

# SEAFOOD

with a **story**

Coastshow - Strekkodeskolen  
Oslo 11. februar 2013

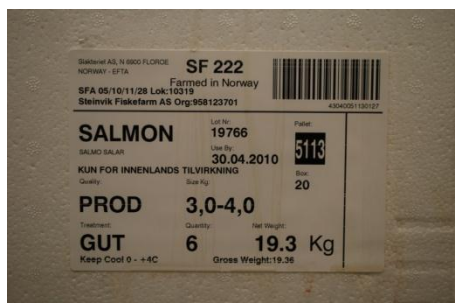
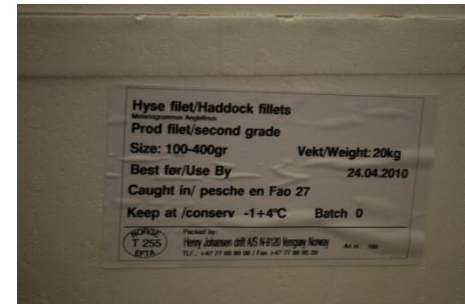
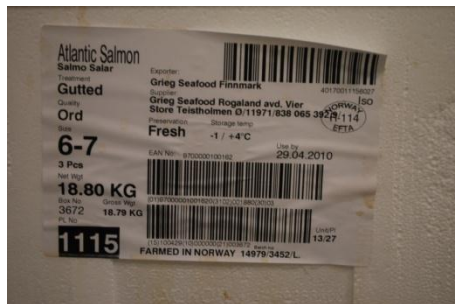
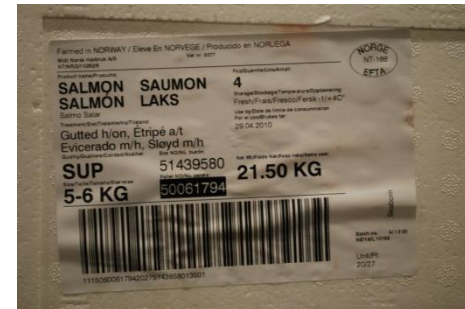
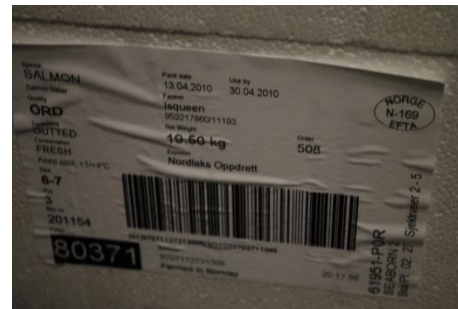
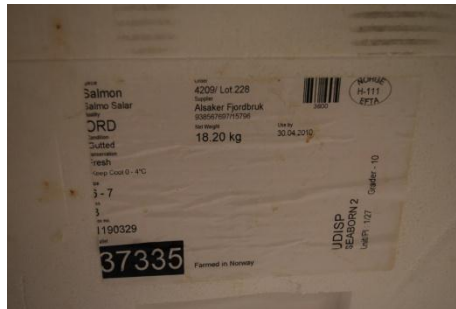
**Odd Ustad**  
**TotalConsult Norge**







# We do it our own ways!



# The market require standard labelling



# 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



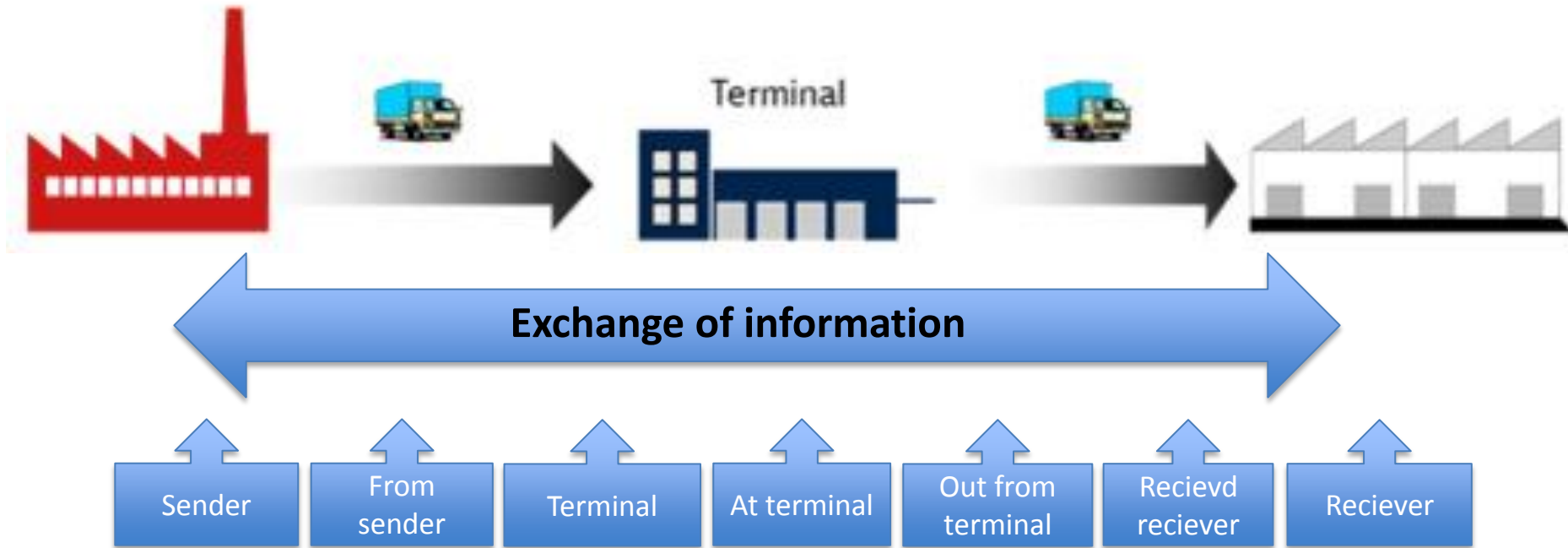


**SEAFOOD**  
*with a story*

## 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**



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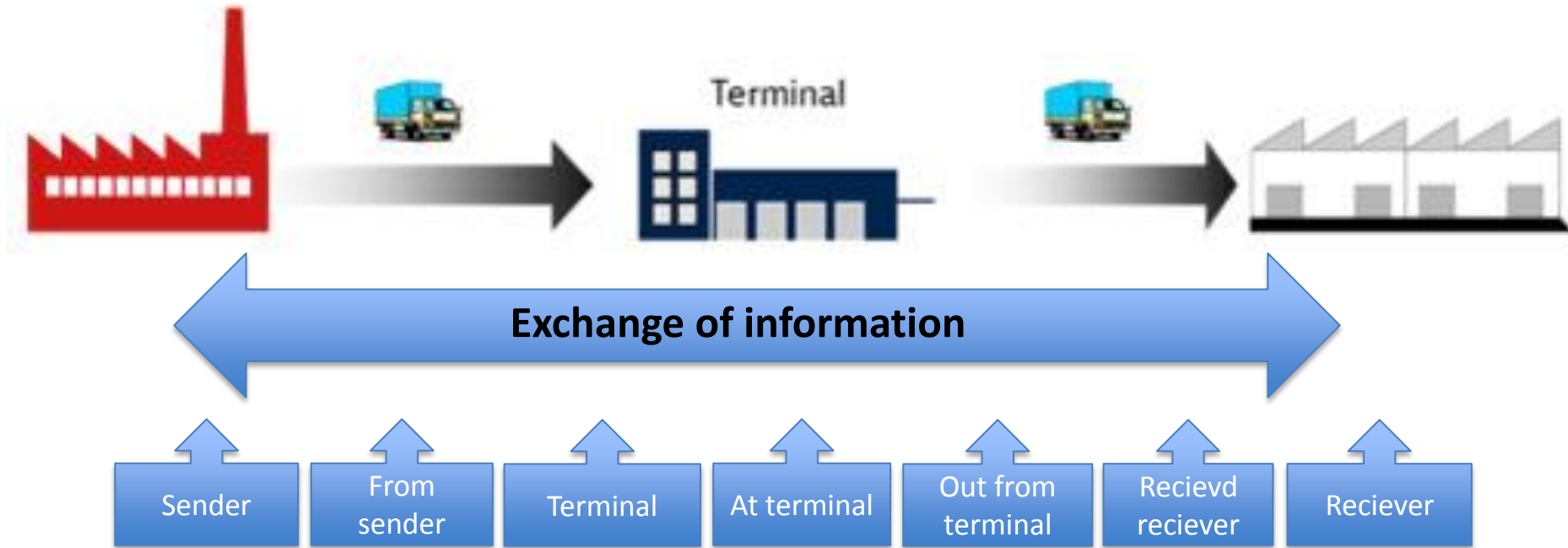


# The market require standard labelling



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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

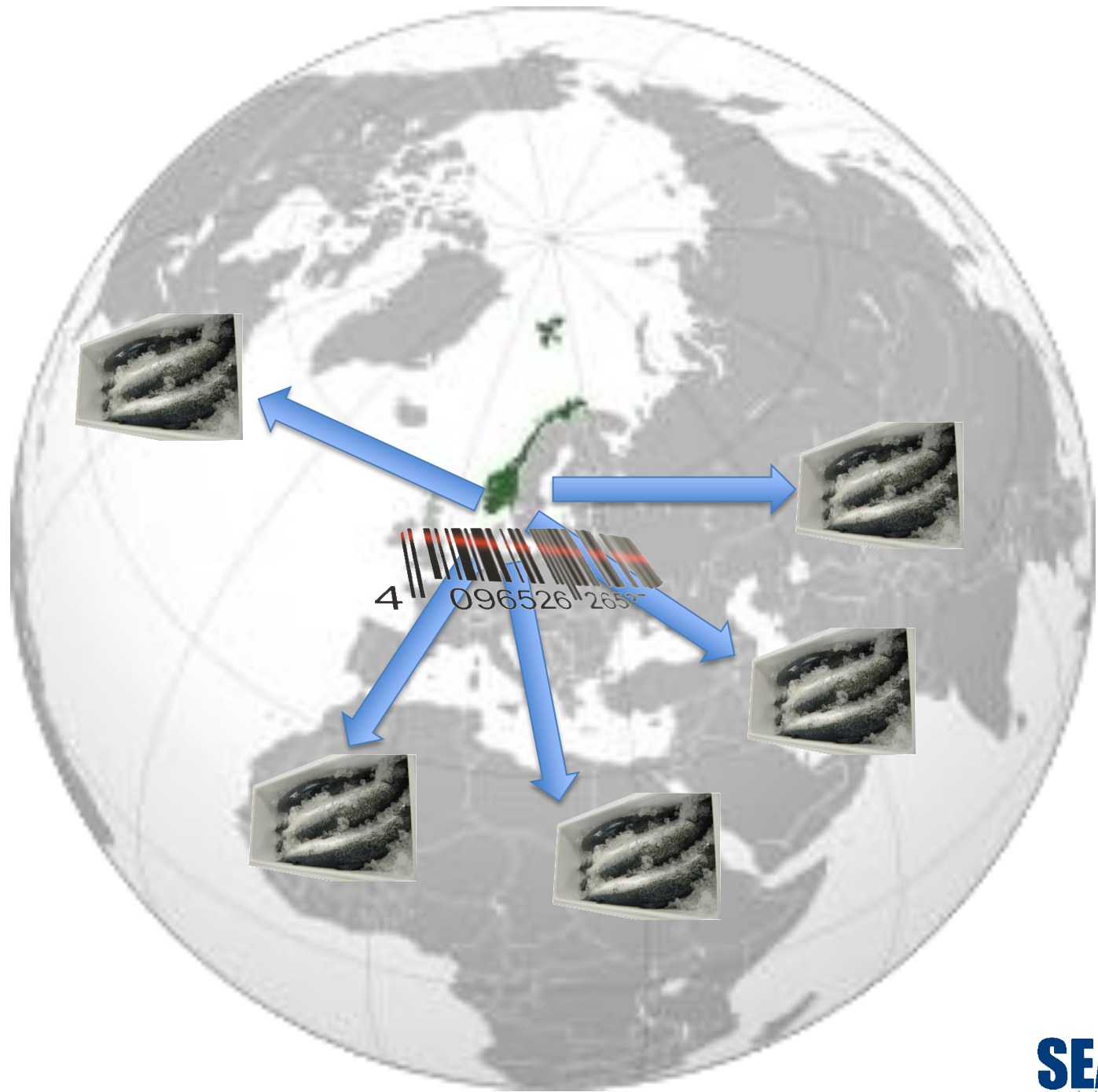
Box no.

### 23489

Pail no.

### 2300

Keep cool, storage temp: -1 - +4 °C



# Bon Apetit!

