

The background of the slide is a dark blue, textured surface, possibly a tablecloth or a backdrop, with several pieces of seafood products resting on it. The products are arranged in a semi-circle. From left to right, there is a piece of salmon, a piece of cod, a round piece of fish (possibly a fillet or a small fish), and another piece of salmon. The fish are surrounded by ice cubes. The text is overlaid on this background.

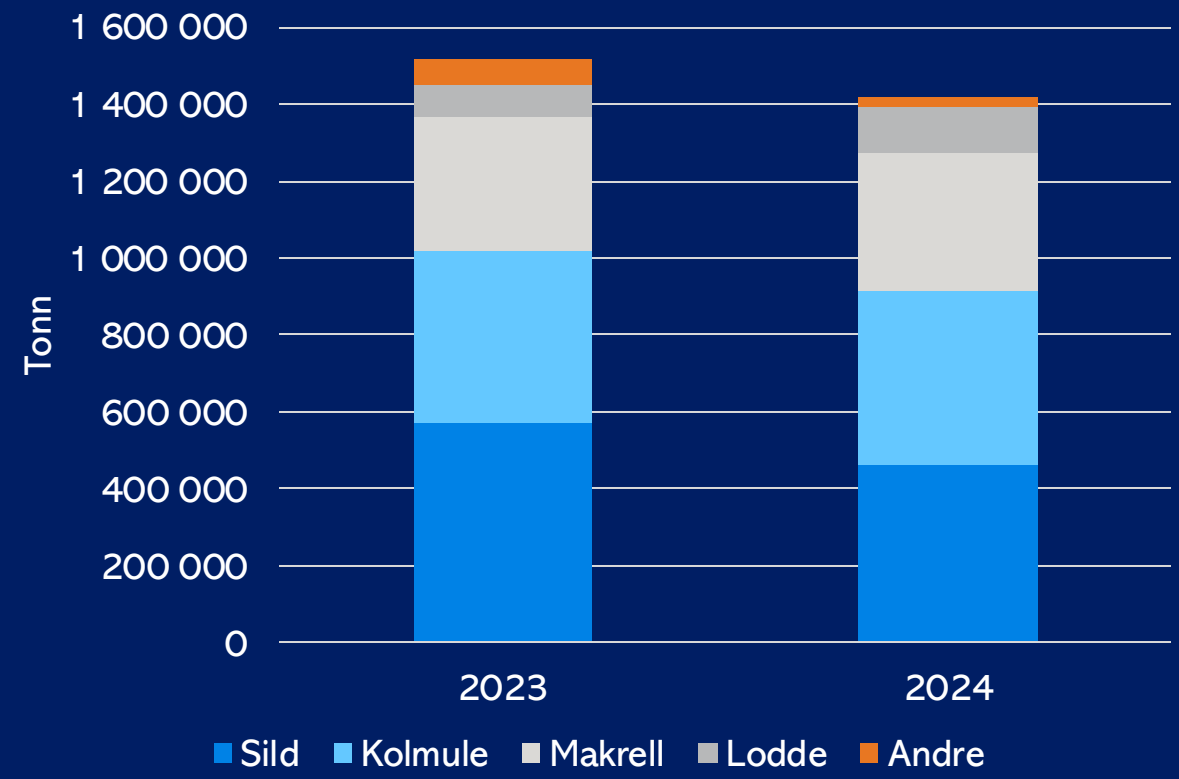
Sjømatnasjonen Norge 2025
**Pelagisk fisk – fra hel fisk til en
stim av verdifulle produkter**

Jan Eirik Johnsen | key account manager, pelagisk

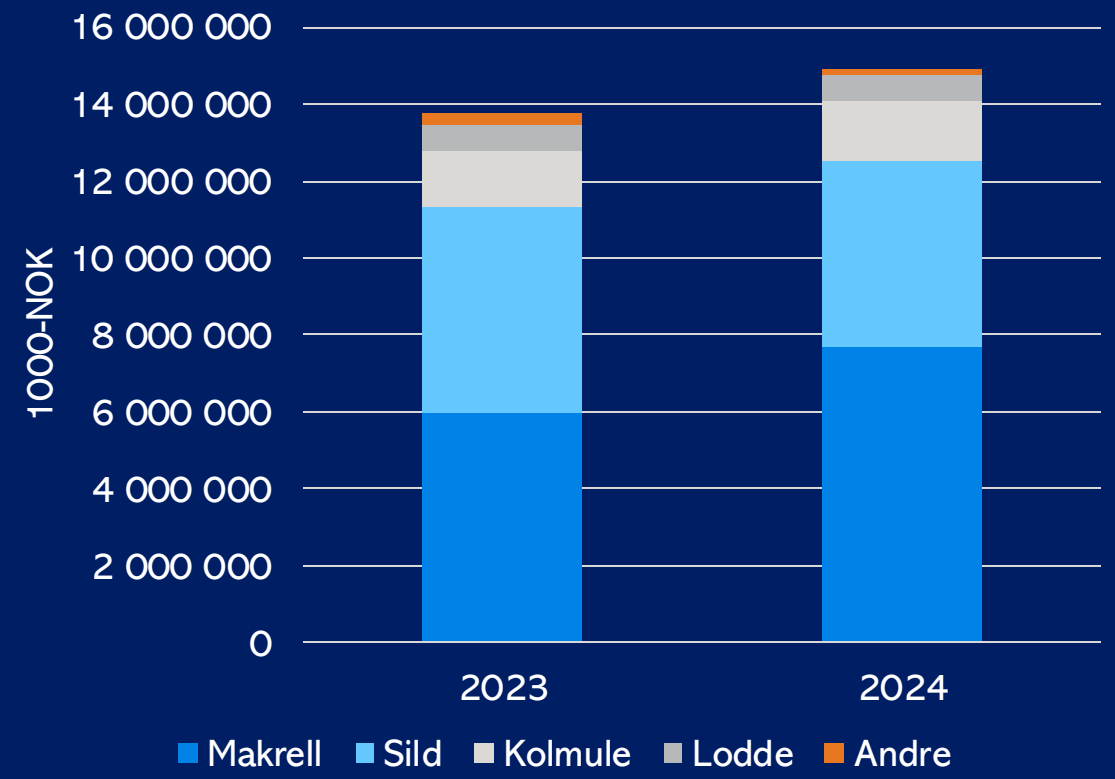
Omsetning av pelagisk fisk

NY
REKORD

Volum
- 7 % / 102 000 tonn



Verdi
+ 8 % / 1,1 mrd.

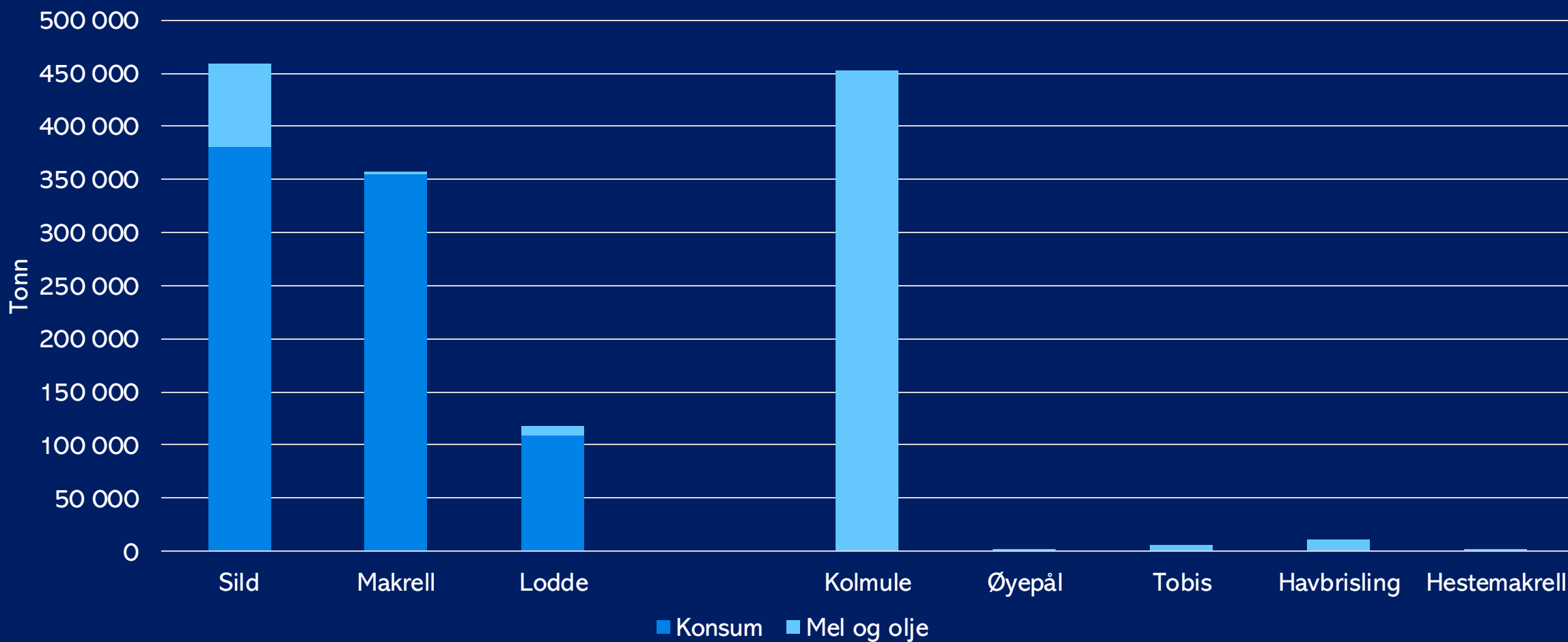






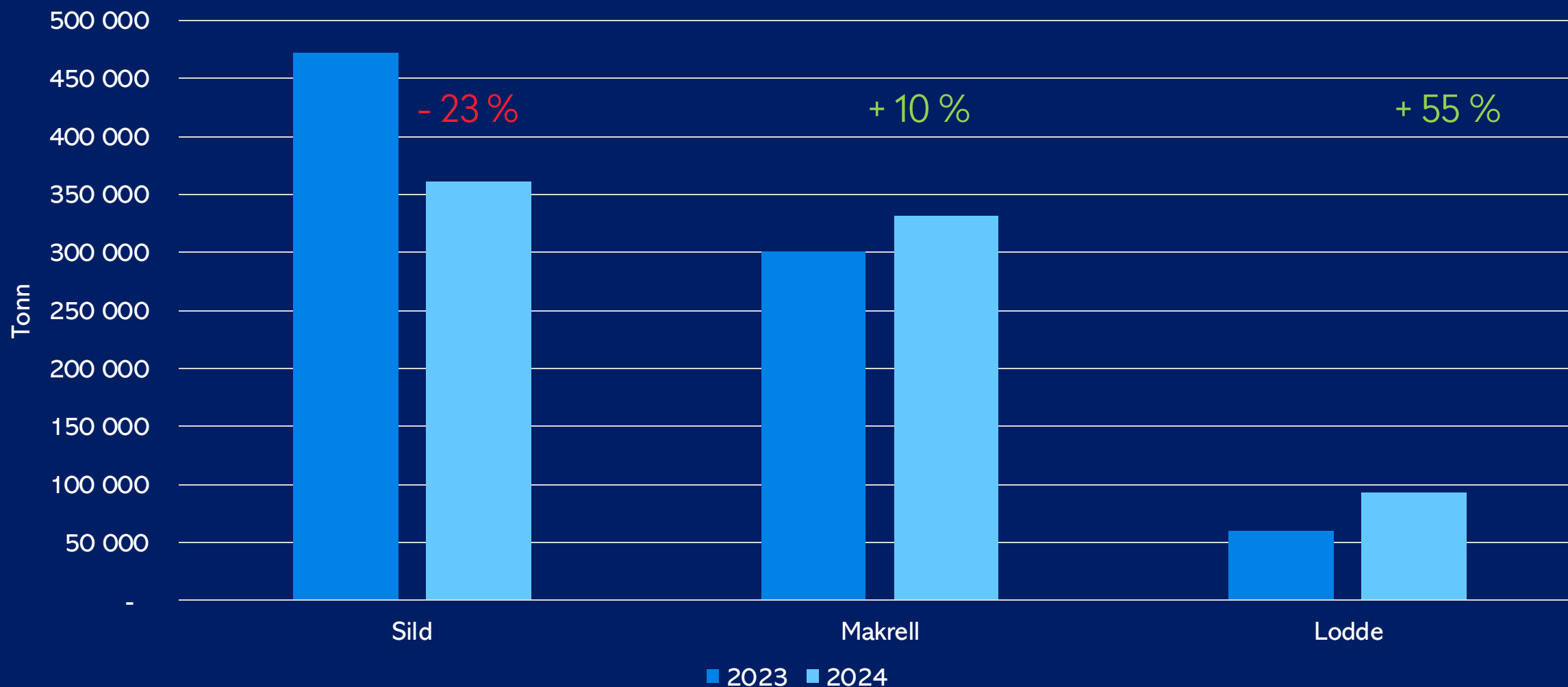


Anvendelse pelagisk fisk

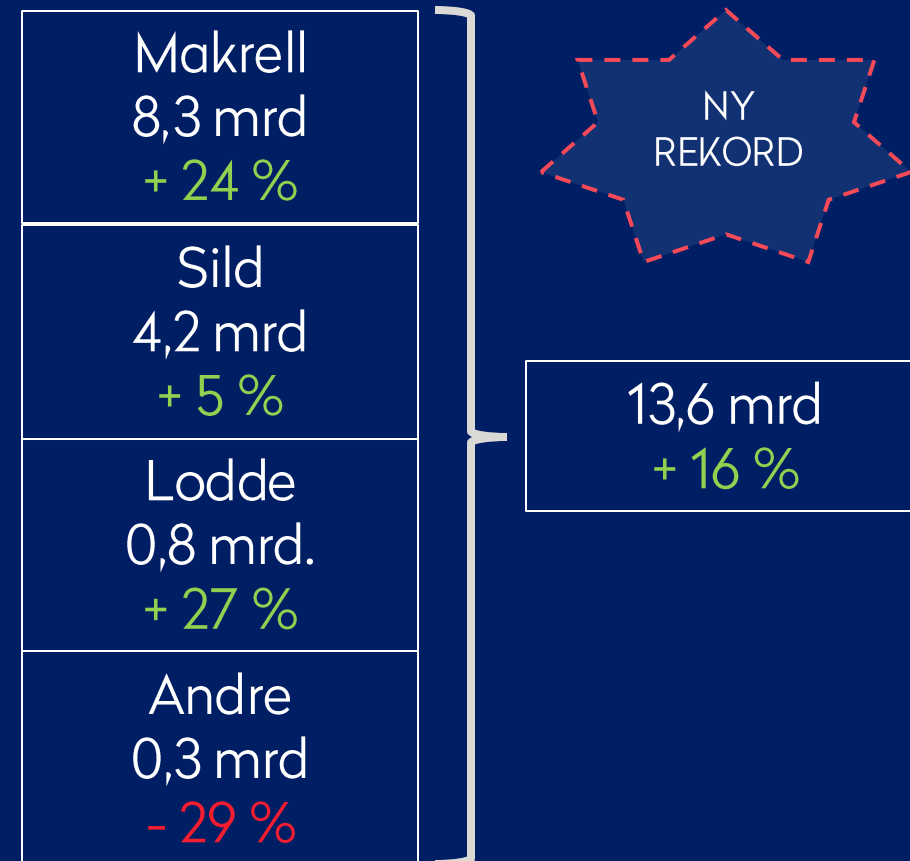
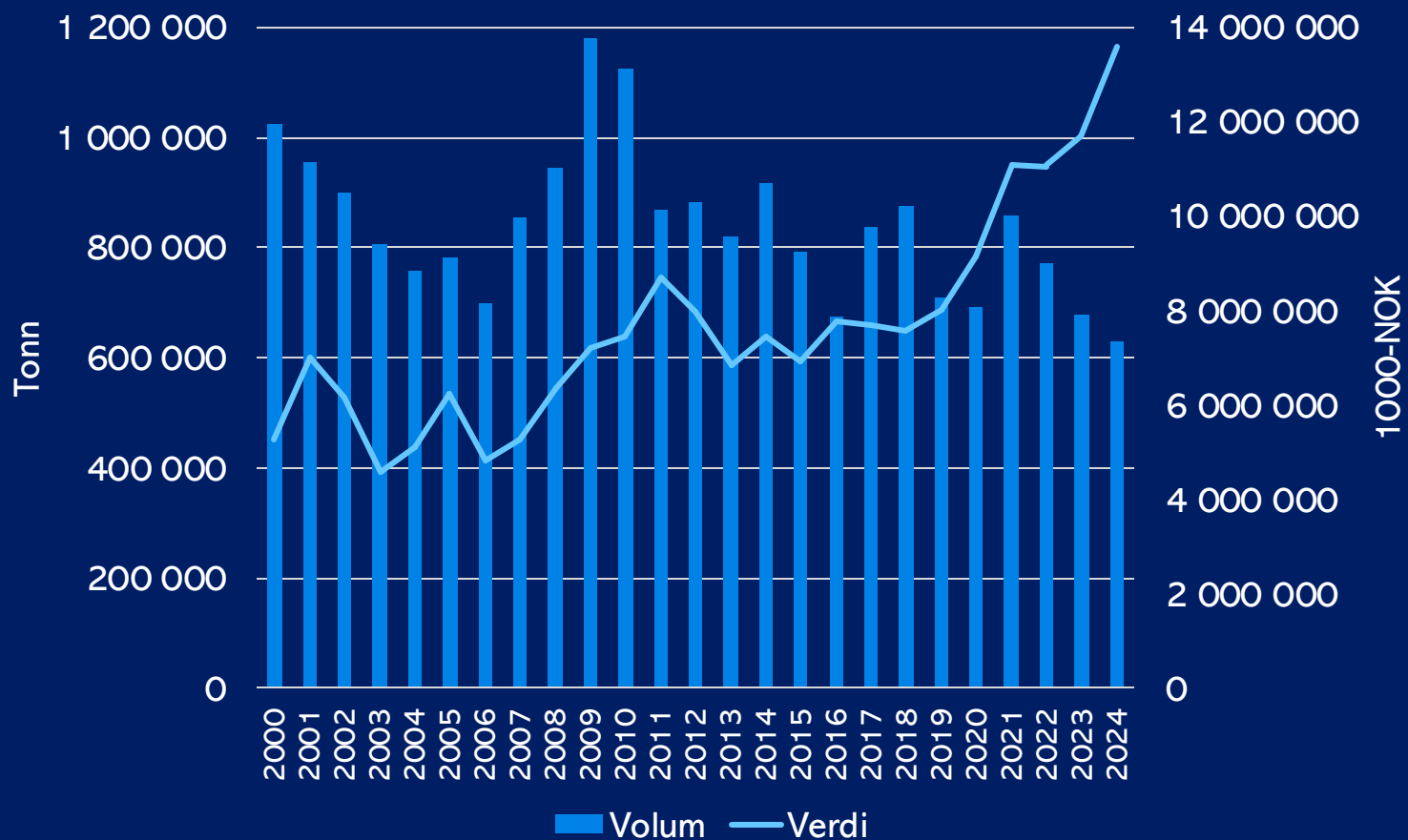


Pelagisk fisk landet i Norge til konsum

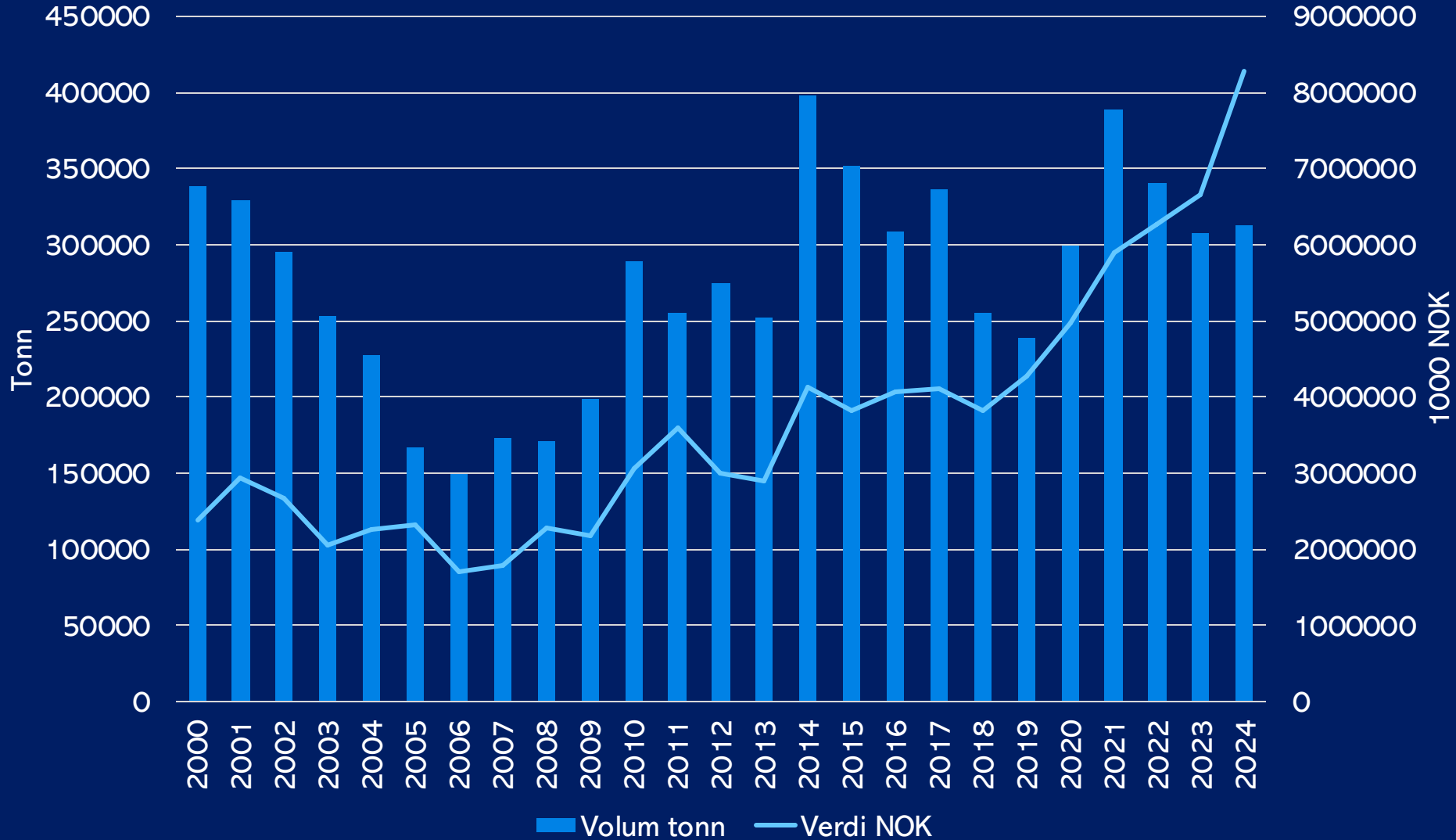
- 6 %



Ny eksportverdirekord



Makrellen i 2024



+ 2 %
313 000 tonn

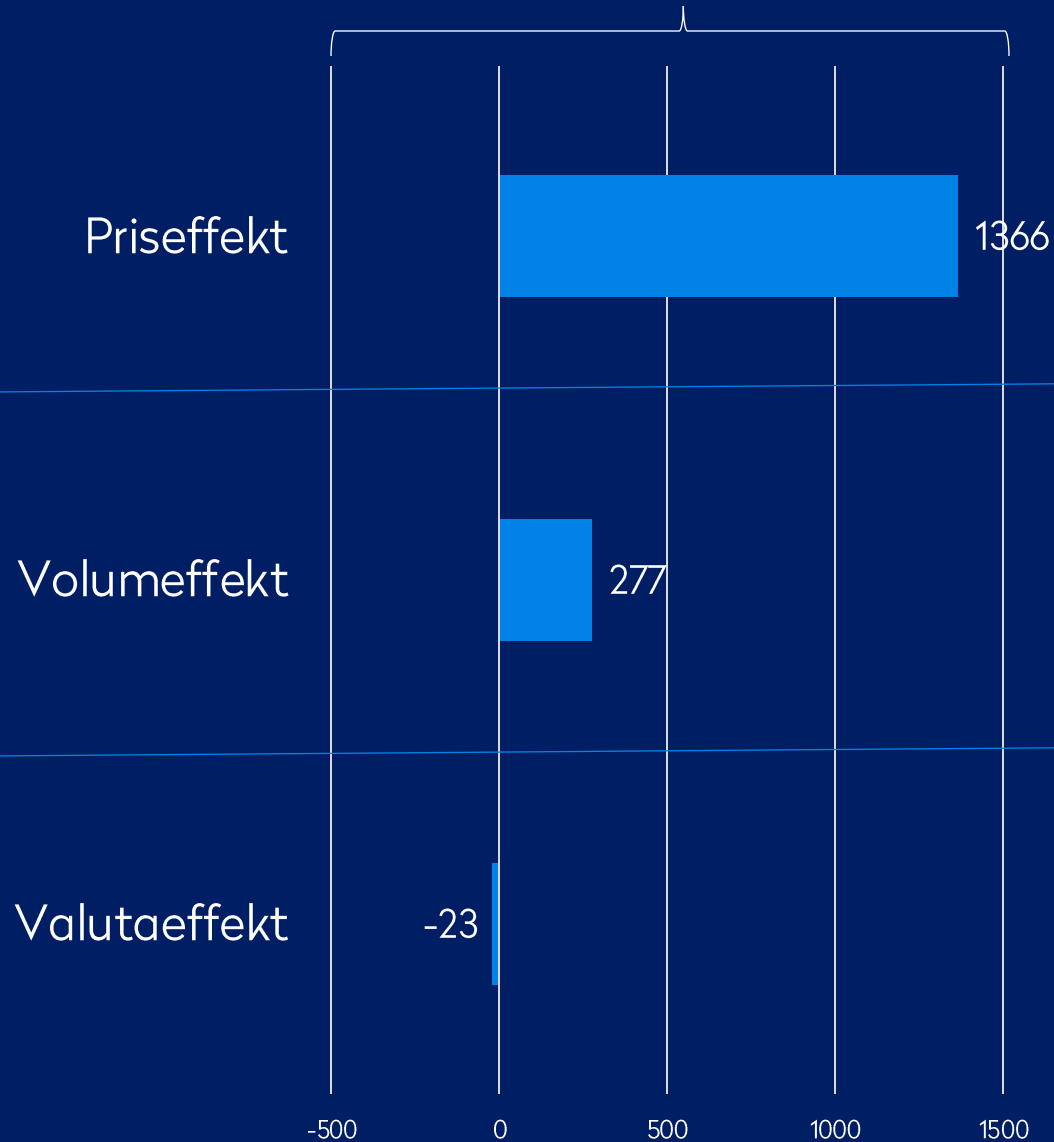


+ 24 %
8,3 milliarder



+ 22 %
Snittpris 26,46 NOK

+ 1,62 mrd.



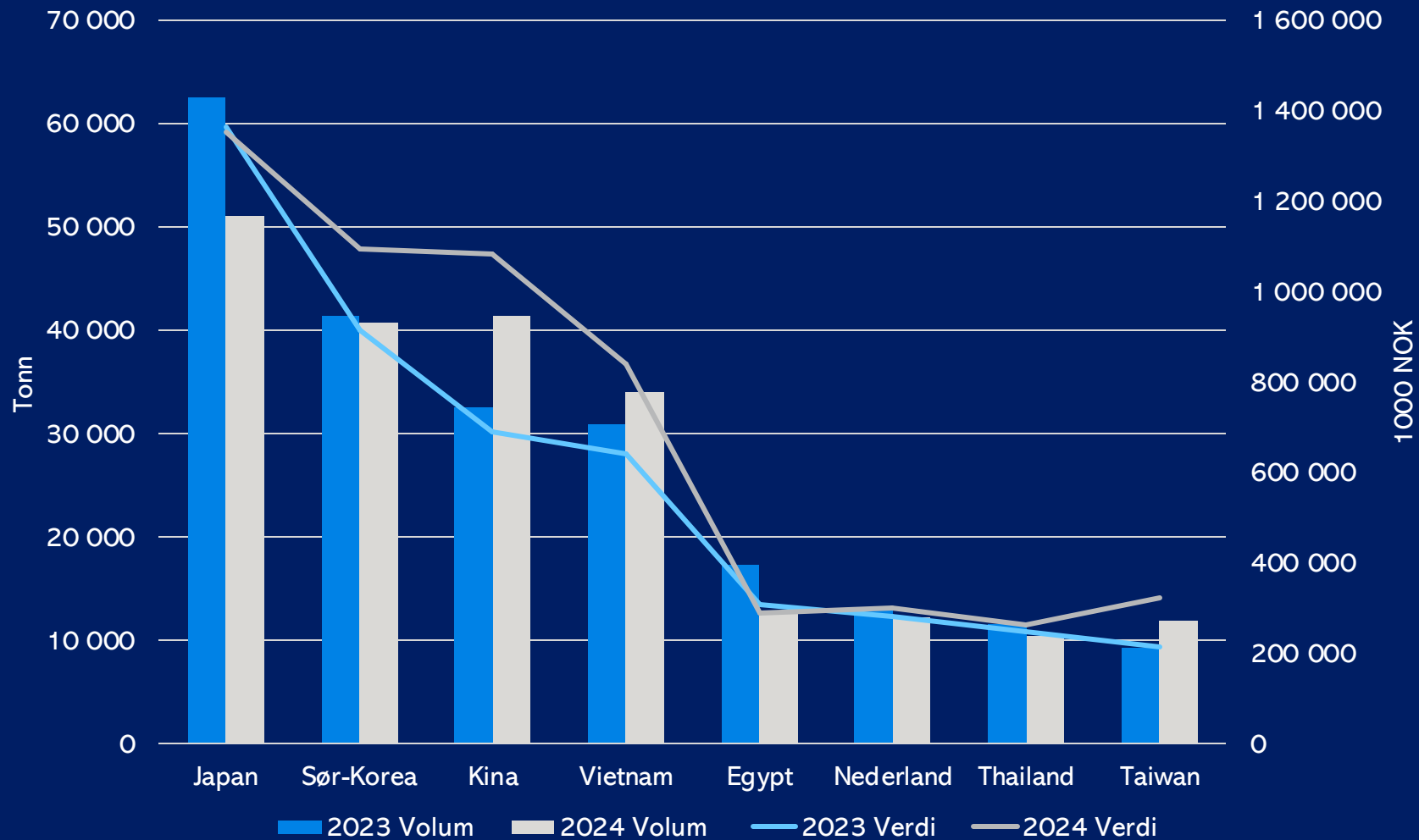
- Kvotenedgang i 24 og 25
- Redusert tilførsel i viktige markeder
- Etablert verdikjede som trenger råstoff

- Bruk av kvoteflex ga høyere landinger enn i 2023

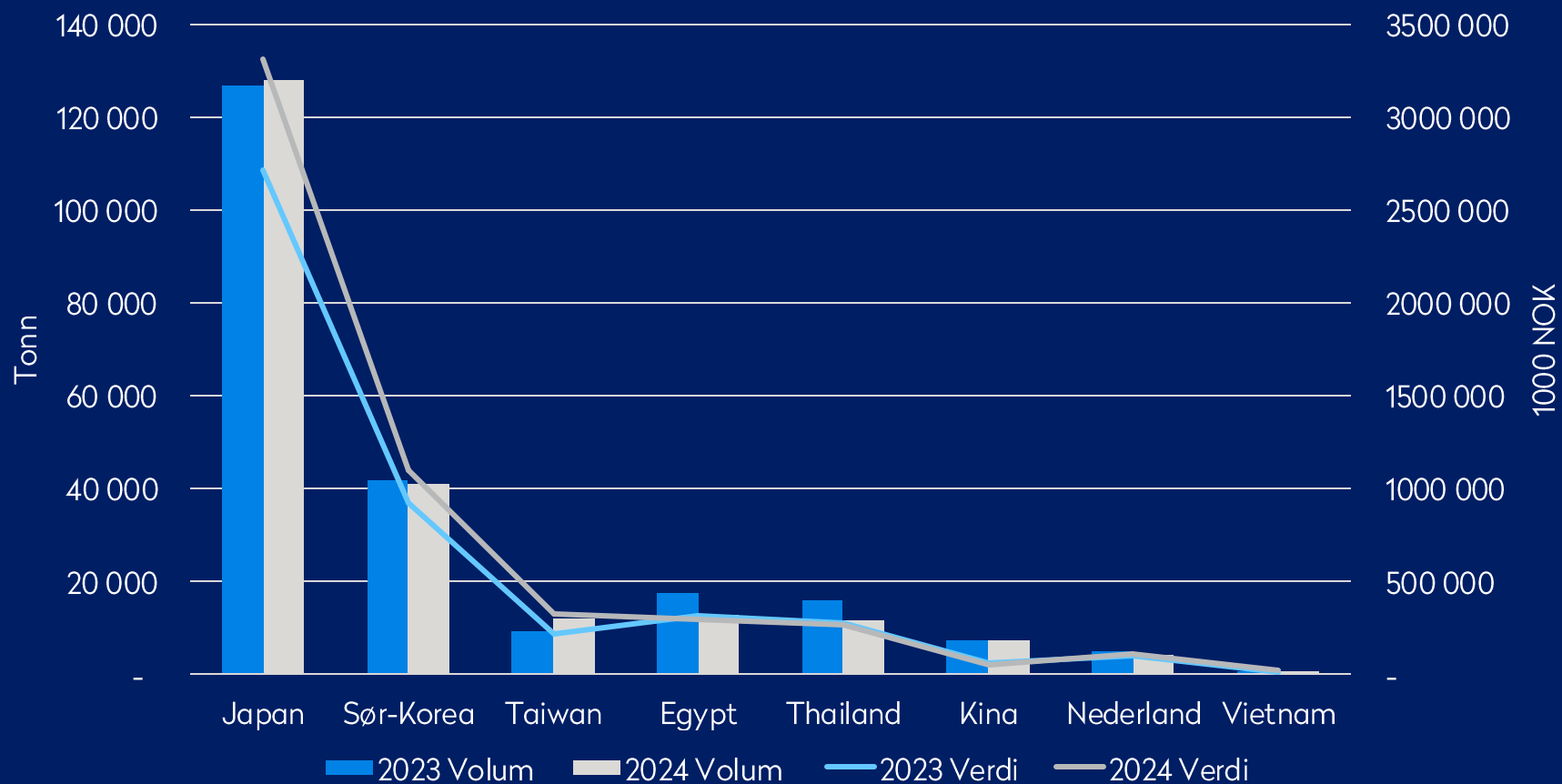
- Den japanske yen har utviklet seg svakere enn den norske krona



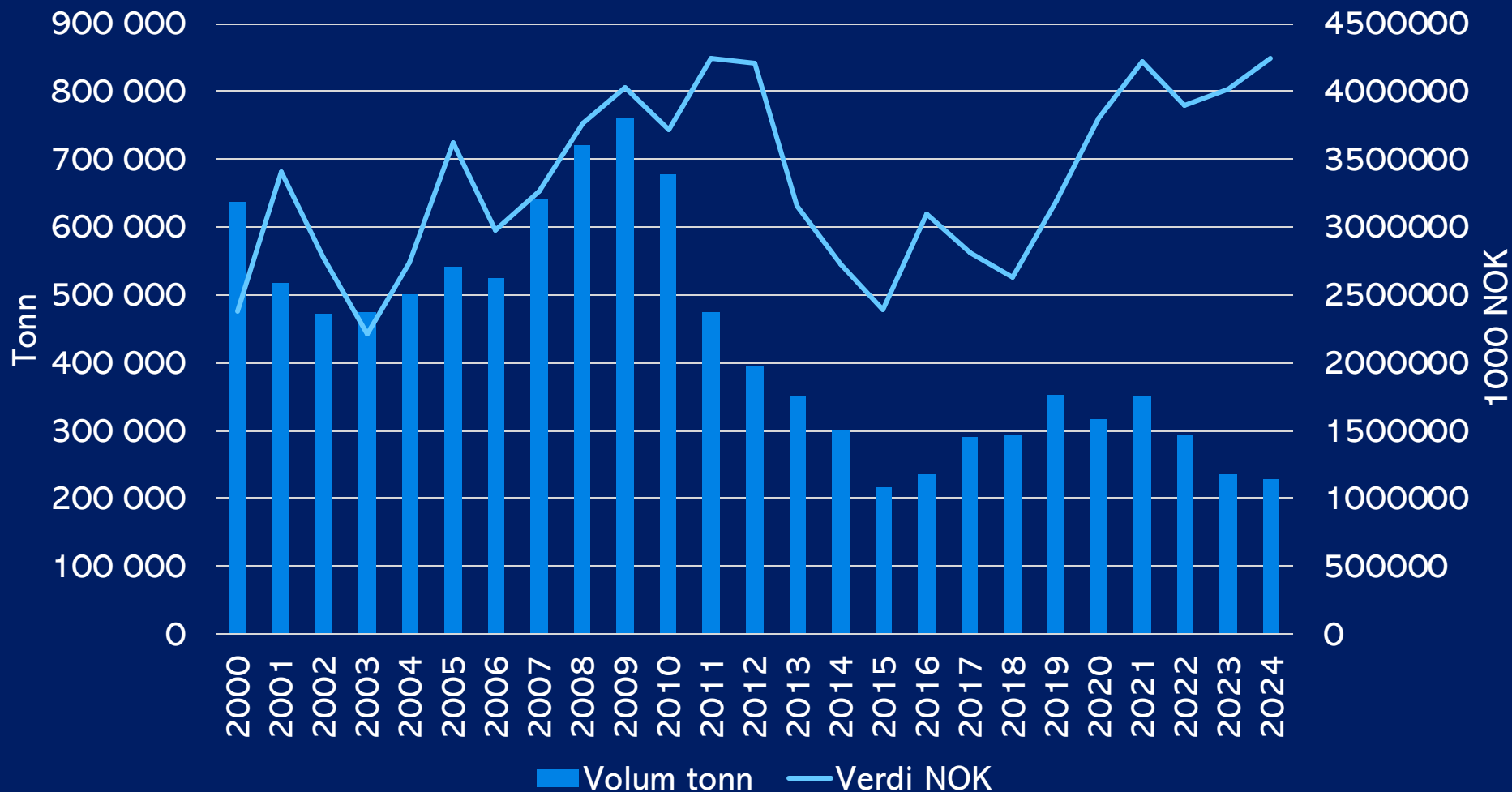
Markeder direkteeksport



Største markeder konsum



Silda i 2024



÷ 5 %

227 000 tonn



+ 5 %

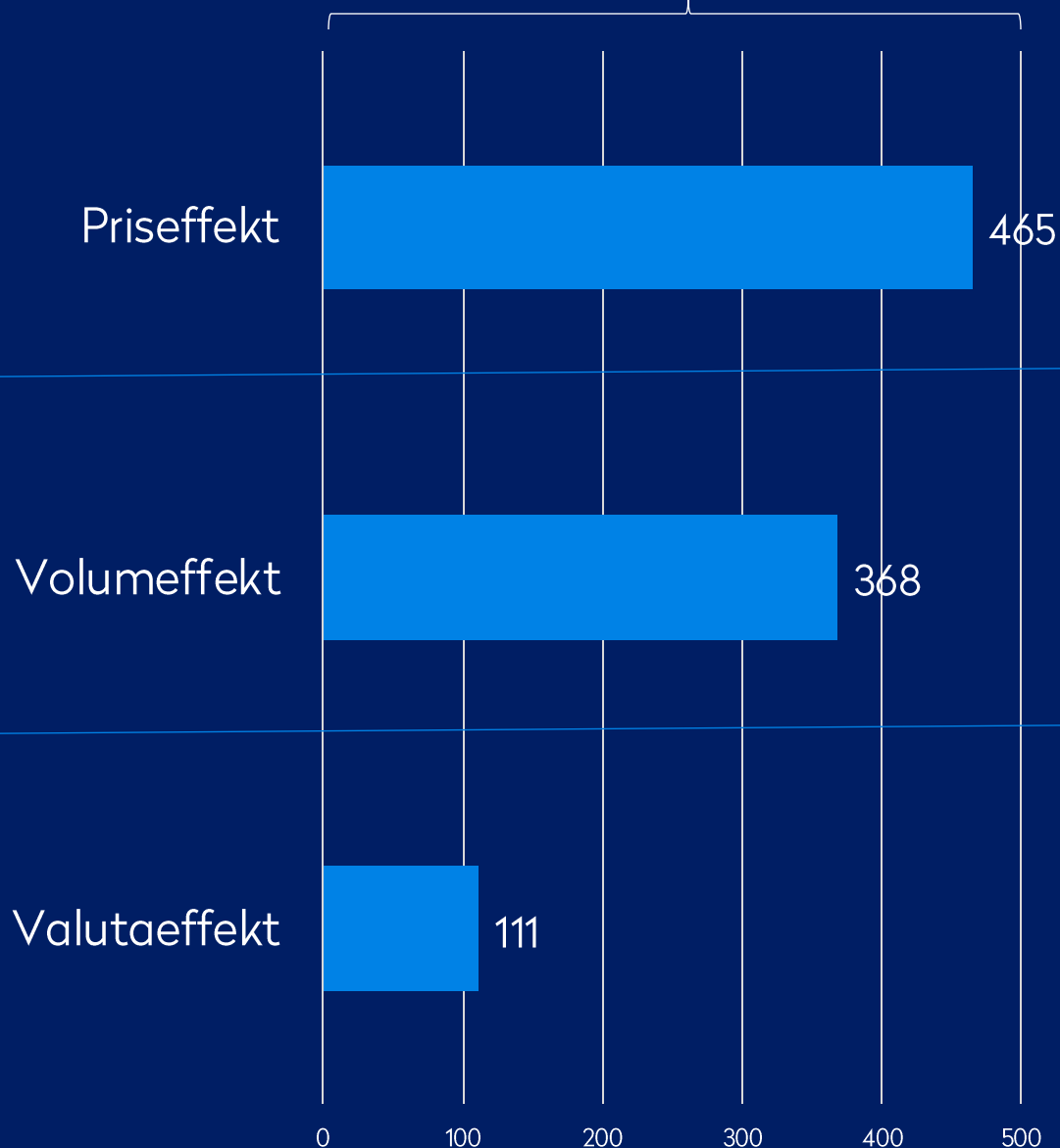
4,2 milliarder



+ 10 %

Snittpris 16,84 NOK

+ 205 millioner



- Stram tilførselsside
- Kvotenedgang totalt sett i 24 og 25
- Verdikjede som trenger råstoff

- Noe mer hel sild enn filet, men høy filetandel
- Årsak til mer hel fryst sild er fall i prisene til fiskemel og -olje.

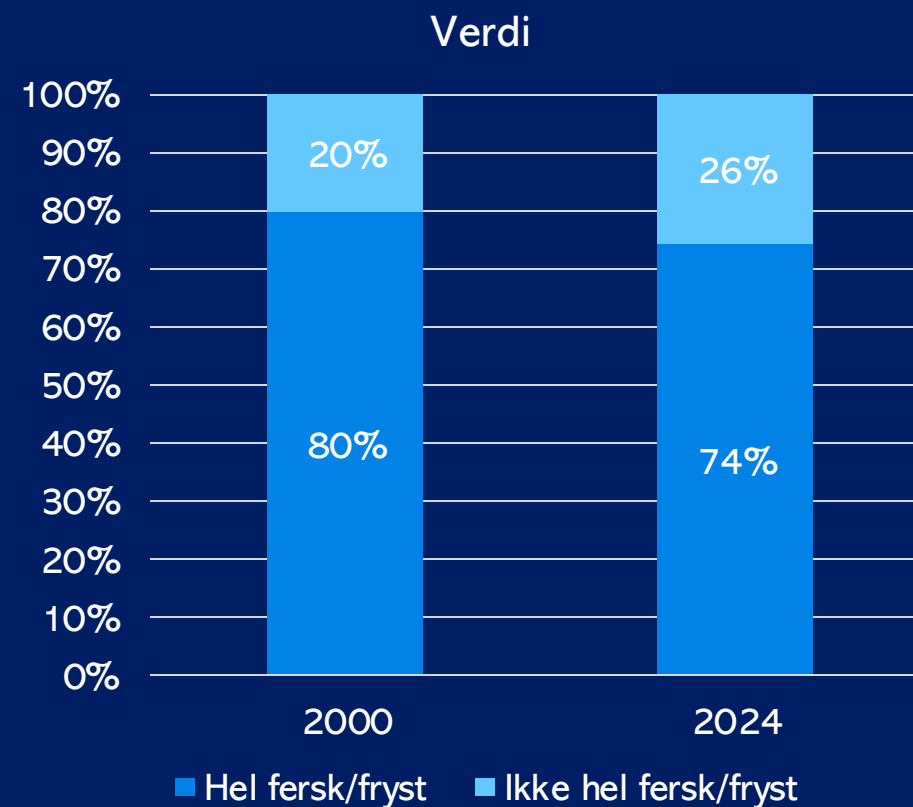
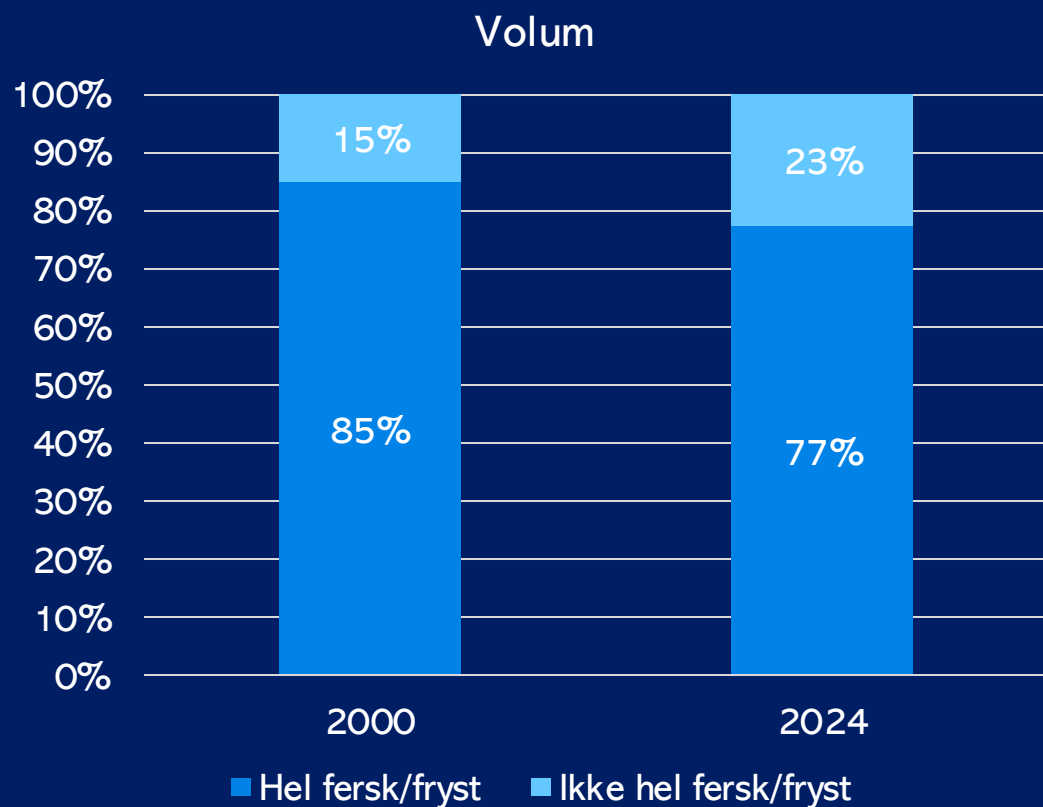
- Krona svekket seg mot euro

2000 – 2025 - 2050

Restråstoff

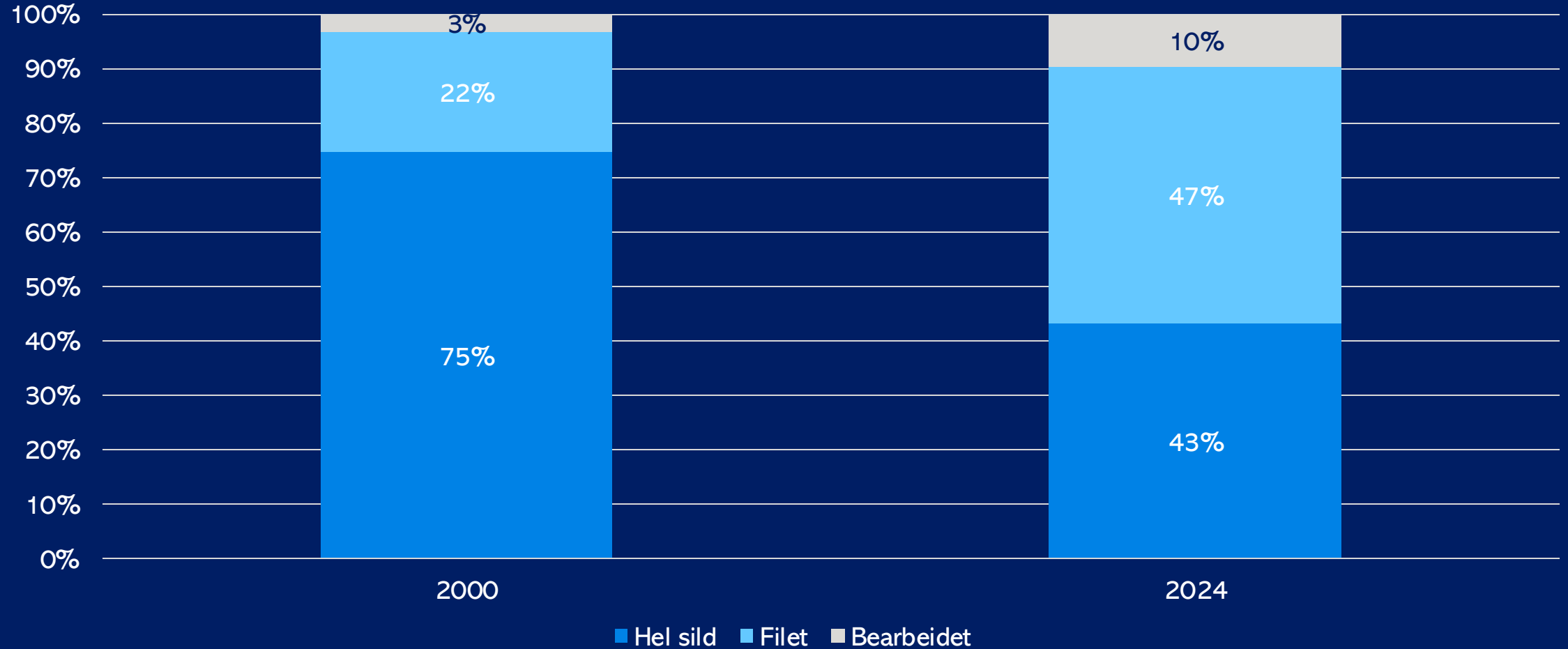
Biprodukter

En råvaredominert eksport



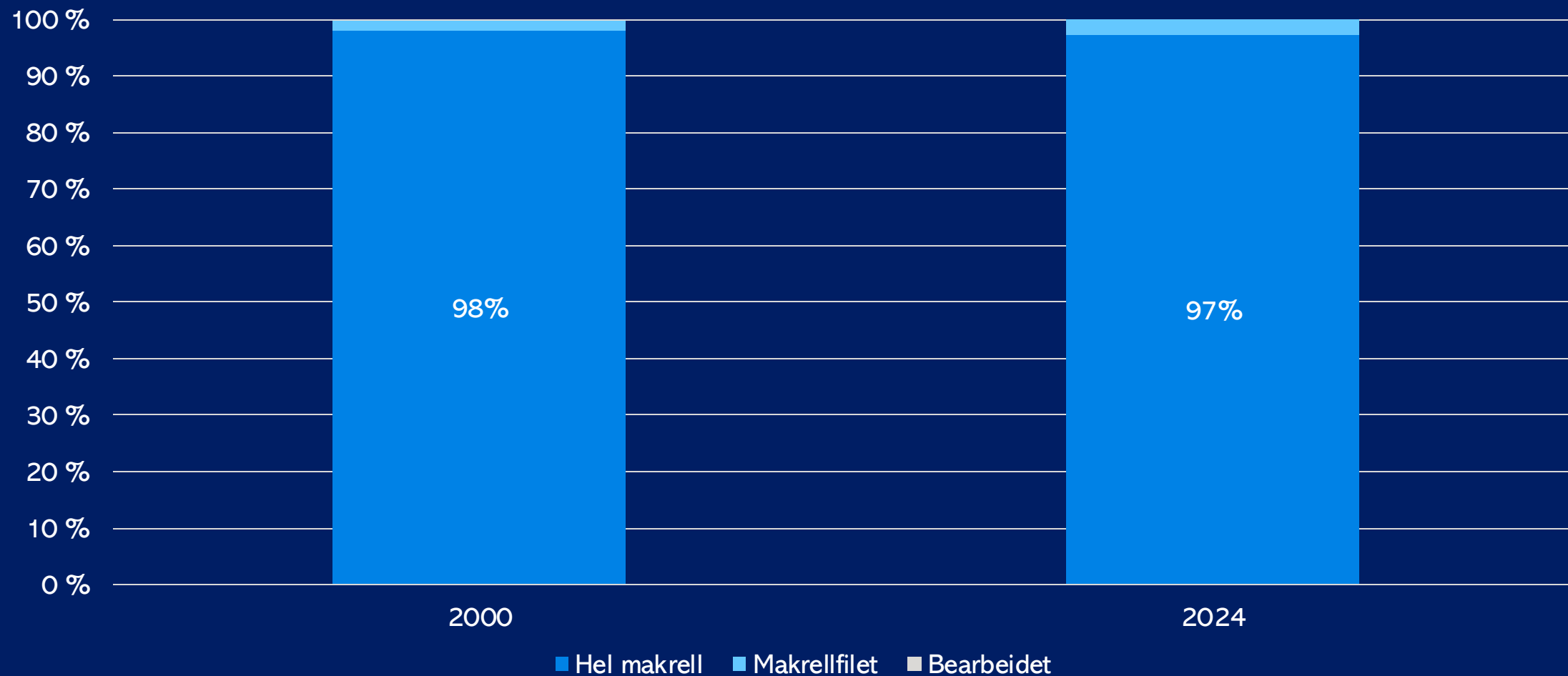
2000 – 2025 – SILD

Volum



2000 – 2025 - MAKRELL

Volum



Hvor ligger verdien?

Norsk vårgytende sild	2024
Innkjøpspris fra fisker	10,98 kr/kg
Eksportpris hel fryst	14,16 kr/kg
Margin	3,18 kr/kg

Hvor ligger verdien?

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Innkjøpspris fra fisker	10,98 kr/kg
Eksportpris hel fryst	14,16 kr/kg
Margin	3,18 kr/kg

Innkjøpspris fra fisker	10,98 kr/kg
Eksportpris fryst skinnfri filet	21,53 kr/kg
Råstoff 2,44 kg.	26,79 kr/kg
Margin	- 5,26 kr/kg

= Verdien ligger i restråstoffet

Markedsadgang



NORGES
SJØMATRÅD