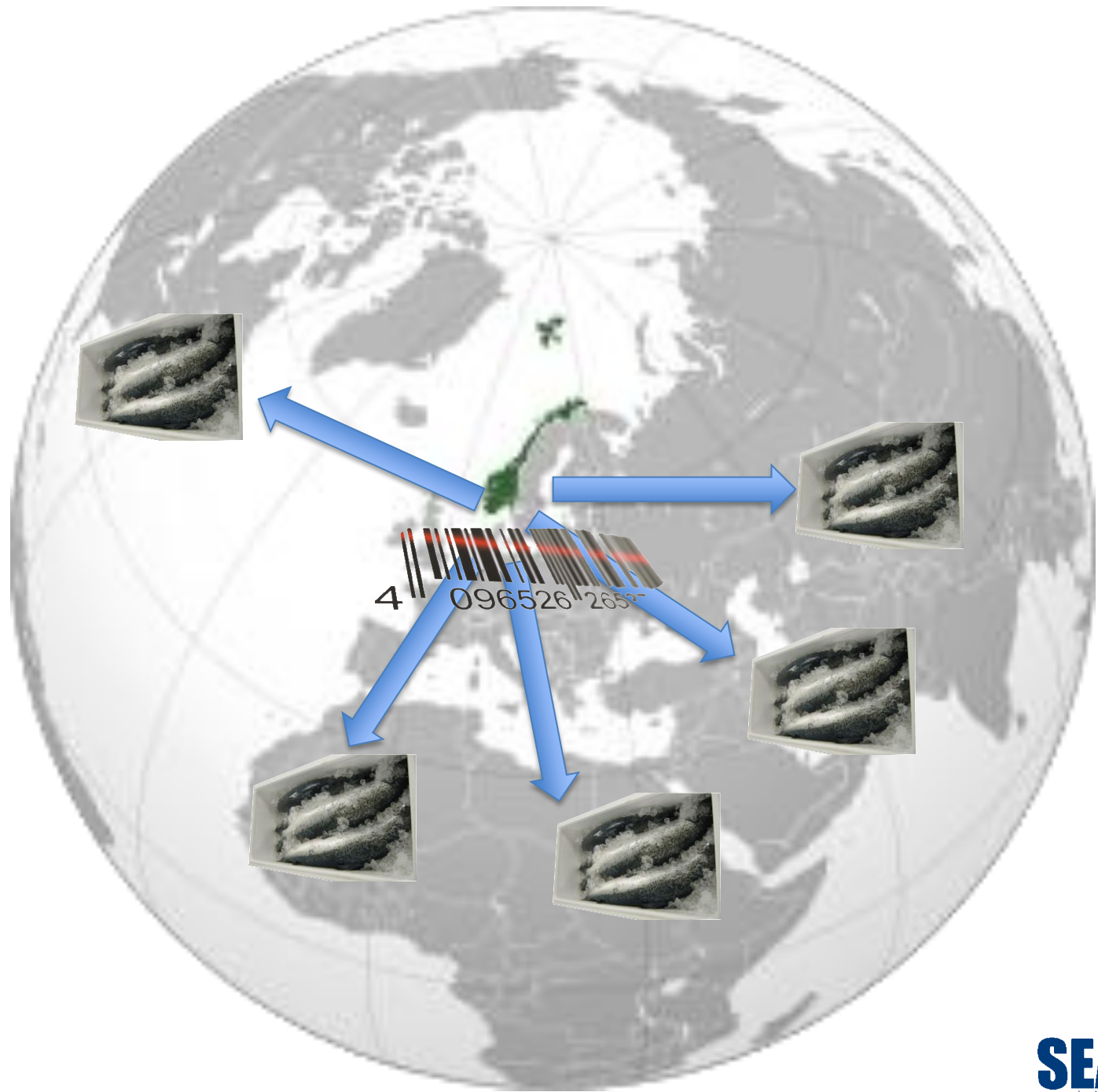
Box no.

23489

Pail no.

2300

Keep cool, storage temp: 1 - +4 °C



Bon Apetit!

