

A photograph of a seafood market stall. In the foreground, there are several salmon fillets arranged neatly. To the right, there are stacks of dark red fish fillets. In the background, a large whole salmon is displayed on a bed of ice. Several yellow price tags are visible, with the word 'Oferta' (Offer) printed on them. One tag shows a price of 8,99 €, another shows 2,50 €, and a third shows 4,99 €. A blue sign with the text 'FROM NORWAY SEAFOOD COUNCIL' is also visible. The overall scene is brightly lit, typical of a market stall.

Sustainability as a crucial factor in the global seafood market

Renate Larsen, CEO

120,8

billion NOK

3,1

million tonnes

42

million meals
every day

150+

countries



Billion NOK

150

125

100

75

50

25

0

2011

2012

2013

2014

2015

2016

2017

2018

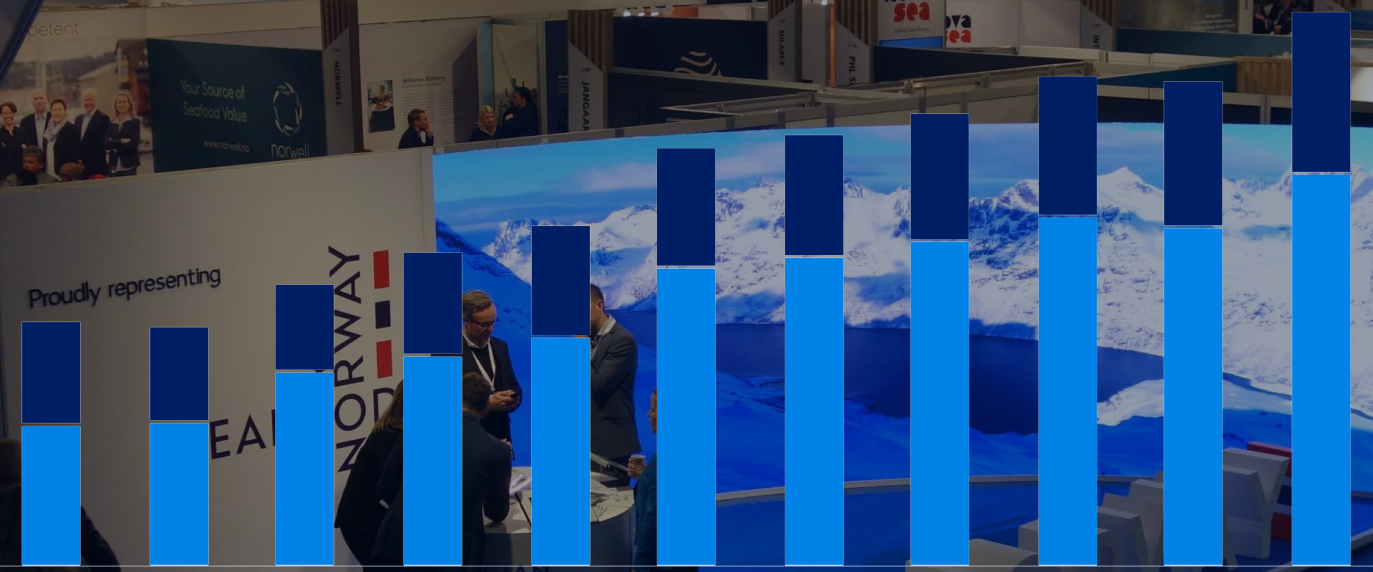
2019

2020

2021

Fisheries

Aquaculture



A responsible seafood nation





11th century

Stockfish, our first export



1816

*«Fisheries are, and hopefully will continue to be,
Norway's most important gold mine»*



1900

Institute of marine research
is established

A black and white photograph of a man in a suit and tie, smiling broadly while holding a large fish. He is standing in front of a flag with horizontal stripes. The image is overlaid with a semi-transparent dark blue filter. Two vertical blue lines are present: one on the left side of the man's head and one on the left side of the fish.

1946

The world's first minister of fisheries



1970

The rise of a new industry





1972

Herring fisheries is brought to a halt



1989

Fishing in Lofoten had to pause

A person is holding a smartphone, capturing a photo of a dish of salmon and vegetables. The phone's camera interface is visible, showing a white shutter button and a flash icon. The background is a blurred scenic view of a body of water and snow-capped mountains under a blue sky. A thin blue vertical line is positioned at the top center of the frame.

Today

Consumer trends



Important seafood trends going forward



New sales channels



Sustainability /
Responsibility



Transparency



Health and wellness



Convenience



The demanding consumer



“ I want to eat food that’s good for me and my family and that I feel good about eating

Summary



Consumers will have great power

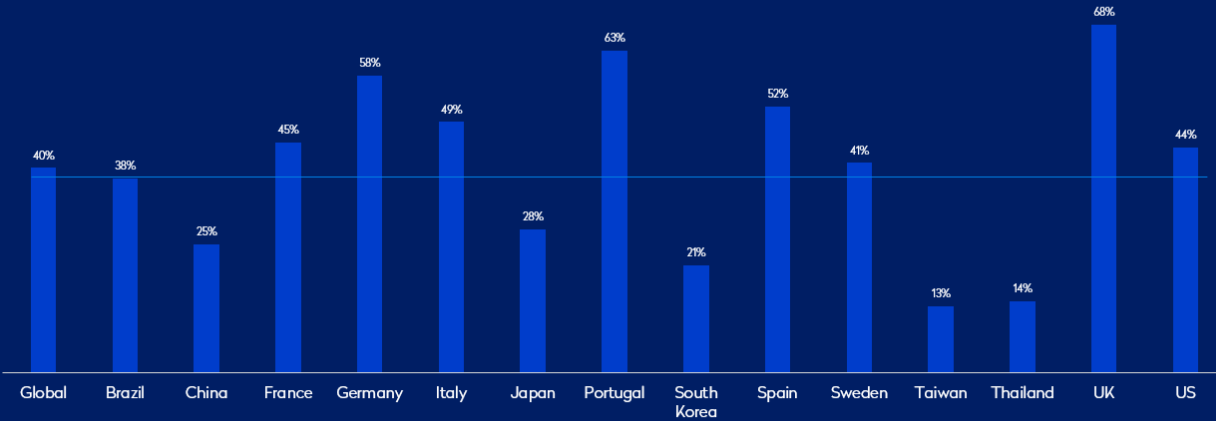


Seafood must have a minimal
environmental footprint



Sustainability is perceived differently

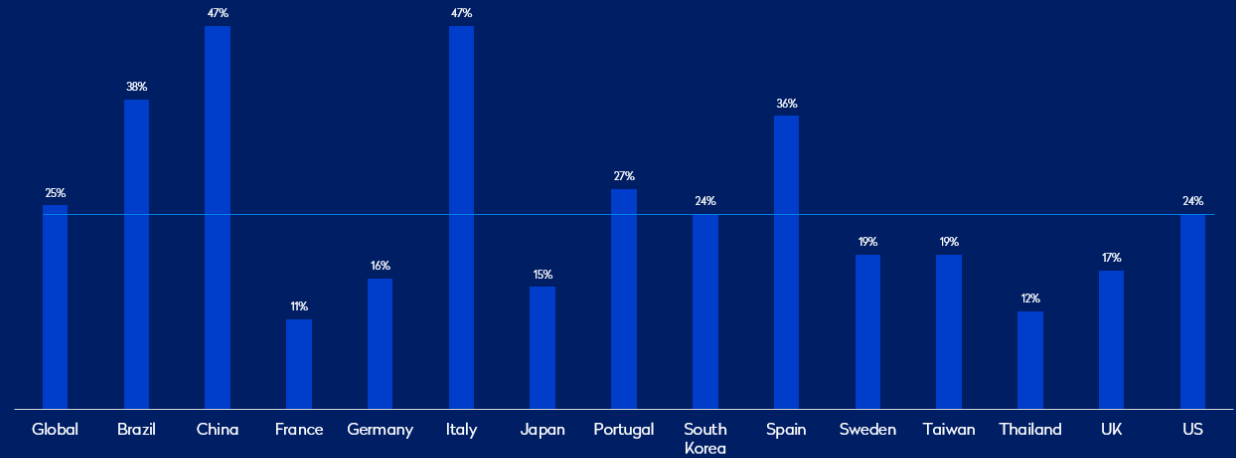
Sustainability for me is related to: Ethical Fishing/Catching methods, processing/production, transport, quota regulation/control/laws preserving species/do not overfish, medicines/antibiotics, animal welfare



NORWEGIAN SEAFOOD COUNCIL Base: n=14001



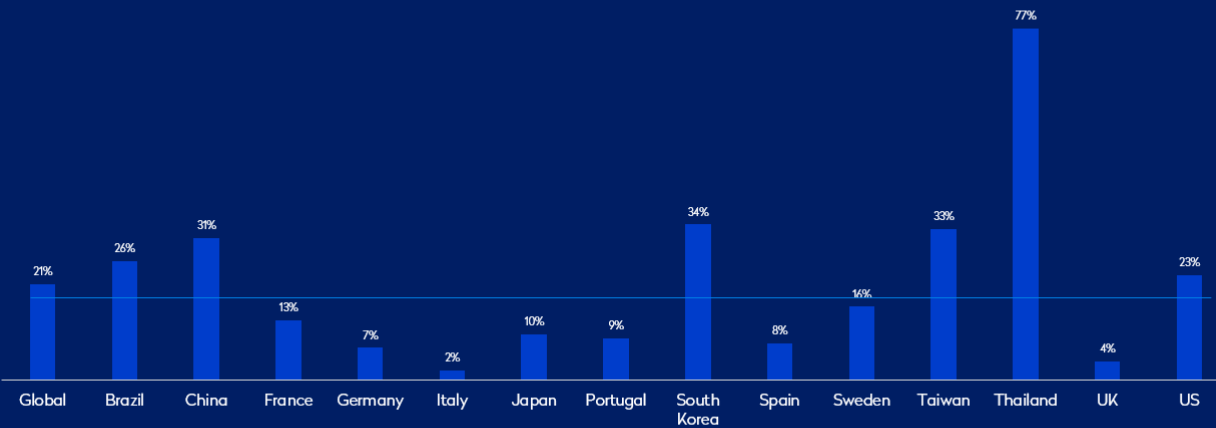
Sustainability for me is related to: Environment /environmentally friendly/gentle on nature, no pollution/not harmful to the environment



NORWEGIAN SEAFOOD COUNCIL Base: n=14001



Sustainability for me is related to: Good product quality etc.



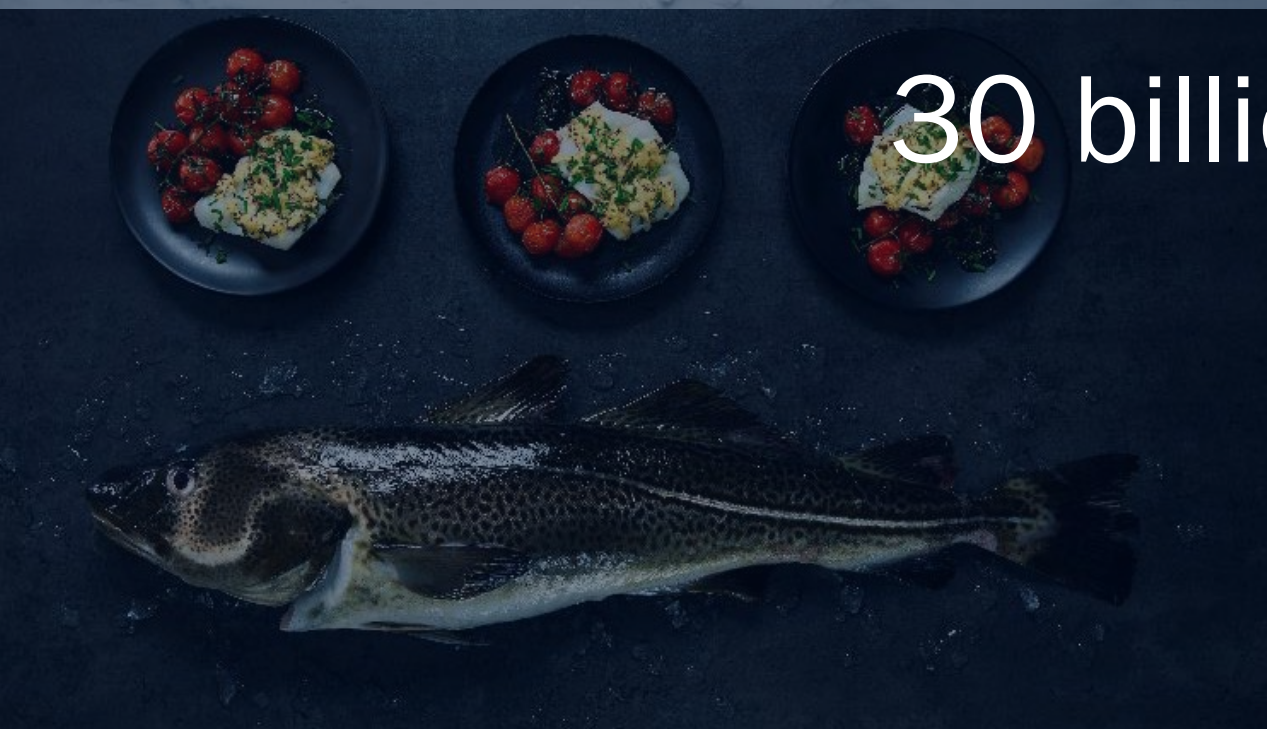
NORWEGIAN SEAFOOD COUNCIL Base: n=14001



Huge difference in the perception of sustainability – and what it means to the consumer



The value of sustainability?



30 billion NOK





HIGH LEVEL PANEL *for*
**A SUSTAINABLE
OCEAN ECONOMY**

- “ (...) The ocean could supply over six times more food than it does today. This represents more than 2/3 of the edible meat that the FAO* estimates will be needed to feed the future global population.
- “ (...) eating more seafood can play a large part of the solution to the world`s climate challenges.

SUMMARY REPORT

Coller FAIRR Protein Producer Index

Launch Date: November 2020



Commissioned by



HIGH LEVEL PANEL for
**A SUSTAINABLE
OCEAN ECONOMY**

BLUE PAPER

The Future of Food from the Sea

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