

NORWEGIAN SEAFOOD

Norwegian Seafood Council

Fiskeriutsending, Jack Robert Møller

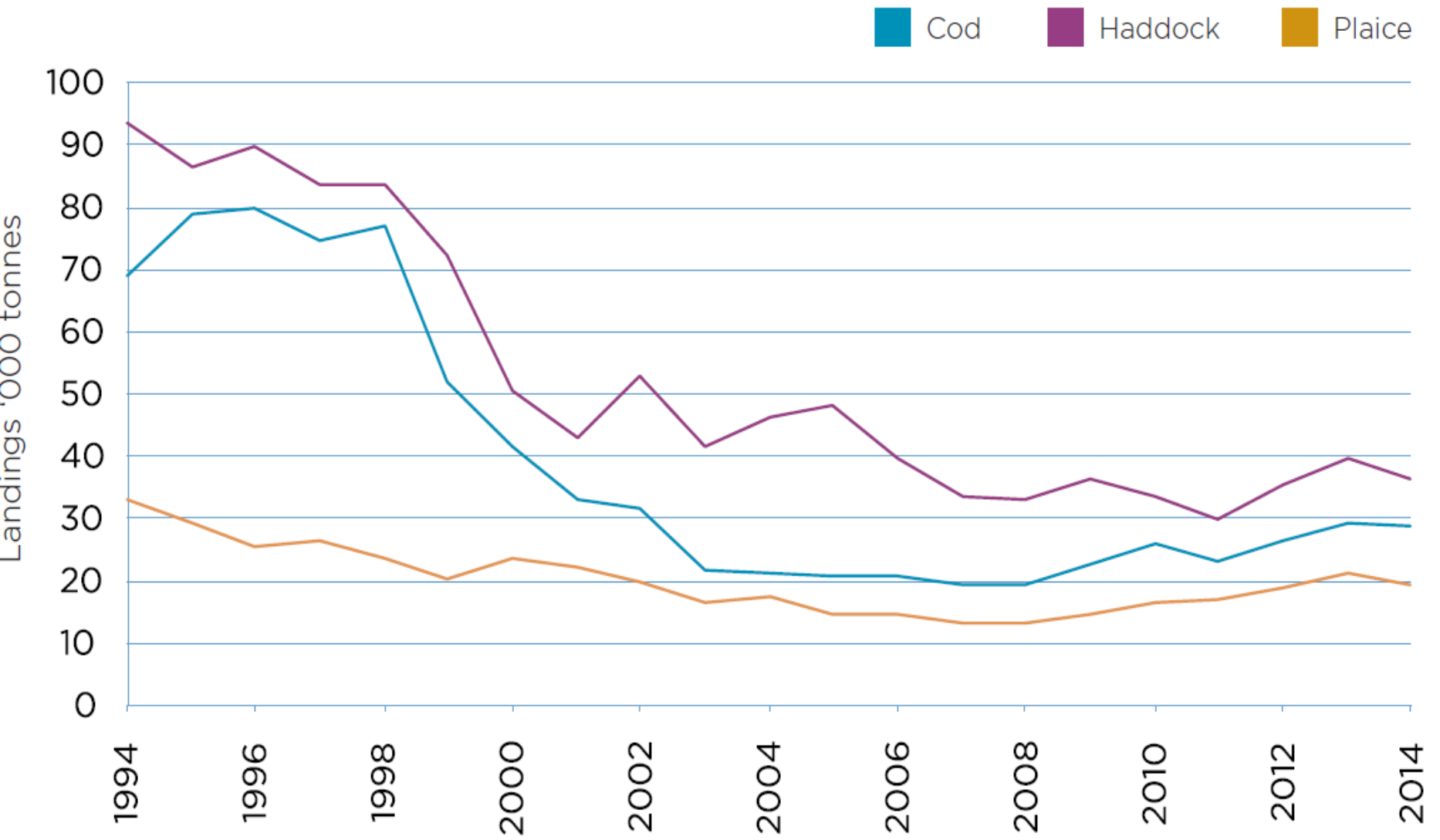
9. Februar, Nofimas Hysekonferanse



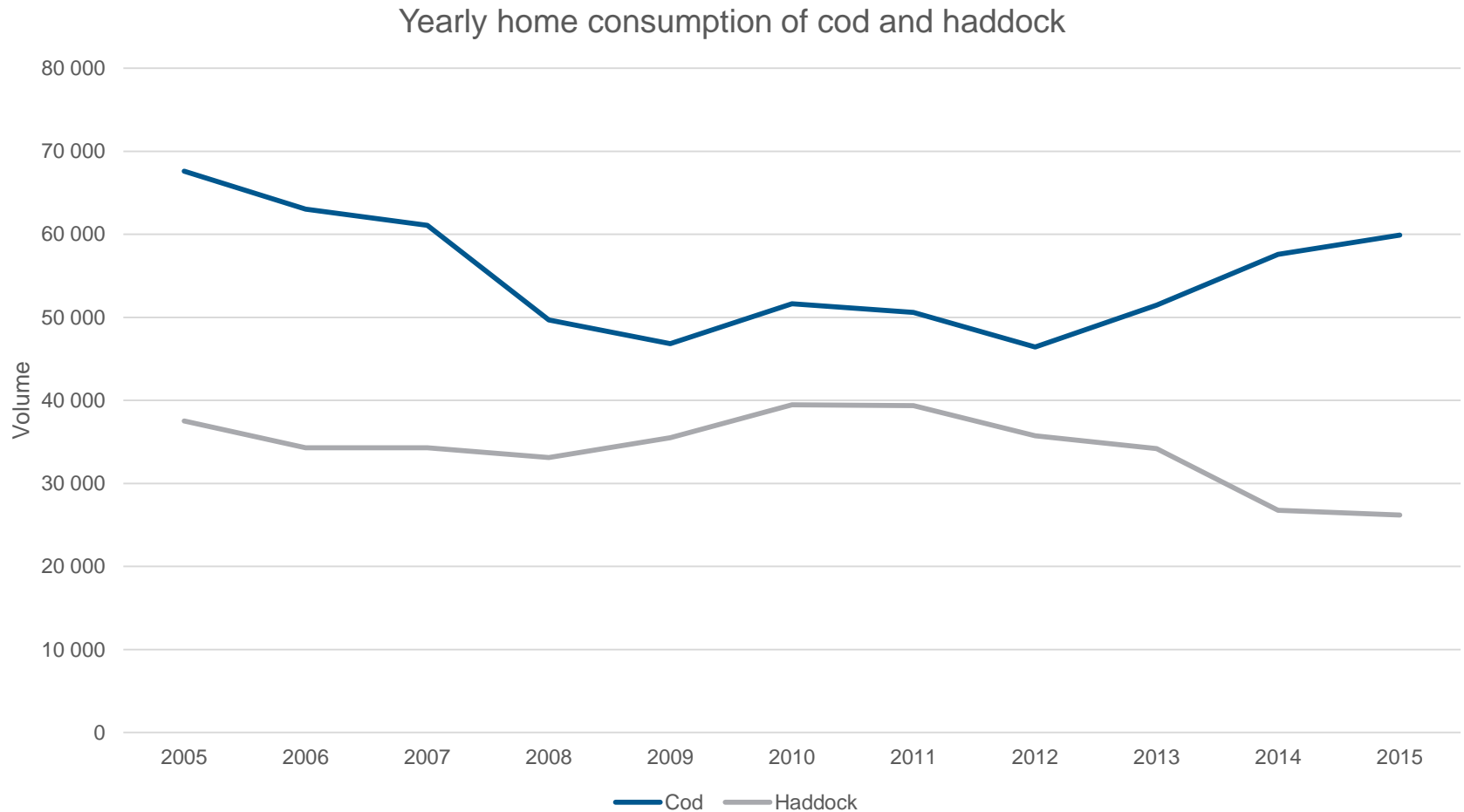
OUTLOOK HADDOCK

Haddock						
	FAO 2013	2014	2015		Δ %	
Norway	101	94	96	121	↑	26
Russia	86	79	100	110	↑	10
Iceland	45	36	38	40	↑	5
EU/Greenland	61	56	57	60	↑	5
Faroes	6	5	6	6	→	0
US/Canada	10	21	28	28	→	0
Total	309	291	325	365	↑	12

WHITEFISH LANDING BY UK VESSELS

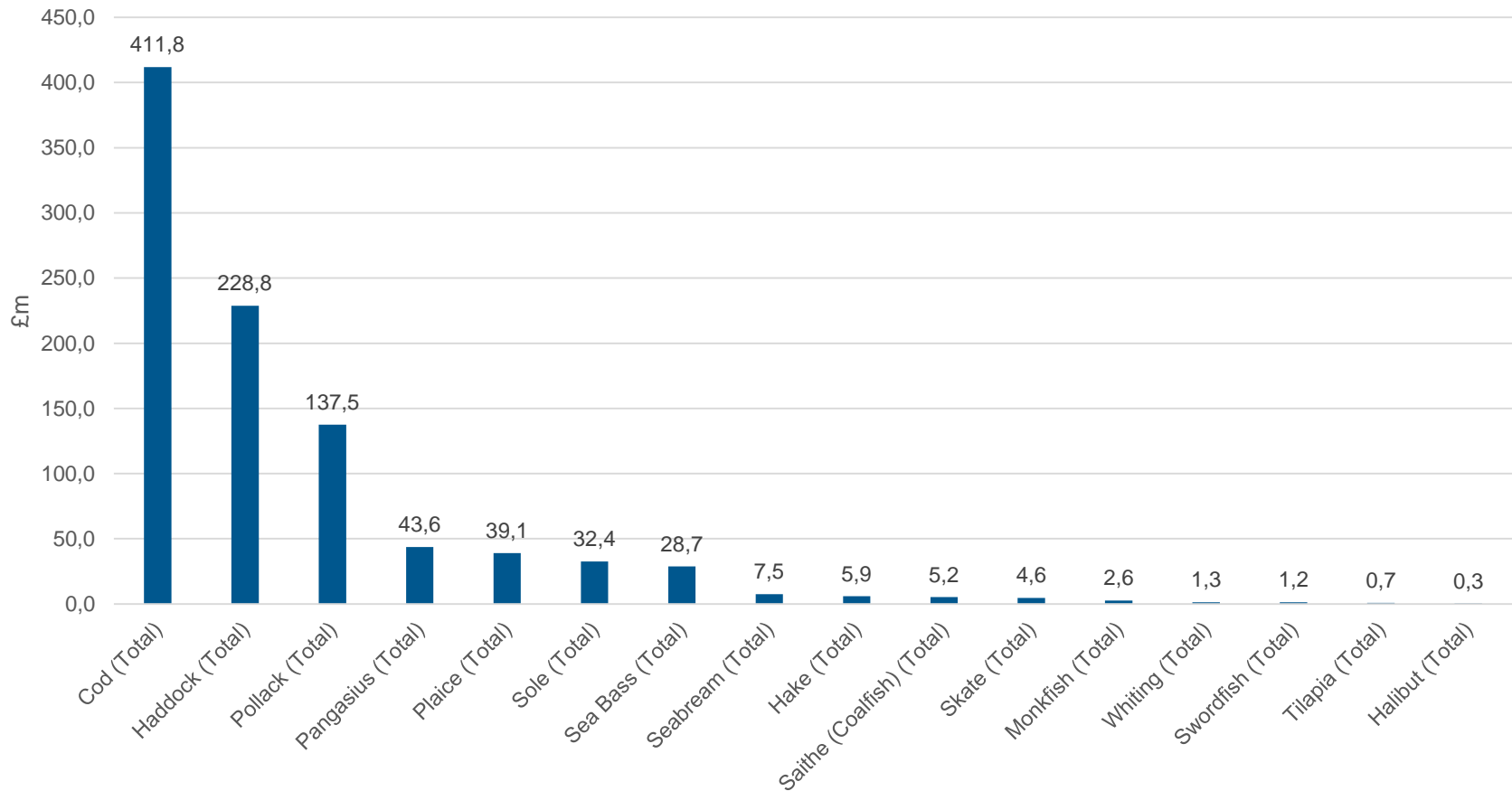


YEARLY HOME CONSUMPTION OF COD AND HADDOCK IN GB

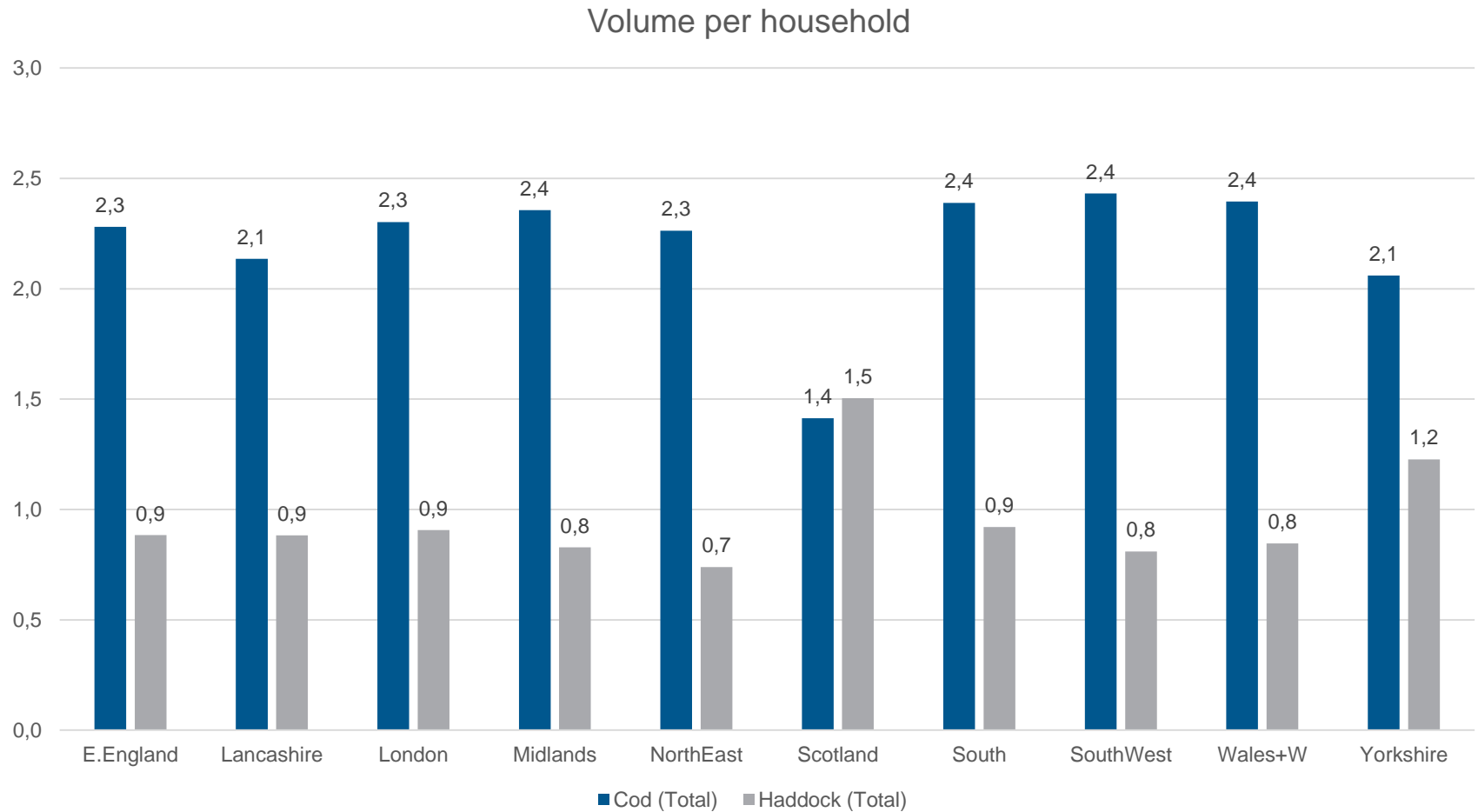


GB WHITEFISH MARKET - VALUE BY SPECIES 2015

GB Whitefish market Value by species 2015 (£m)

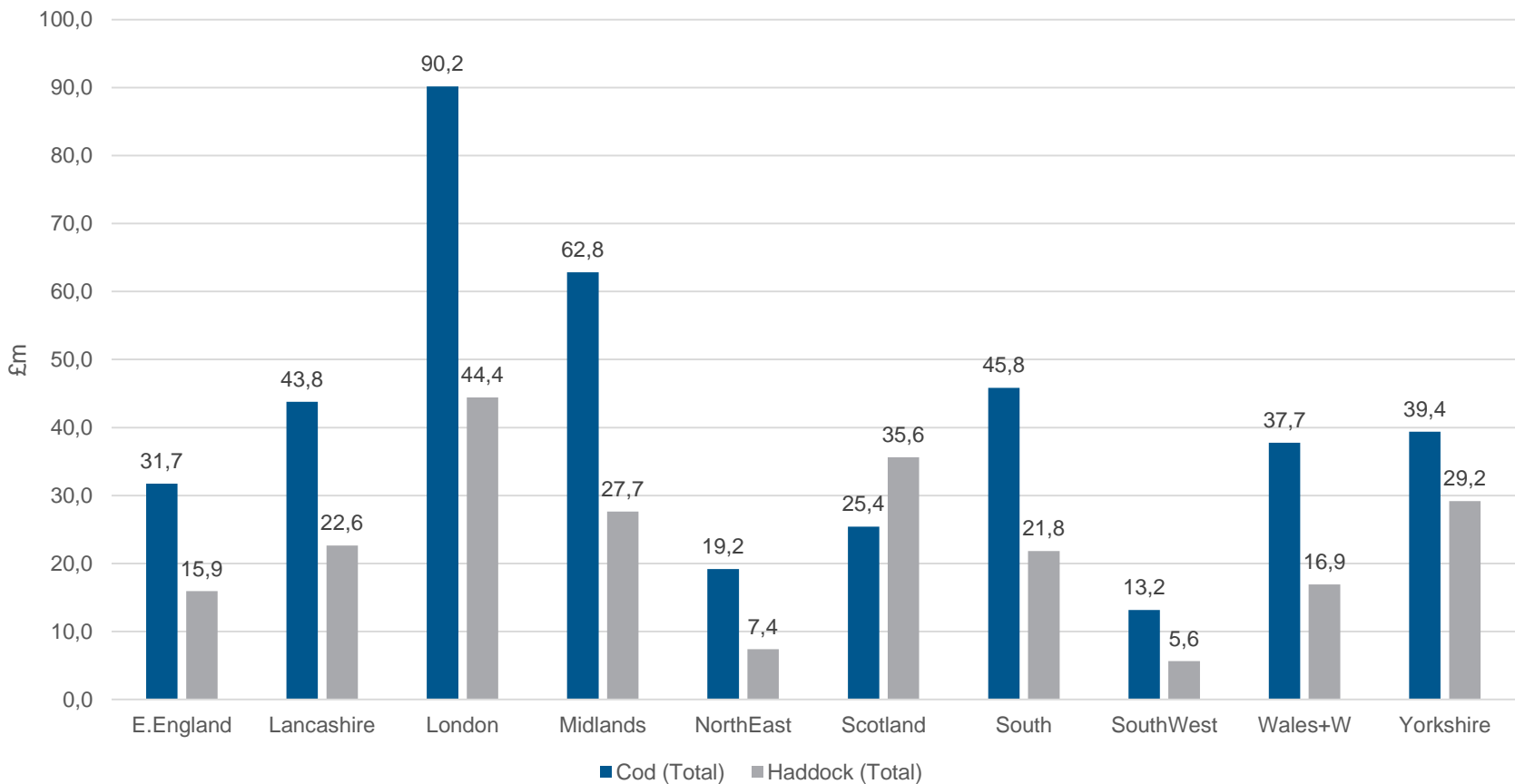


VOLUME PER HOUSEHOLD, COD AND HADDOCK



UK COD/HADDOCK MARKET - VALUE BY REGION 2015 (MAT Q2*)

UK Cod/Haddock market Value (£m) by region 2015 (MAT Q2)



Source; Europanel/Gfk

*MAT Q2: Q4 2014-Q2 2015

Norwegian Seafood Council

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MOVING ANNUAL TRENDS - HADDOCK

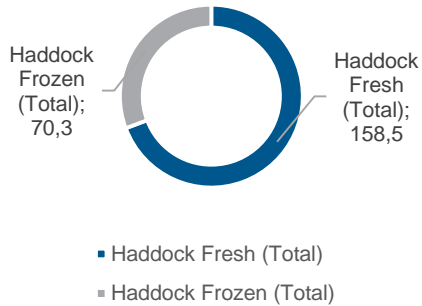
	Value Sales ('000)				Volume Sales ('000 KG)				Unit Sales ('000)				Price per KG		Price per Unit	
	MAT 2YA	MAT YA	MAT TY	MAT % Chg YA	MAT 2YA	MAT YA	MAT TY	MAT % Chg YA	MAT 2YA	MAT YA	MAT TY	MAT % Chg YA	MAT TY	MAT % Chg YA	MAT TY	MAT % Chg YA
FISH	£3,135,361	£3,139,323	£3,107,752	-1.0	350,279	335,759	330,962	-1.4	1,279,901	1,218,643	1,195,754	-1.9	£9.39	0.4	£2.60	0.9
HADDOCK	£235,080	£194,827	£185,468	-4.8	25,395	19,438	18,143	-6.7	80,730	64,152	59,480	-7.3	£10.22	2.0	£3.12	2.7
CHILLED HADDOCK	£151,695	£136,998	£131,801	-3.8	12,966	11,385	10,836	-4.8	52,639	45,415	42,361	-6.7	£12.16	1.1	£3.11	3.1
FROZEN HADDOCK	£83,385	£57,828	£53,667	-7.2	12,429	8,053	7,307	-9.3	28,090	18,737	17,119	-8.6	£7.34	2.3	£3.13	1.6
CHILLED NATURAL HADDOCK	£40,192	£35,143	£36,737	4.5	2,125	1,789	1,842	3.0	11,288	9,042	9,514	5.2	£19.94	1.5	£3.86	-0.6
CHILLED PREPARED HADDOCK	£46,178	£41,811	£36,273	-13.2	2,853	2,412	2,041	-15.4	13,989	11,527	9,516	-17.4	£17.77	2.5	£3.81	5.1
CHILLED CAKES HADDOCK	£26,984	£27,595	£25,190	-8.7	3,452	3,468	3,200	-7.7	13,811	13,729	12,318	-10.3	£7.87	-1.1	£2.04	1.7
CHILLED MEALS HADDOCK	£11,838	£10,706	£12,204	14.0	1,701	1,512	1,694	12.1	4,219	3,741	4,175	11.6	£7.20	1.7	£2.92	2.1
CHILLED BREADED HADDOCK	£16,185	£12,302	£10,549	-14.3	1,872	1,327	1,078	-18.8	6,029	4,256	3,383	-20.5	£9.79	5.6	£3.12	7.9
CHILLED DUSTED HADDOCK	£5,414	£5,683	£6,601	16.2	481	504	559	10.9	1,767	1,921	2,105	9.6	£11.81	4.7	£3.14	6.0
CHILLED BATTER HADDOCK	£2,646	£2,498	£3,103	24.2	249	244	302	24.0	880	844	1,022	21.1	£10.28	0.2	£3.04	2.6
CHILLED SAUCE HADDOCK	£1,881	£1,054	£1,002	-4.9	193	107	105	-1.9	522	281	277	-1.5	£9.56	-3.1	£3.61	-3.5
CHILLED FINGERS HADDOCK	£375	£207	£142	-31.4	40	22	15	-32.6	135	75	50	-32.6	£9.39	1.7	£2.82	1.7

MOVING ANNUAL TRENDS – HADDOCK CONTINUED

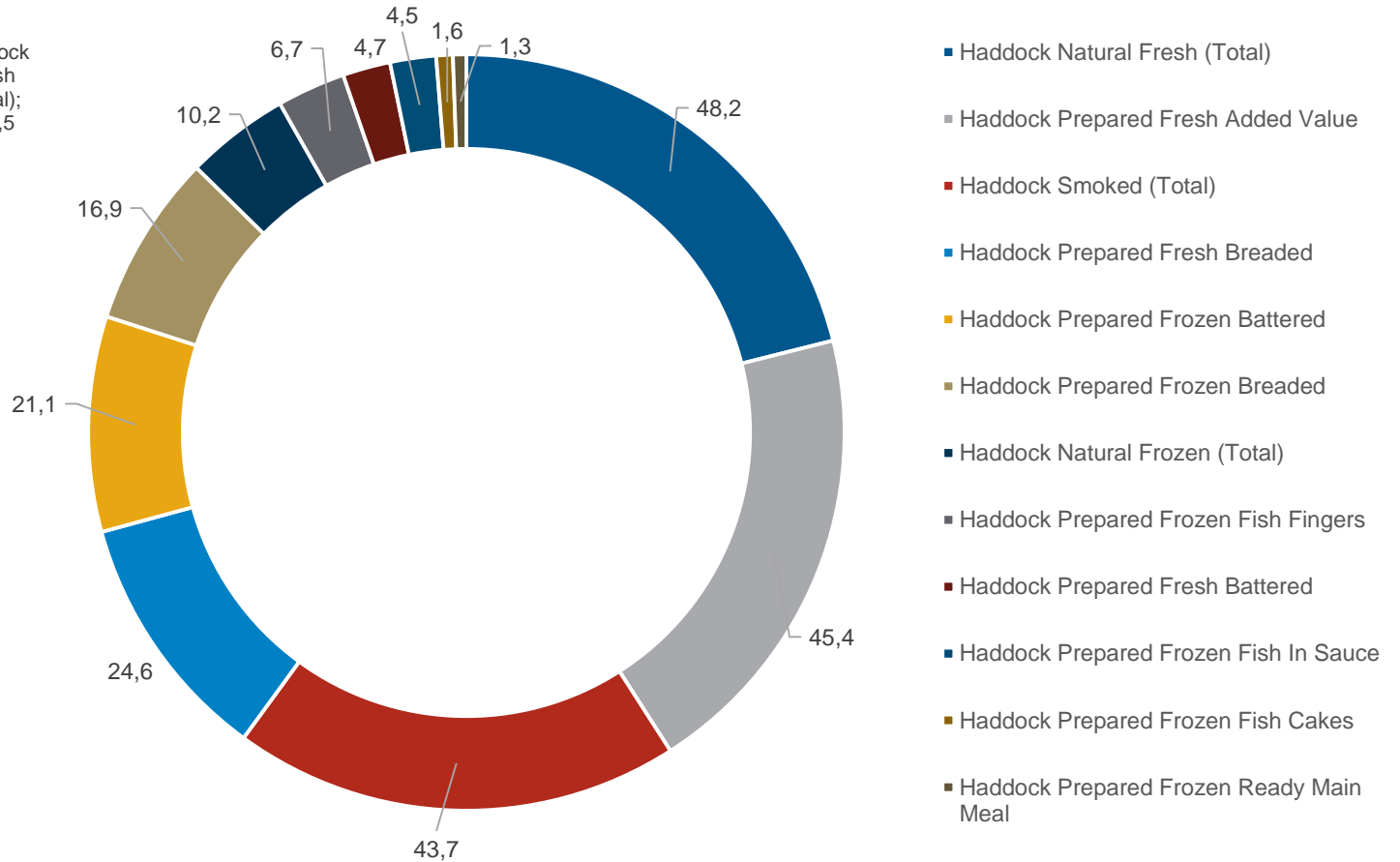
	Value Sales ('000)				Volume Sales ('000 KG)				Unit Sales ('000)				Price per KG		Price per Unit	
	MAT 2YA	MAT YA	MAT TY	MAT % Chg YA	MAT 2YA	MAT YA	MAT TY	MAT % Chg YA	MAT 2YA	MAT YA	MAT TY	MAT % Chg YA	MAT TY	MAT % Chg YA	MAT TY	MAT % Chg YA
FISH	£3,135,361	£3,139,323	£3,107,752	-1.0	350,279	335,759	330,962	-1.4	1,279,901	1,218,643	1,195,754	-1.9	£9.39	0.4	£2.60	0.9
HADDOCK	£235,080	£194,827	£185,468	-4.8	25,395	19,438	18,143	-6.7	80,730	64,152	59,480	-7.3	£10.22	2.0	£3.12	2.7
CHILLED HADDOCK	£151,695	£136,998	£131,801	-3.8	12,966	11,385	10,836	-4.8	52,639	45,415	42,361	-6.7	£12.16	1.1	£3.11	3.1
FROZEN HADDOCK	£83,385	£57,828	£53,667	-7.2	12,429	8,053	7,307	-9.3	28,090	18,737	17,119	-8.6	£7.34	2.3	£3.13	1.6
FROZEN BATTER HADDOCK	£22,234	£15,082	£13,470	-10.7	3,846	2,436	2,102	-13.7	7,601	4,800	4,188	-12.8	£6.41	3.5	£3.22	2.4
FROZEN BREADED HADDOCK	£20,135	£13,300	£12,829	-3.5	3,346	2,052	1,893	-7.8	6,840	4,313	4,080	-5.4	£6.78	4.6	£3.14	2.0
FROZEN NATURAL HADDOCK	£18,361	£11,215	£12,644	12.7	2,451	1,375	1,493	8.5	5,106	3,071	3,460	12.7	£8.47	3.9	£3.65	0.1
FROZEN FINGERS HADDOCK	£7,918	£7,521	£7,845	4.3	1,268	1,148	1,164	1.4	3,625	3,142	3,286	4.6	£6.74	2.9	£2.39	-0.3
FROZEN SAUCE HADDOCK	£4,769	£4,173	£2,537	-39.2	400	344	210	-38.9	1,418	1,222	744	-39.2	£12.06	-0.5	£3.41	-0.1
FROZEN PREPARED HADDOCK	£4,589	£3,109	£2,109	-32.2	509	296	188	-36.5	1,279	725	459	-36.7	£11.23	6.8	£4.60	7.2
FROZEN CAKES HADDOCK	£2,094	£1,921	£1,562	-18.7	290	240	188	-21.6	1,051	939	741	-21.1	£8.30	3.7	£2.11	3.1
FROZEN MEALS HADDOCK	£909	£777	£668	-13.9	103	90	69	-23.6	298	239	161	-32.7	£9.73	12.6	£4.16	27.9
FROZEN DUSTED HADDOCK	£2,374	£731	£2	-99.8	217	71	0	-99.8	872	285	1	-99.8	£11.47	11.1	£2.99	16.7

HADDOCK CONSUMPTION PER SEGMENT 2015

Haddock consumption (£m)



Haddock consumption (£m)



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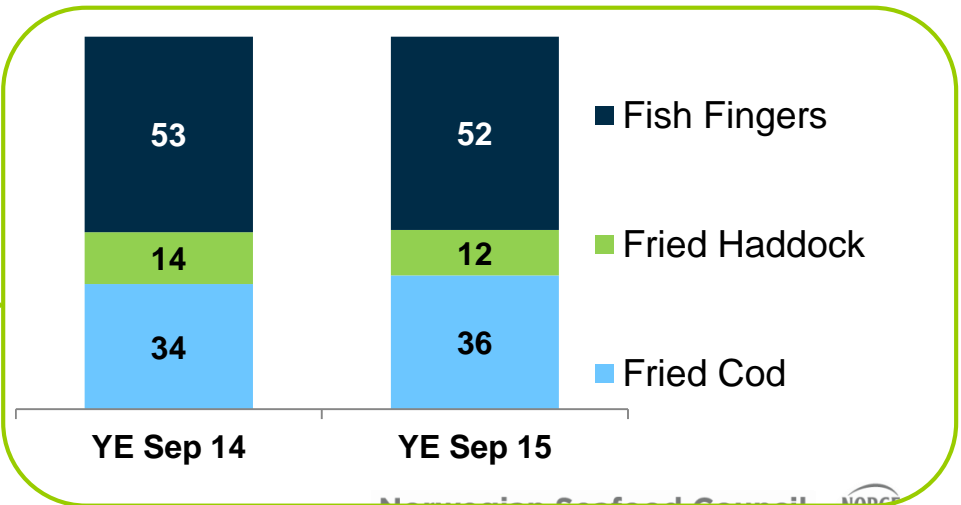
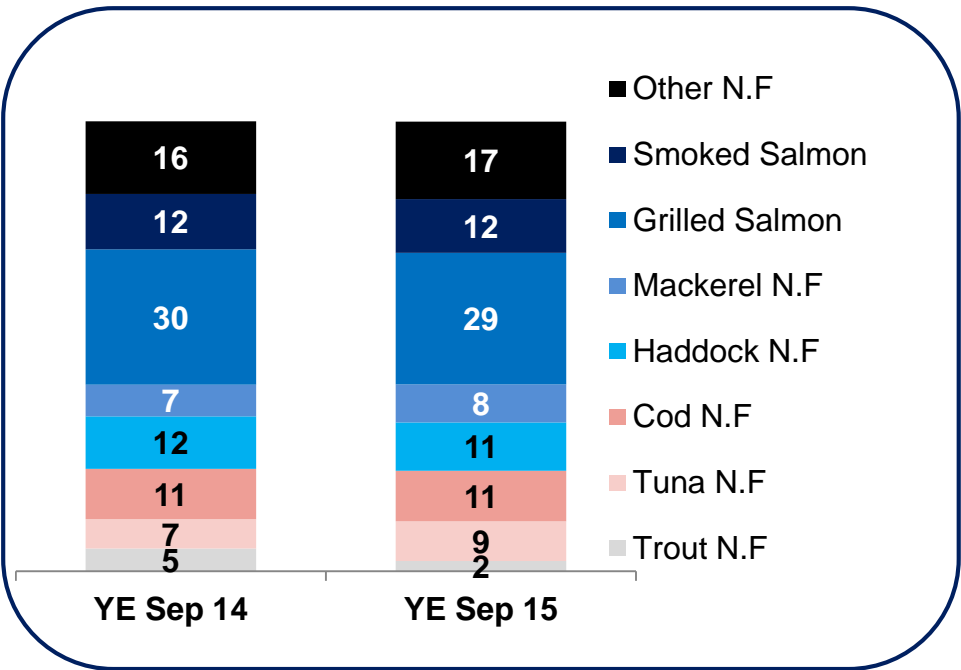
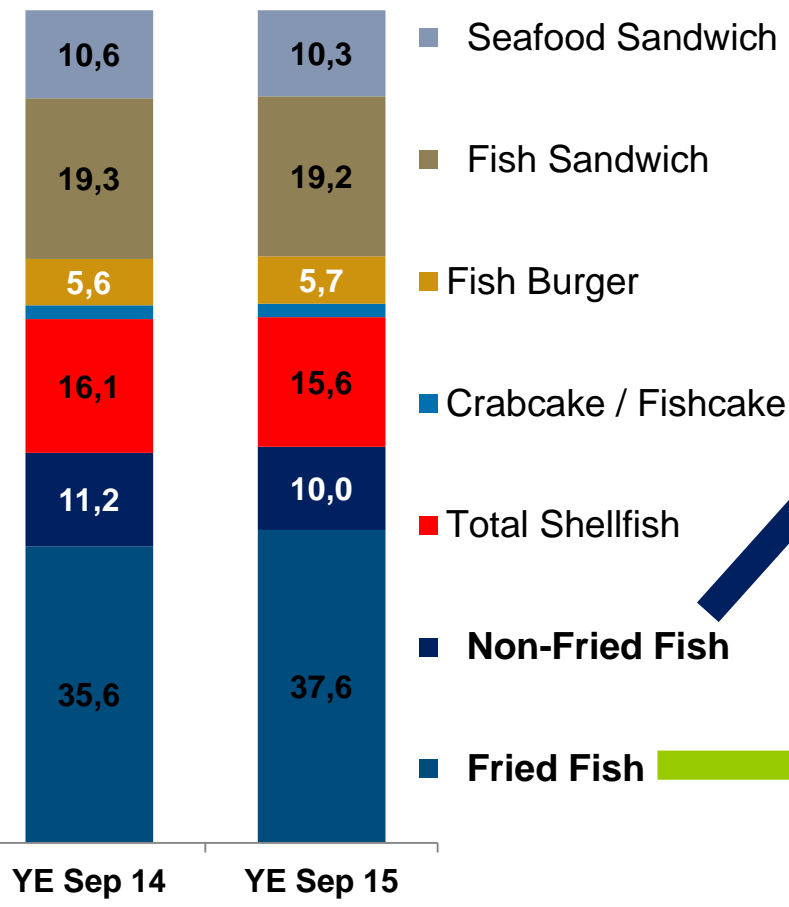
Species	Income Elasticity	Own price Elasticity
COD	0,86	-1,85
Haddock	0,92	-1,38
Salmon	1,14	-0,81

- Laks er uelastisk, 1% økning i pris vil føre til -0,81% reduksjon i konsum. Er blitt mer elastisk ettersom prisen har økt
- Laks har en elastisitet som ligner luksus varer 1 % økning inntekt vil føre til +1,14 % større konsum
- Torsk svært elastisk, 1 % økning i pris vil føre til en reduksjon i volum på -1,85 %
- Hyse er også priselastisk, men noe lavere enn Torsk
- Inntektsøkning vil ikke øke tilsvarende på hyse og torsk

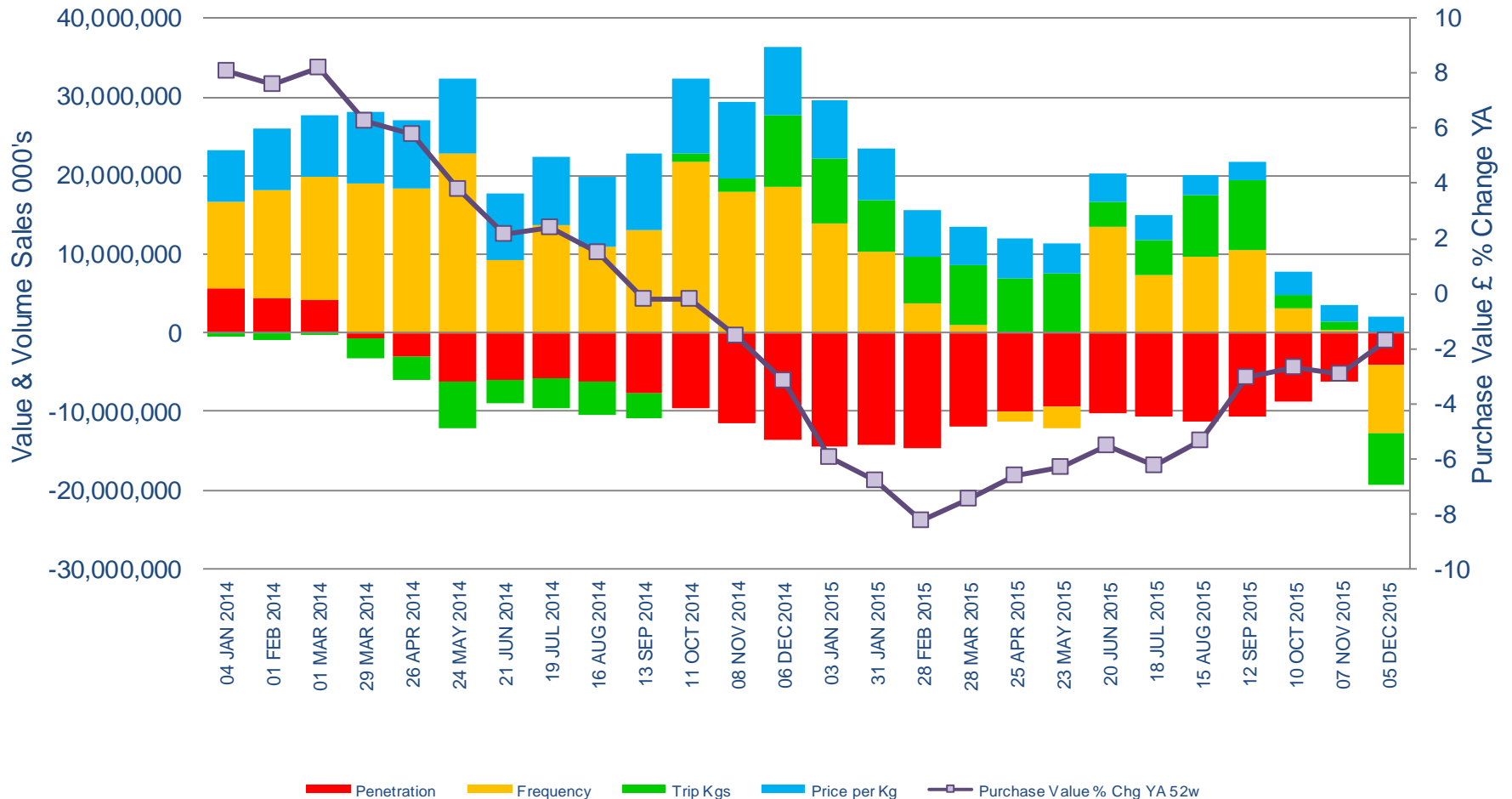
FRIED FISH CONTINUES TO DOMINATE. TUNA AND FRIED COD ARE INCREASING IN POPULARITY



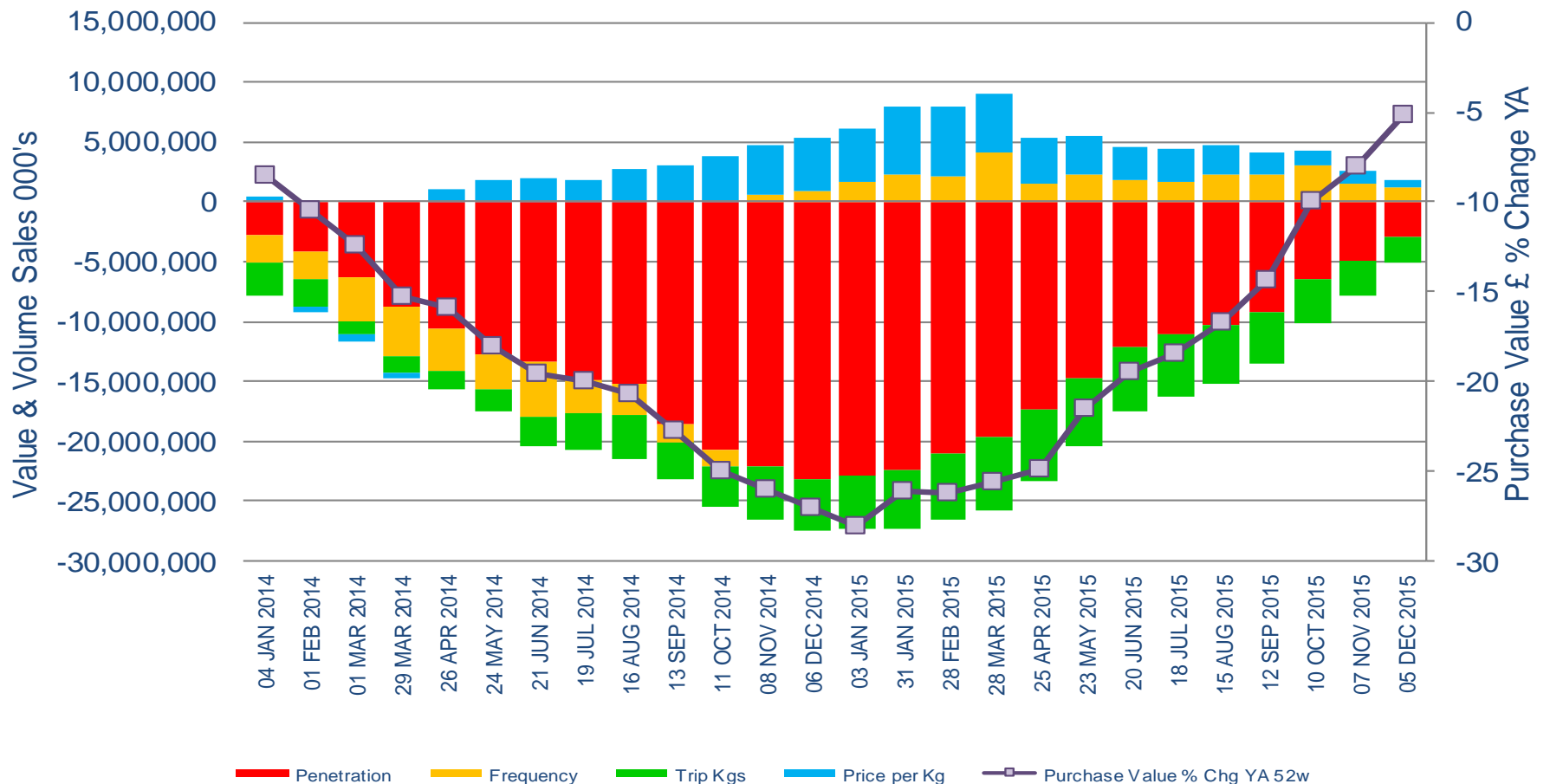
Total Out of Home (OOH) Servings% Share



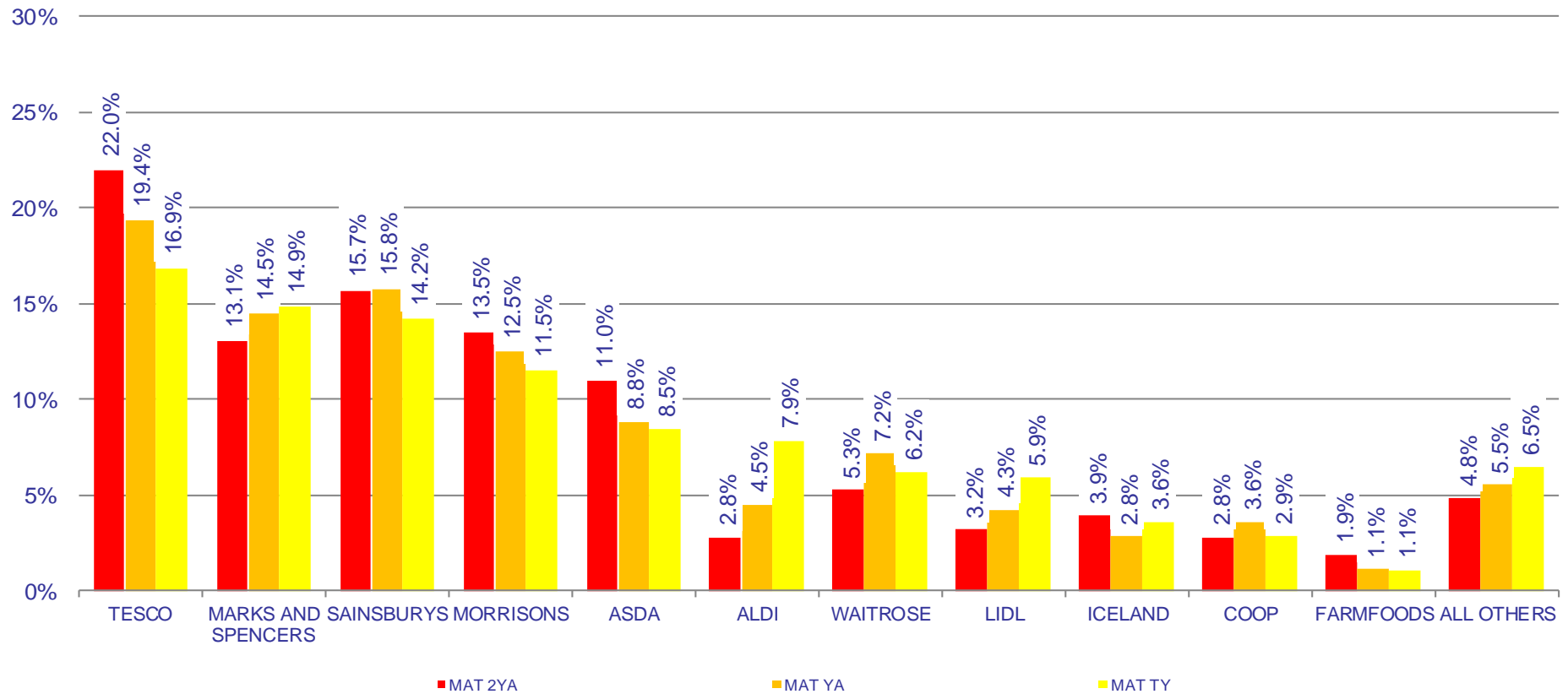
ROLLING PURCHASE KPI'S – CHILLED HADDOCK



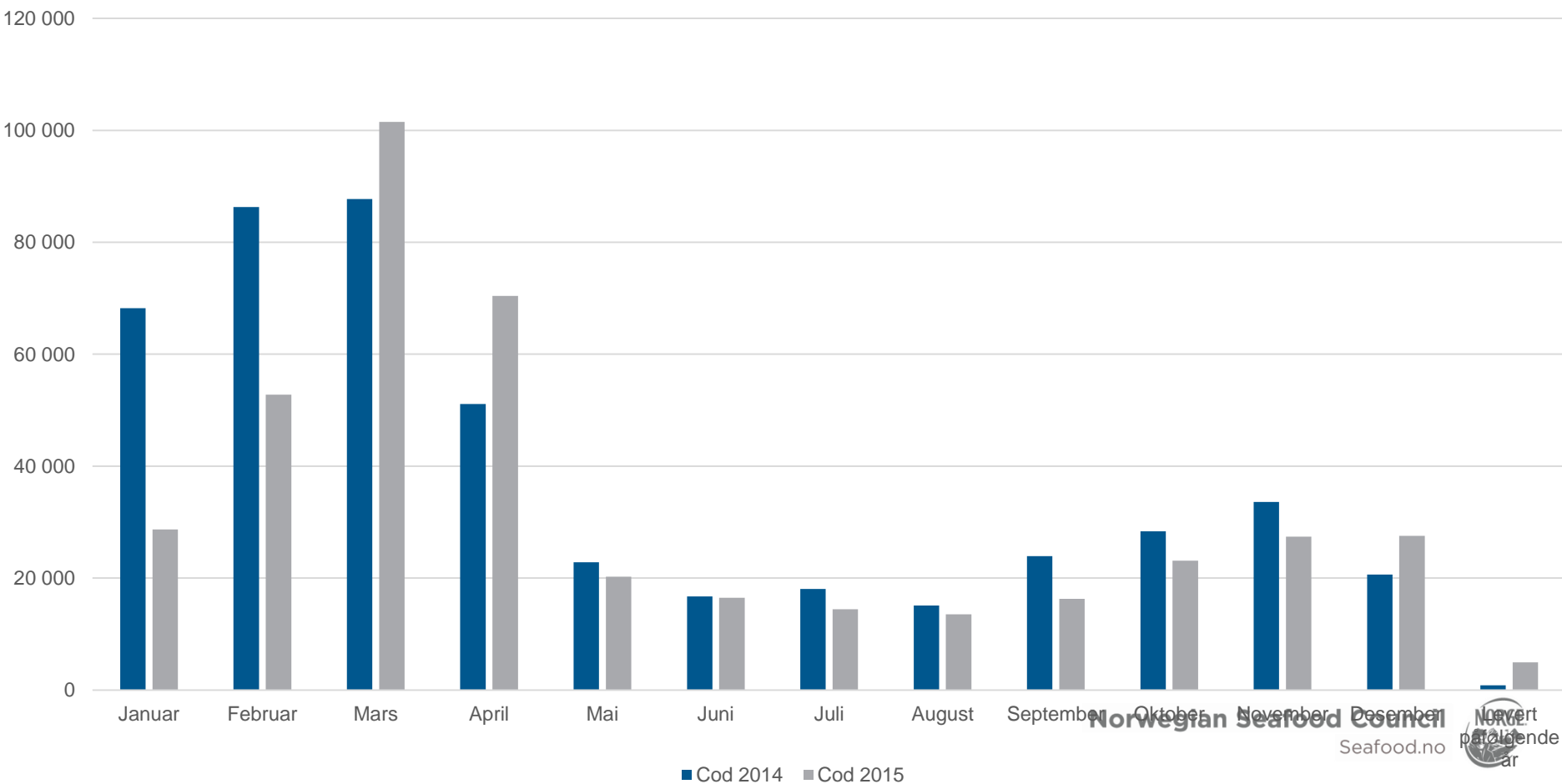
ROLLING PURCHASE KPI'S – FROZEN HADDOCK



RETAILER SHARE OF TRADE £ - TOTAL HADDOCK



CATCH OF NORWEGIAN COD

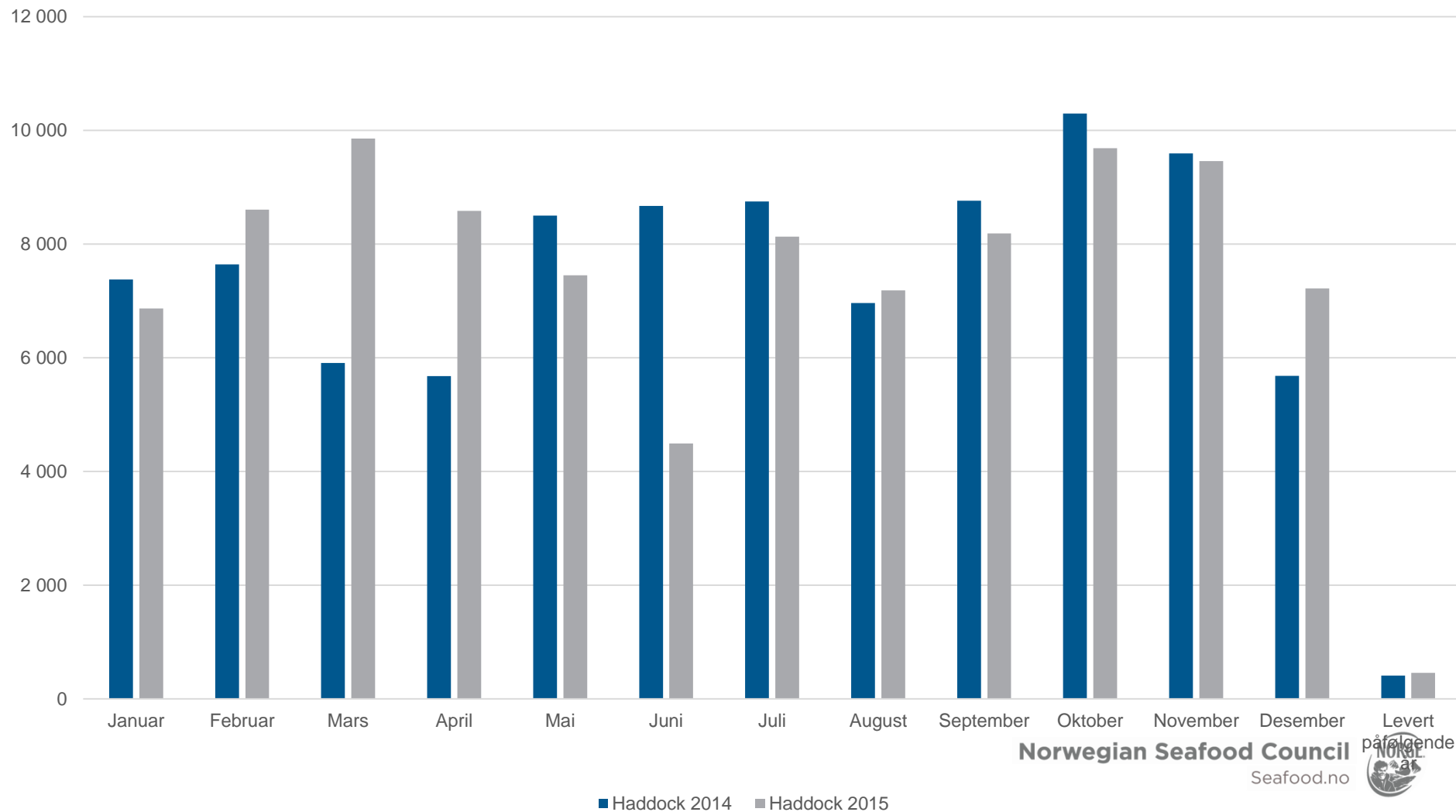


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CATCH OF NORWEGIAN HADDOCK



There's a clear reason Norwegian cod and haddock tastes so good. And it's not just our water.

Norway's pristine waters give our cod and haddock their distinctively chunky, succulent white flesh. But just as importantly, our trawlers freeze their catch at sea to lock in the Arctic freshness. Wherever you see the Norge logo in fish & chip shops, you can rest assured that the cod or haddock you order is the real thing, of exceptional quality and sustainably caught from our abundant stocks.



Meet our fleet

Ramoen

Ramoen's crew and skipper are proud to have been serving British fish & chip shops since 1977. Our cod is caught in the cold, clear waters off Norway's far north, near Lofoten and Svalbard islands. We carefully filet, grade, pack and freeze the cod within six hours of being caught to lock in the Arctic freshness. We hope you enjoy your meal, from captain Egil Skarbevik.



Andenesfisk 1

Andenesfisk AS has been running fishing vessels since 1963. To mark our 50 year anniversary, we built one of the most environmentally friendly factory trawlers ever designed. And today, we proudly deliver sustainable cod to the UK, frozen at sea to lock in Arctic freshness. Enjoy your delicious fish & chips, from Captain Sigmund Fosnes.



Granit

The skippers and crew on board the Granit specialise in catching delicious white fish from Norway's pristine Arctic waters. We've been doing it for decades, and take great pleasure in supplying Britain with our premium cod and haddock filets. These are frozen at sea to lock in the Arctic freshness, and always come from sustainable sources. We hope you enjoy it, with regards from captains Ole Inge and Bjørn.



Atlantic

Atlantic specialises in line caught cod from the cold, clear waters of Norway's far north. Like almost all Norwegian fishing vessels, we are proud to be certified sustainable by the Marine Stewardship Council (MSC). The crew filets and freezes cod within hours of catching it, keeping it tasting as fresh as can be for the UK's many fish & chip shops. Enjoy your meal, from Captain Kjell Gunnar Hoddevik.



Froyanes

On Froyanes, we use hook and line to catch fish sustainably from Norway's cold, clear waters. We are very proud of the excellent quality of our cod, and we take great care in filleting, freezing and packing it at sea to ensure it arrives to you in pristine condition. We hope you enjoy it, from Captain Per Kristian Røkkum.



What is Norge?

Norge is the brand of the Norwegian Seafood Council, which represents Norway's fishing communities. Norway has a long and proud seafaring history, and fishing is an essential part of our way of life. We use sustainable practices to protect our precious natural resources for generations to come, and have done for decades. Today, we have an abundance of delicious seafood to share, and we go to great lengths to ensure it reaches you in pristine condition. To find out more, visit seafoodfromnorway.com

