



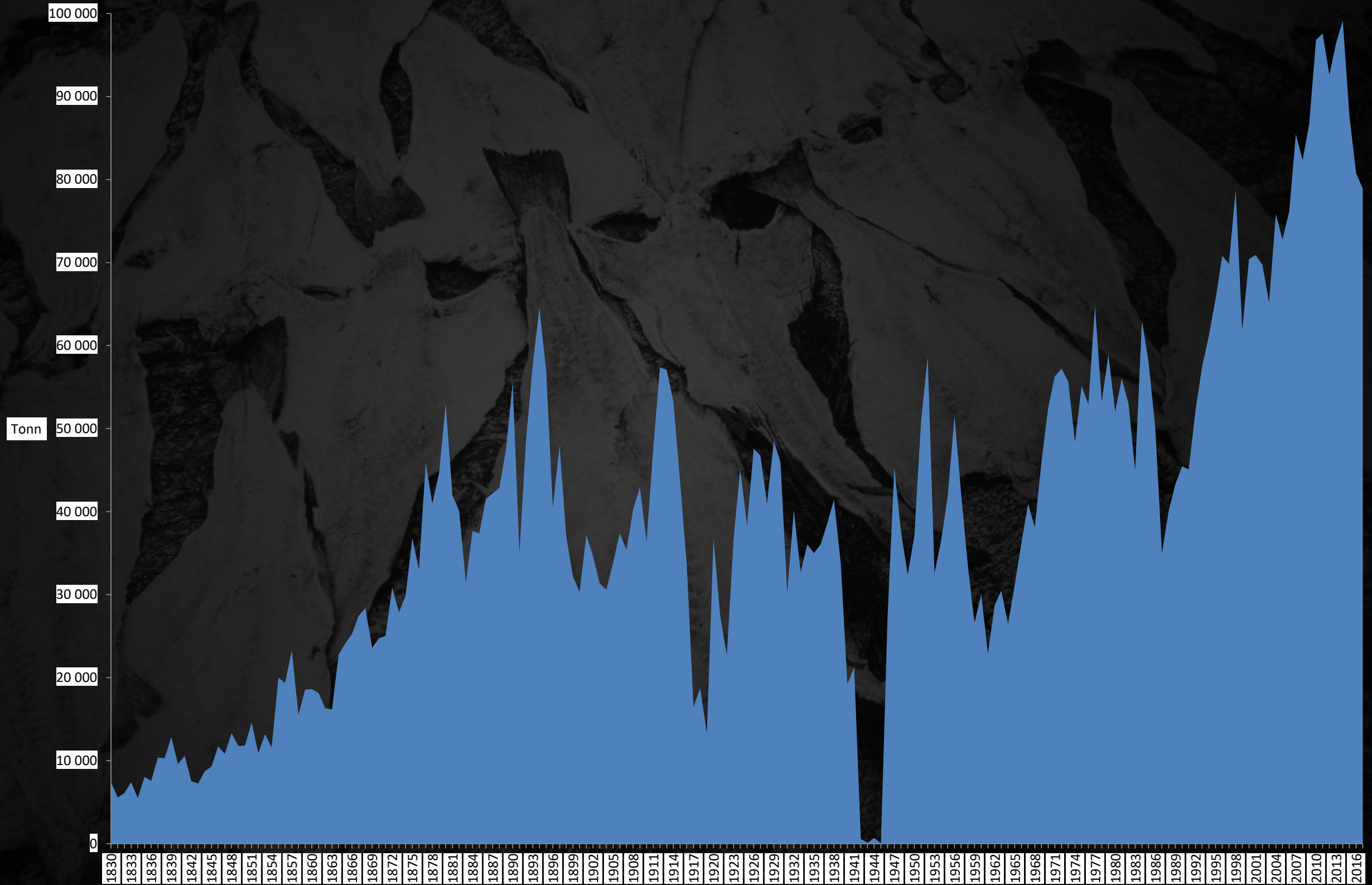
JANGAARD EXPORT AS

Markedsutvikling Portugal

KNUT HAAGENSEN



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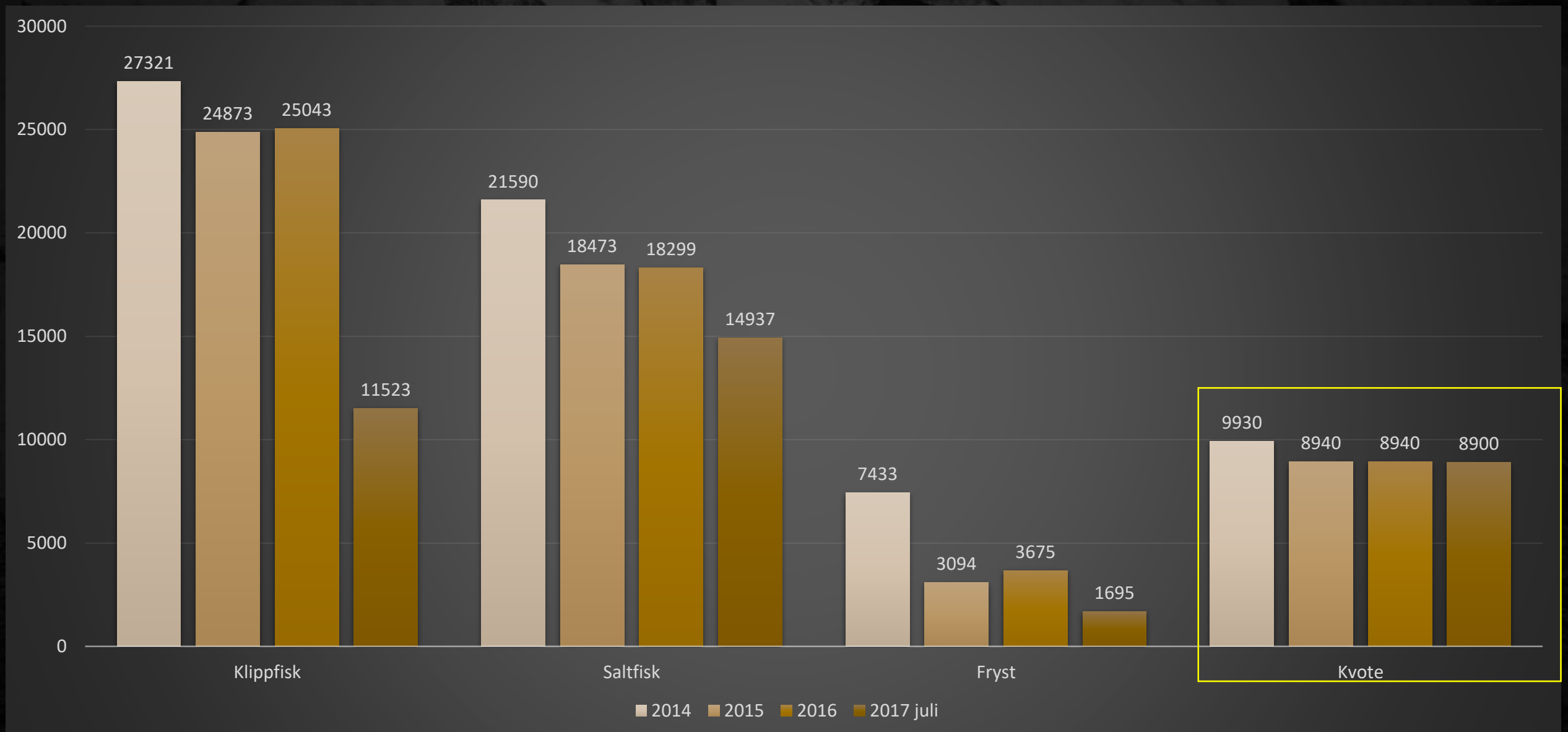
PORTUGAL GENERELT

- Salgskanaler
 - Supermarked har ca 80% markedsandel. Ca 90% tradisjonell klippfisk og 10% utvannet.
 - Tradisjonelle salgskanaler ca 20% markedsandel. Mest tradisjonell klippfisk
 - Horeca, mer og mer ferdig utvannet fisk pga. nye innfrysningsskrav
- Økonomi
 - Vekst

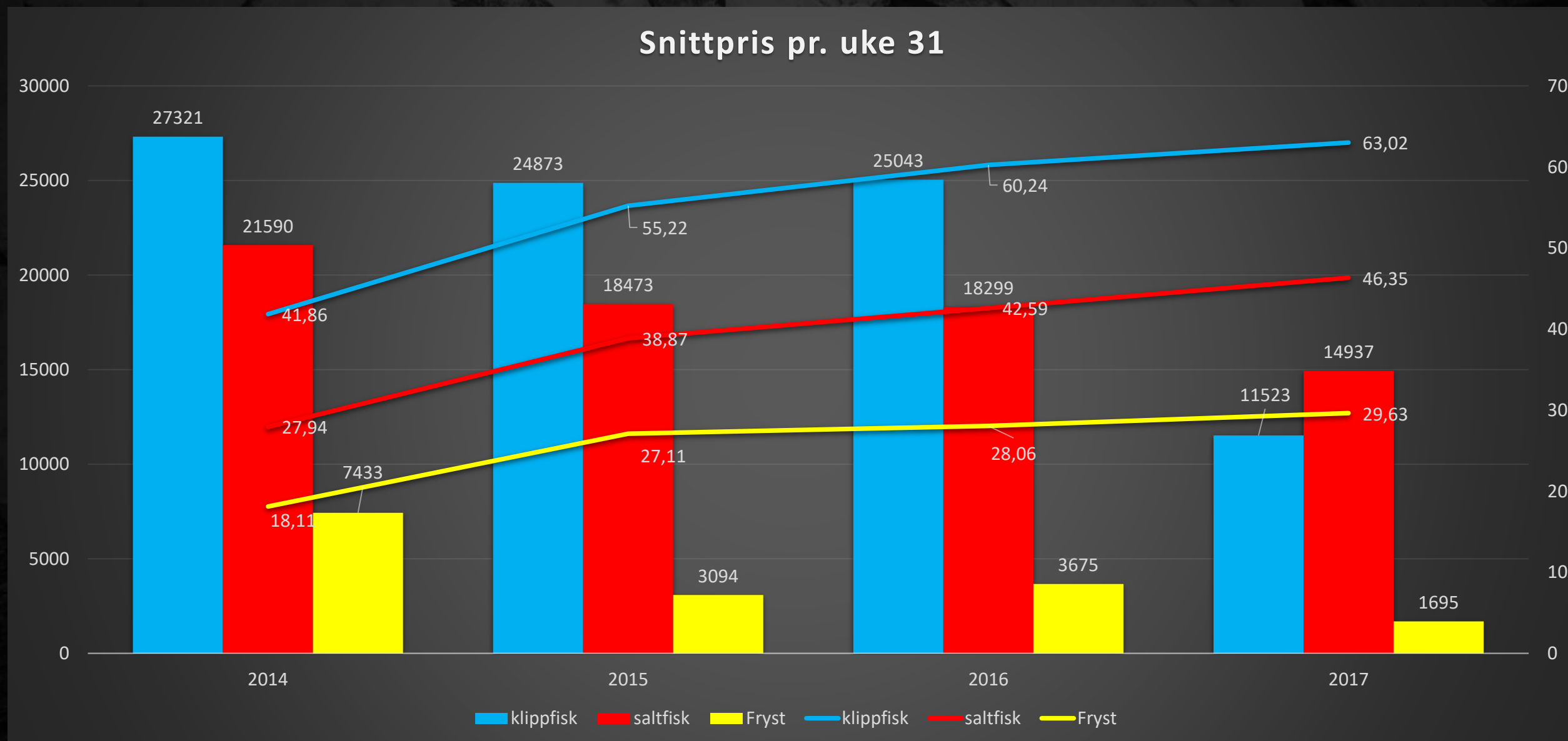
STRENGE KRAV

- Uten overflatesalt
- Strikt på tørrhetsgrad
- Mange returer

VOLUM AV KLIPPFISK OG SALTFISK



VOLUM OG PRISER KLIPPFIISK, SALTFISK OG FRYS







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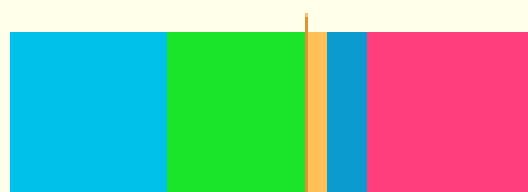




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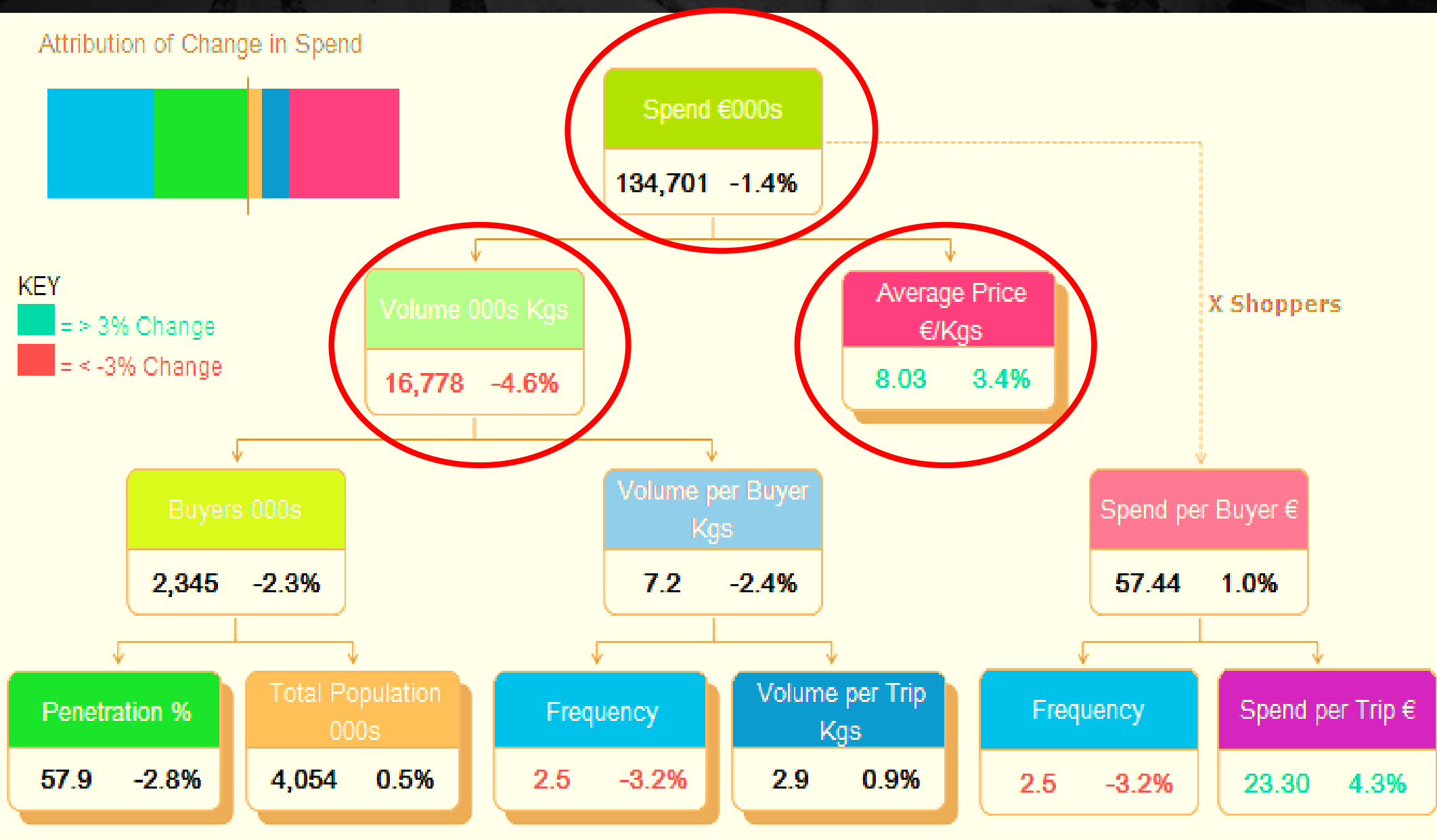


Attribution of Change in Spend

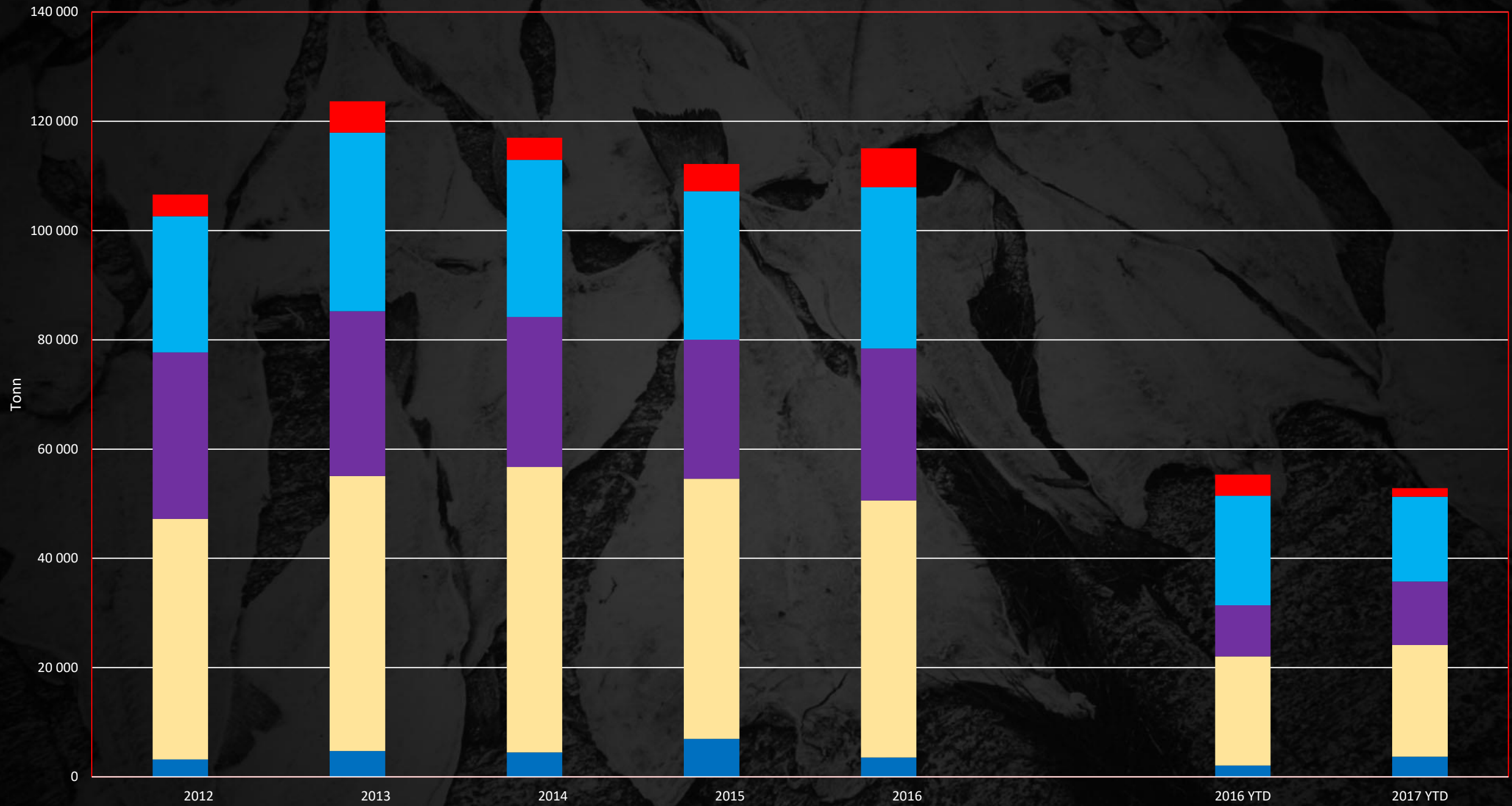


KEY

- = > 3% Change
- = < -3% Change



PORTUGISISK IMPORT AV TORSK



YTD: jan-mai

fersk/kjølt hel fryst hel klippfisk hel saltet hel, konvensjonell Annet



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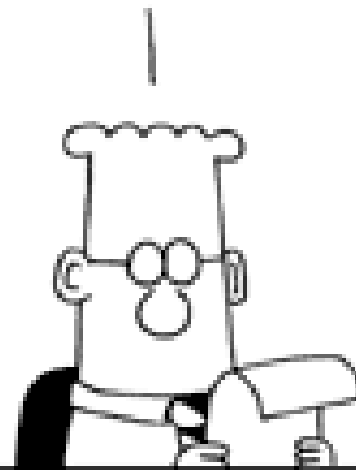
NEGOTIATIONS

SO FAR WE'VE AGREED THAT MY COMPANY WILL TAKE ALL THE EXPENSES AND LEGAL LIABILITIES.



www.dilbert.com scottadams@aol.com

YOUR COMPANY WILL TAKE ALL OF THE REVENUE, PATENTS AND PUBLIC CREDIT.



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BUT WHERE IT SAYS I'LL DIG YOU A SWIMMING POOL WITH MY BARE HANDS, I WILL NOT DO THAT.



YOU WIN! YOU CAN USE A SPOON.

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JANGAARD EXPORT AS

TRADITION & QUALITY

**JANGAARD IS KNOWN FOR
ITS EXCELLENT QUALITY**
