

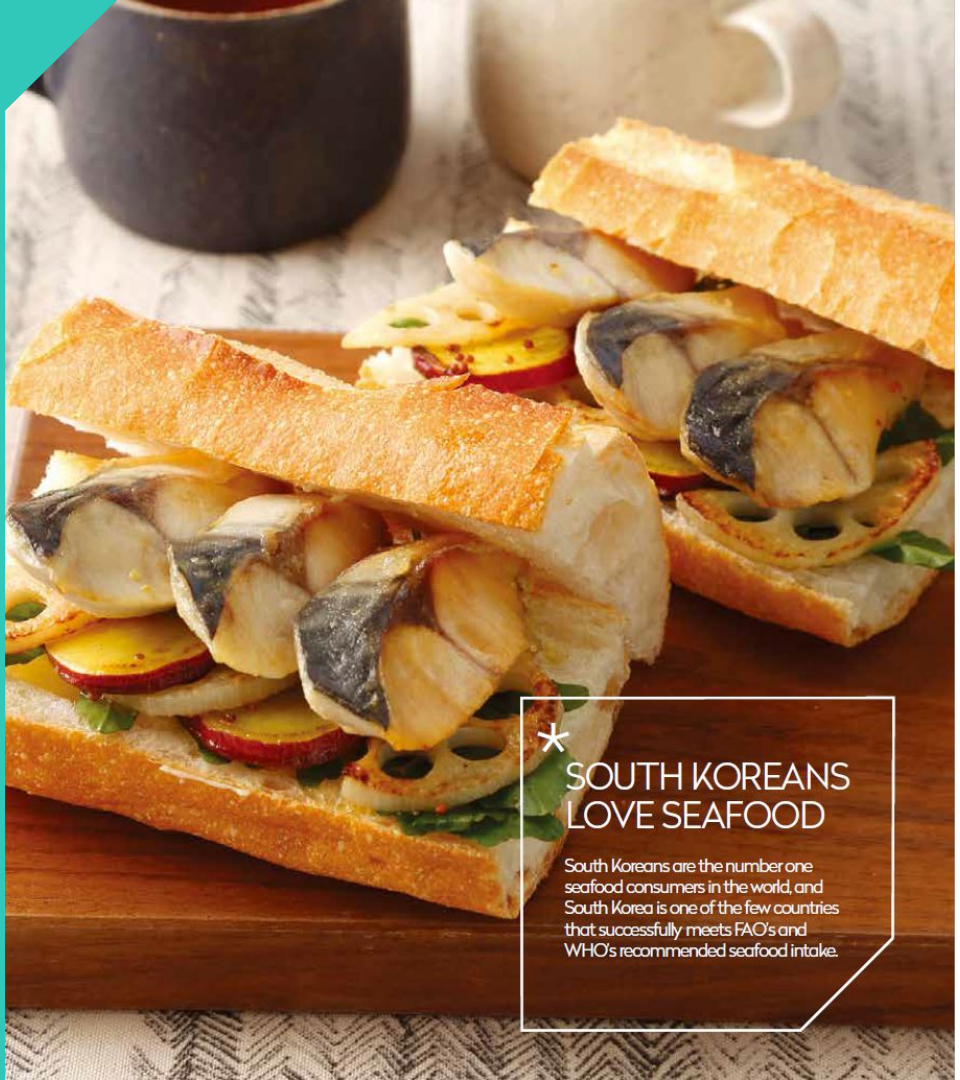
Den norske makrellens sterke posisjon i Japan og Sør-Korea.

Gunvar L. Wie
Fiskeriutsending Japan & Korea

10%

Forventet økning
av sjømatkonsum
frem mot 2025*

*FAO 2016



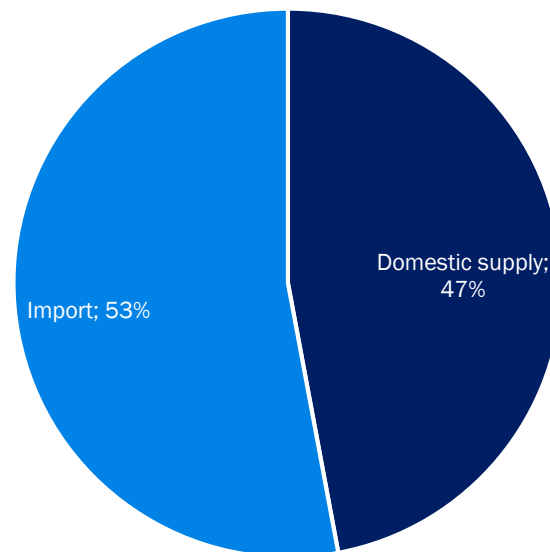
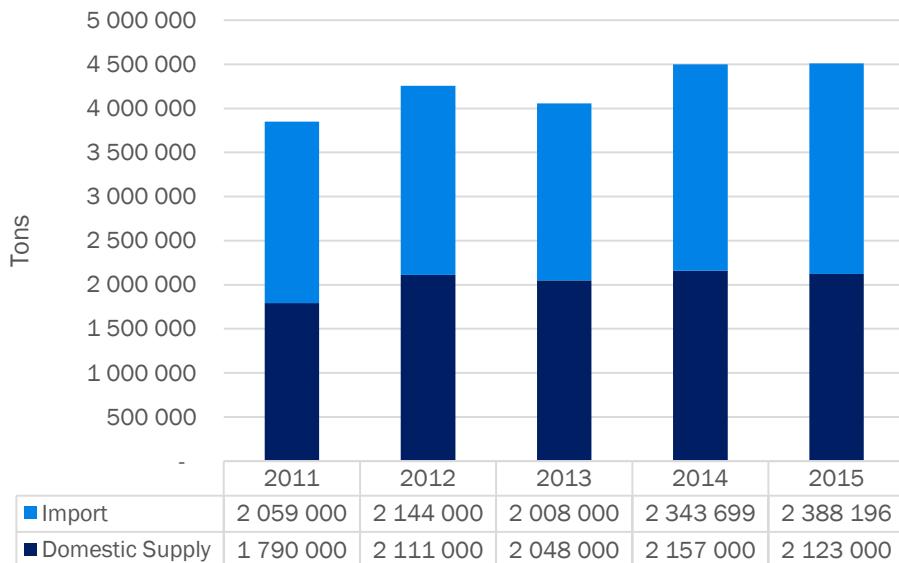
*
**SOUTH KOREANS
LOVE SEAFOOD**

South Koreans are the number one seafood consumers in the world, and South Korea is one of the few countries that successfully meets FAO's and WHO's recommended seafood intake.

53% av sjømaten i Korea var importert i 2015

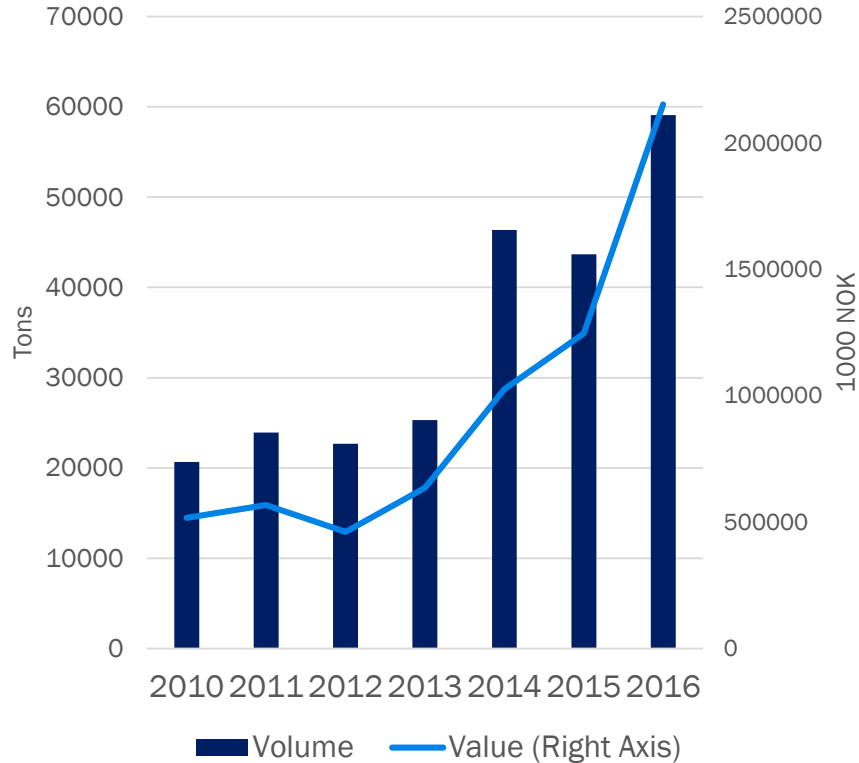
- ♦ Sør Korea er avhengig av importert sjømat – spesielt makrell.

Total tilførsel av sjømat i Sør-Korea



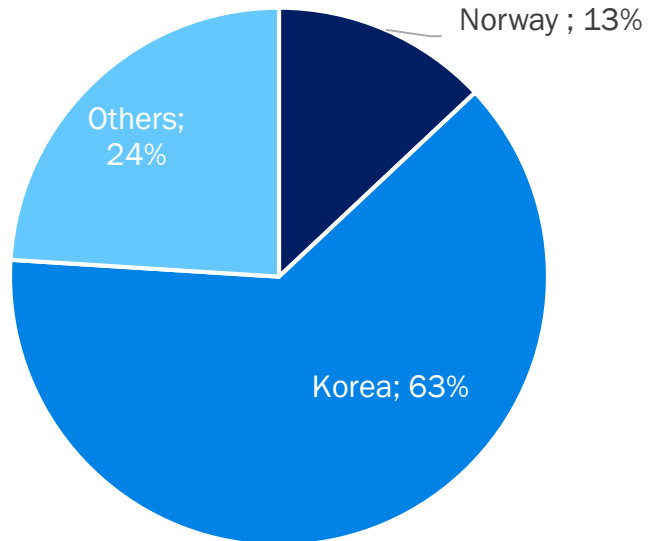
Volume 2015: 4 511 196 Tons

Norsk eksport til Sør-Korea

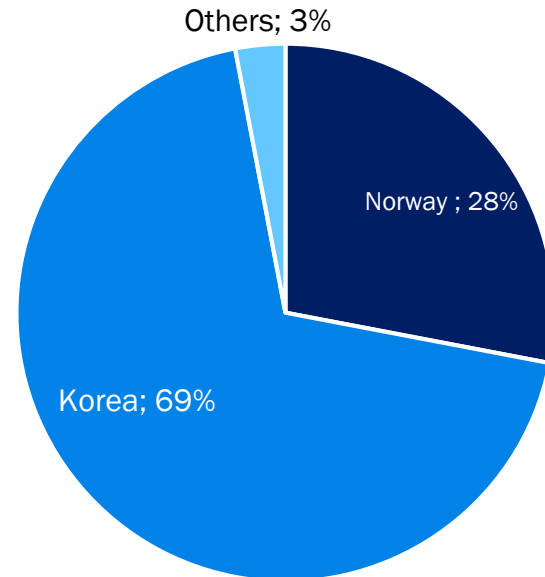


Markedsandel for makrell i Sør-Korea – fra 2011 til 2016

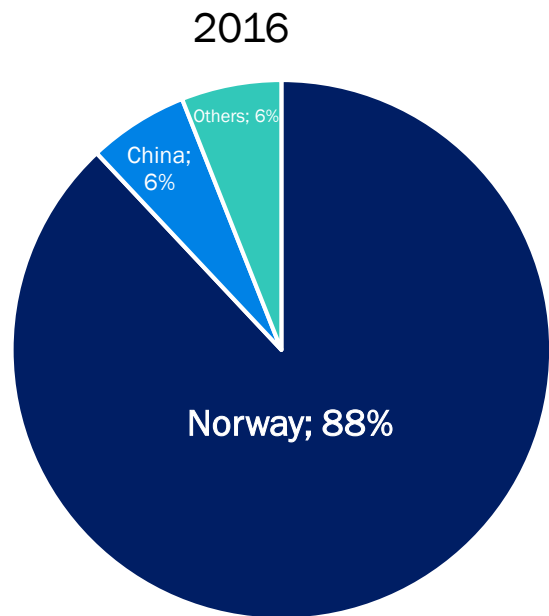
2011



2016

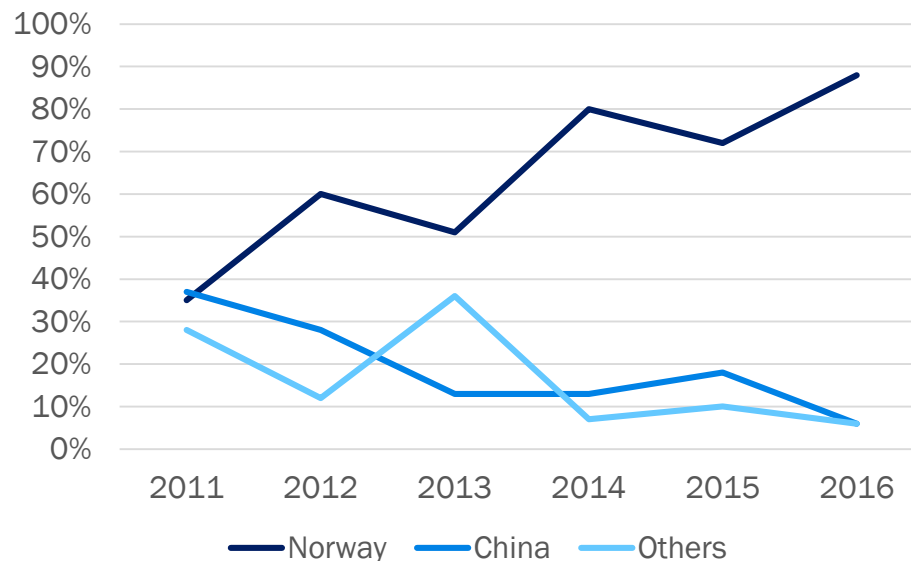


Andel importer makrell: Norge har siden 2011 tatt andeler i det Koreanske markedet. I 2016 nådde vi 88% andel av importert.



Imported Volume: 45,832 MT

Shares by Supplying Countries (2011-2016)





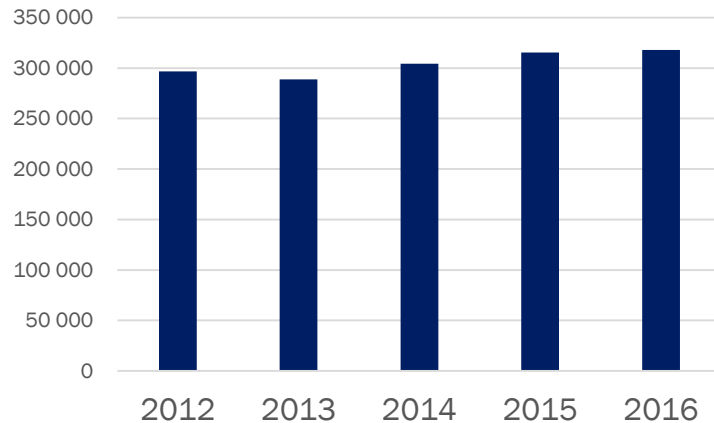
Norsk makrell i Japan er i hovedsak lettsaltet makrell (“shio-saba”)– forpakningene er ofte pakket i butikk med opphavsmerking via «stickers»

Bilde fra AEON supermarket. AEON Top Value brand

Norsk makrell I Japan

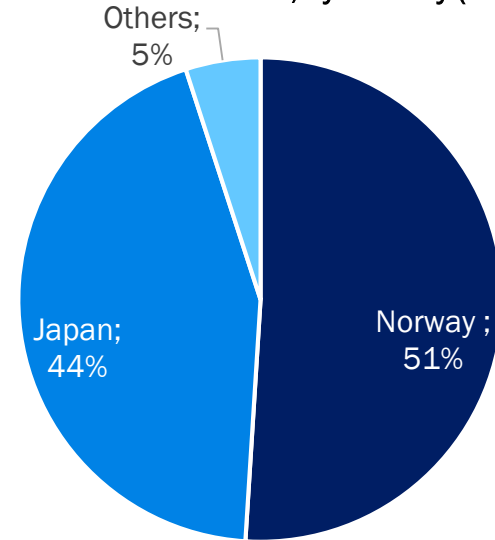
- Makrellmarkedet var omtrent 318.000 ton i 2016
- Tilførsel av Norsk makrell var på ca 162,000 tonn (51% av markedet).

Japan Mackerel Market (2012-2016)



Source: Ministry of Finance, Ministry of Agriculture, Forestry and Fisheries, Promar Consulting

Mackerel Market Share, by Country (2016)

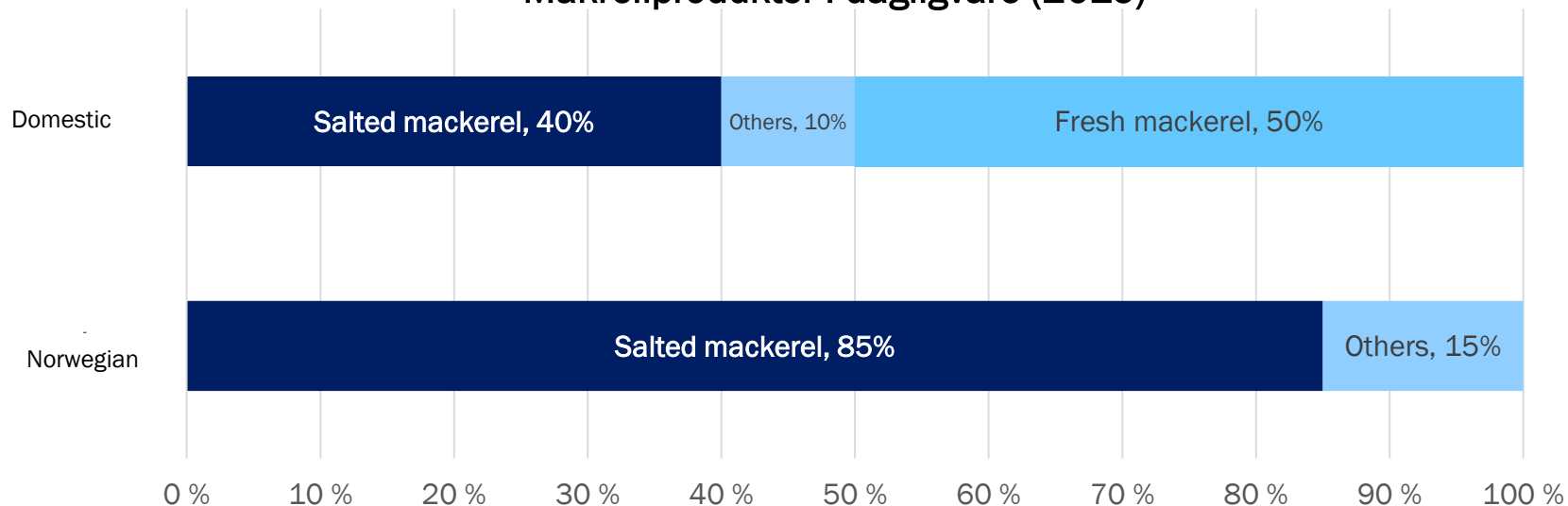


Mackerel Volume (2016): 318,000 MT

«Shio-Saba» er synonymt med Norge – solgt i dagligvare

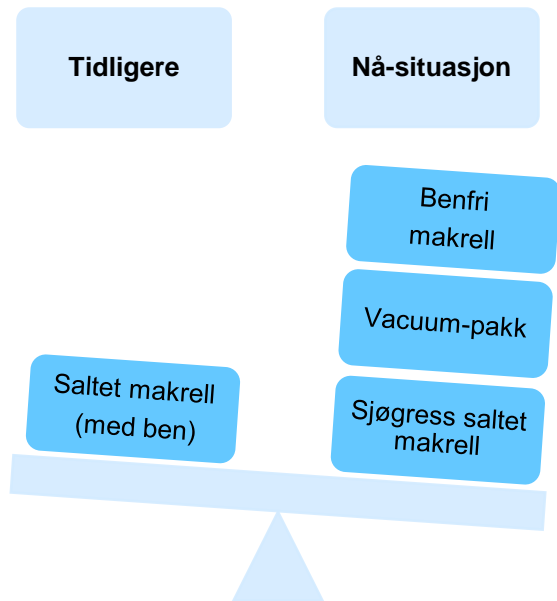
- Omentrent 85% av Norsk makrell er lettsaltet “shio-saba”
- Egenfanget makrell selges enten som fersk eller lettsaltet.

Makrellprodukter I dagligvare (2016)



Produktutvikling I Japan

En stor del av de bearbejdede produktene er Norsk makrell



Beinfri makrell



Vakum forpakning



Sjøgress saltet makrell



GQ As popularity of Saba Sandwich grows, many restaurants and cafes start to offer the sandwich now.



Tokyo Calendar Saba Sandwich is recommended as "goes well with beer" in featuring articles on sandwiches.



Saba Sando at Costco
Started reinforcement program at Costco from 2016. Mackerel sandwich tasting was a huge success. Also in March 2017, premium Norwegian salted mackerel sandwich was introduced as a part of new products line.

Mackerel Sandwich with Lemon pepper mayonnaise



The series starts with mackerel!

Sakaiya Asahi, is Japanese style bar in Osaka, presents their most popular menu, grilled Mackerel. The owner, Koen Akashi, explains the Norwegian Mackerel is the best for grilling.

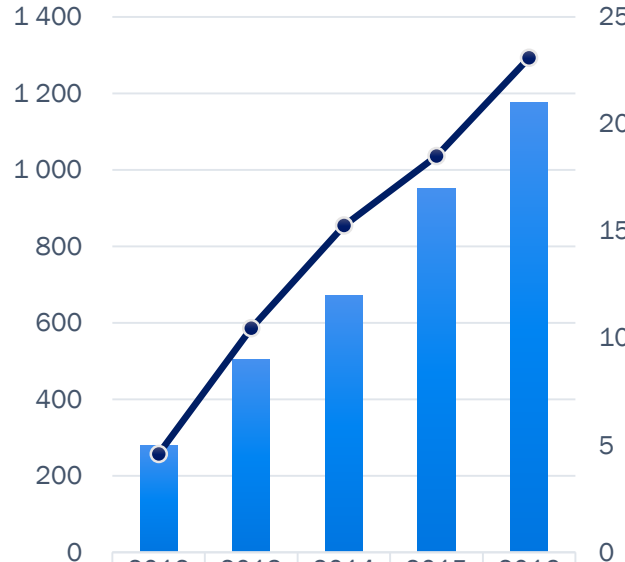


Nikkei TRENDY digs into the success of Norwegian Seafood in Japan. Featuring Saba-Sando



AEON Retail går over til
Norsk makrell på sitt «Top
Value» brand.

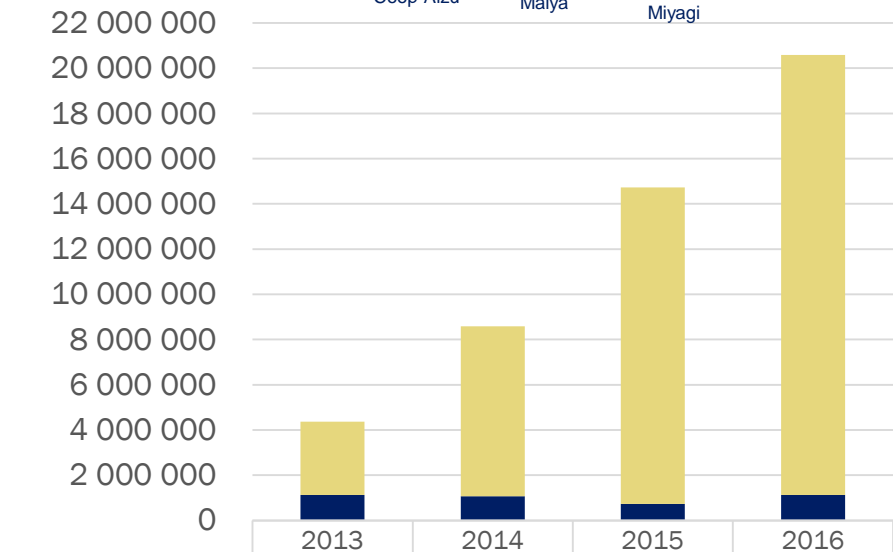
Japan: økende etterspørsel fra handelen for opplæring, materiell og kampanjer



■ Number of Chains	2012	2013	2014	2015	2016
●- No of sampling days	257	586	854	1 036	1 293

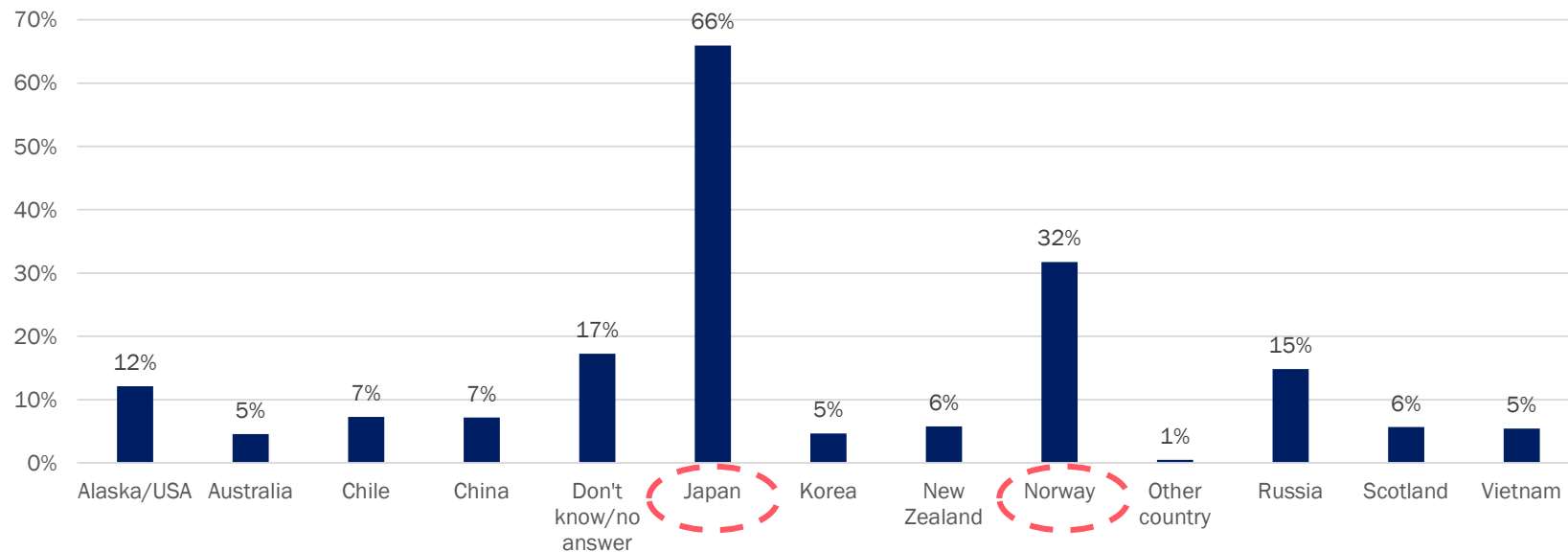
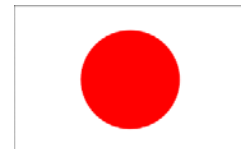


Coop-Aizu Maiya COOP Miyagi



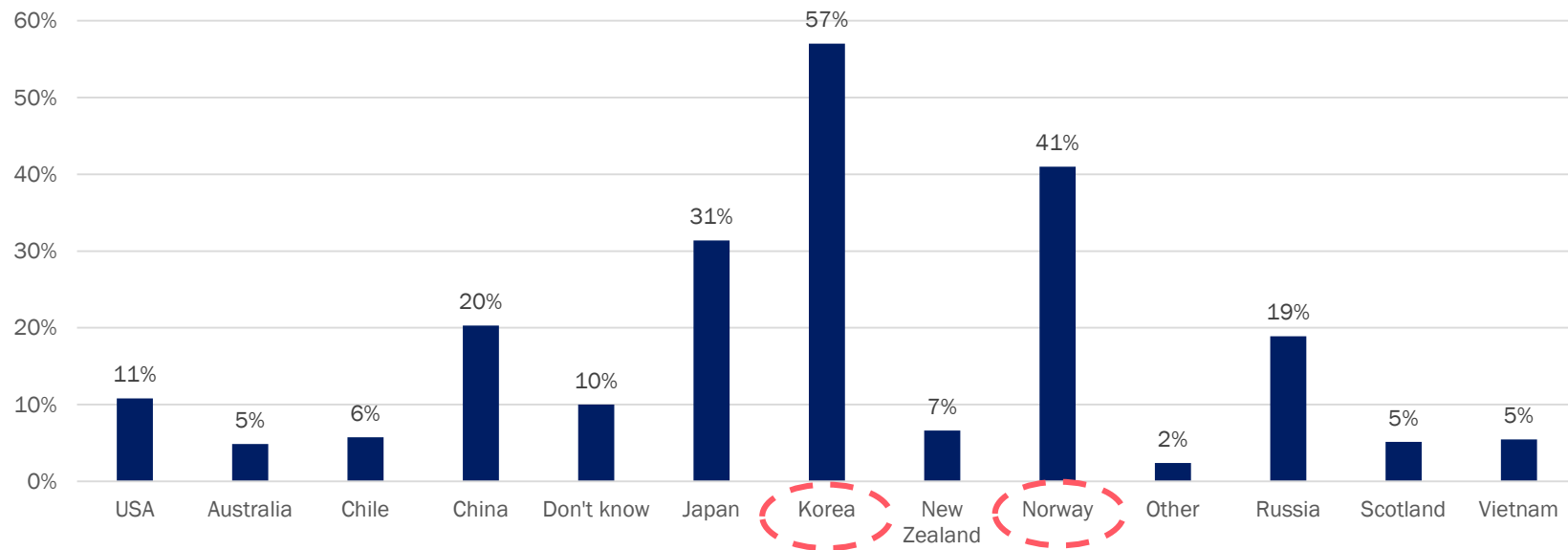
■ Customized Sticker	2013	2014	2015	2016
■ NORGE Generic	1 126 000	1 077 500	737 000	1 129 000

Kjennskap til land som produserer makrell





Kjennskap til land som produserer makrell



Origin matters

- 1) Vi har en posisjon som er bygd på langsiktighet og markedstilpasning – denne posisjonen ønsker flere å utfordre.
- 2) Vi har oppnådd en effekt som gjør at konsumentene og markedet etterspør norsk makrell – dette i land med sterke tradisjoner for egenfangst.
- 3) Det nye opphavsmarket har gitt oss en forsterket dialog med verdikjeden og handelen i Japan og Sør-Korea.

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SEAFOOD FROM NORWAY

The logo features the words 'SEAFOOD FROM NORWAY' in a white, sans-serif font. The word 'FROM' is positioned vertically between 'SEAFOOD' and 'NORWAY'. To the right of the text is a stylized flag with three horizontal stripes: red at the top, white in the middle, and blue at the bottom.

NORGES SJØMATRÅD

