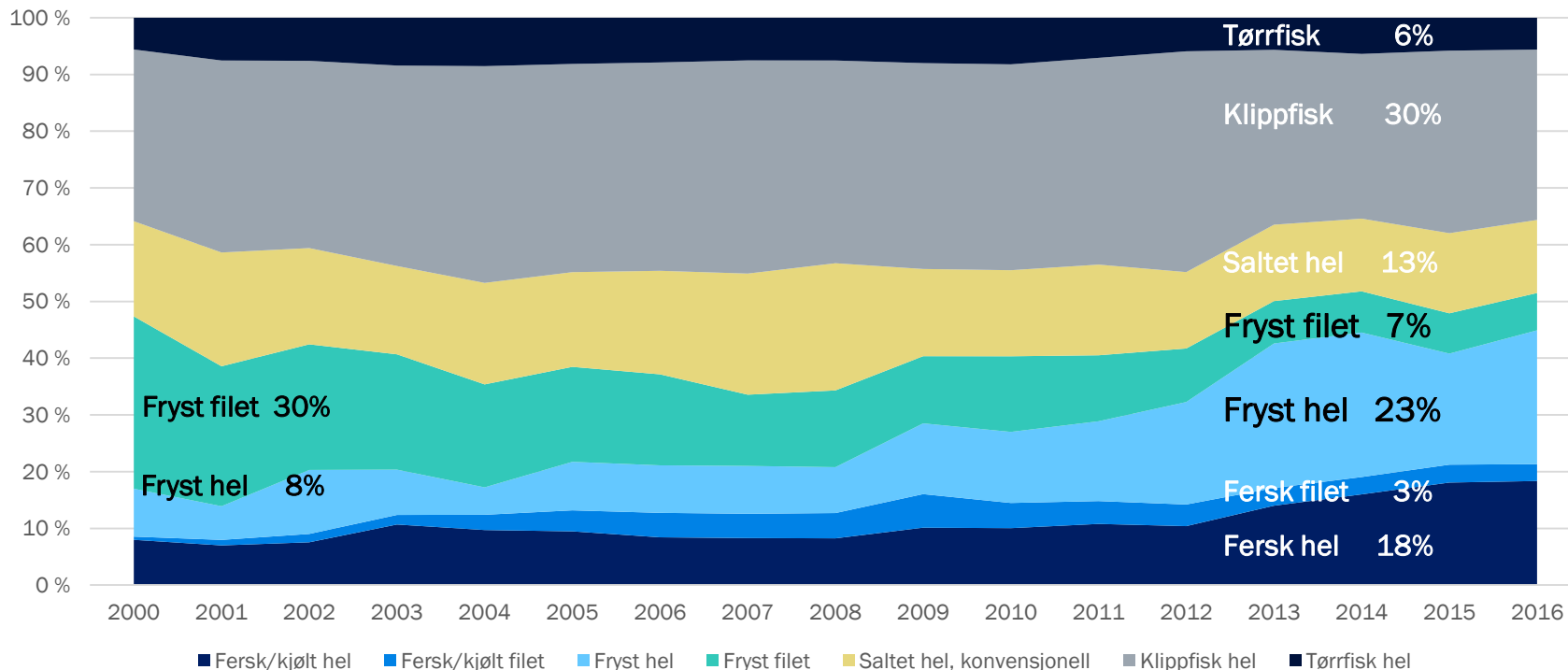


# Vareflyt av fryst torsk: fokus Storbritannia

Ingrid Kristine Pettersen

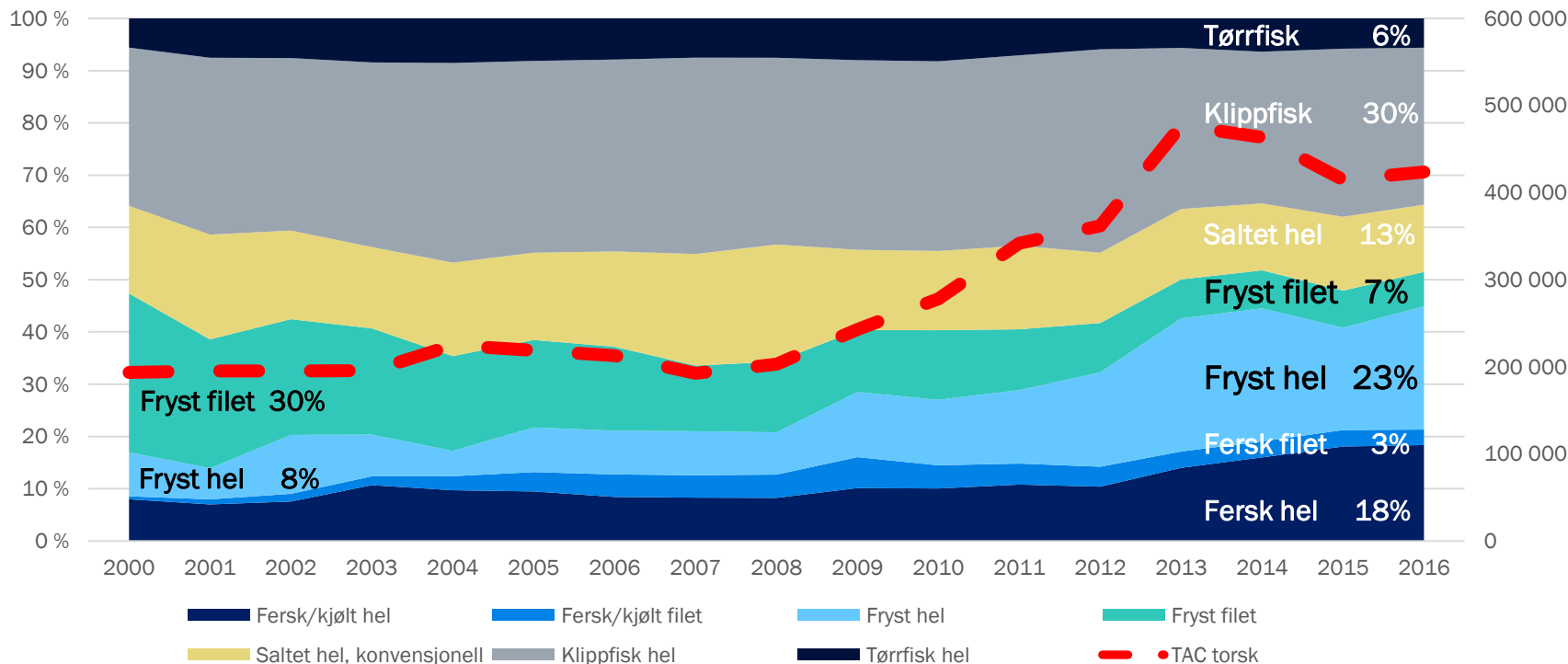
# Eksport av torsk fra Norge

# Norsk eksport av torsk, rundvekt\* - de viktigste produktformer



\*Fiskeridirektoratets omregningsfaktorer

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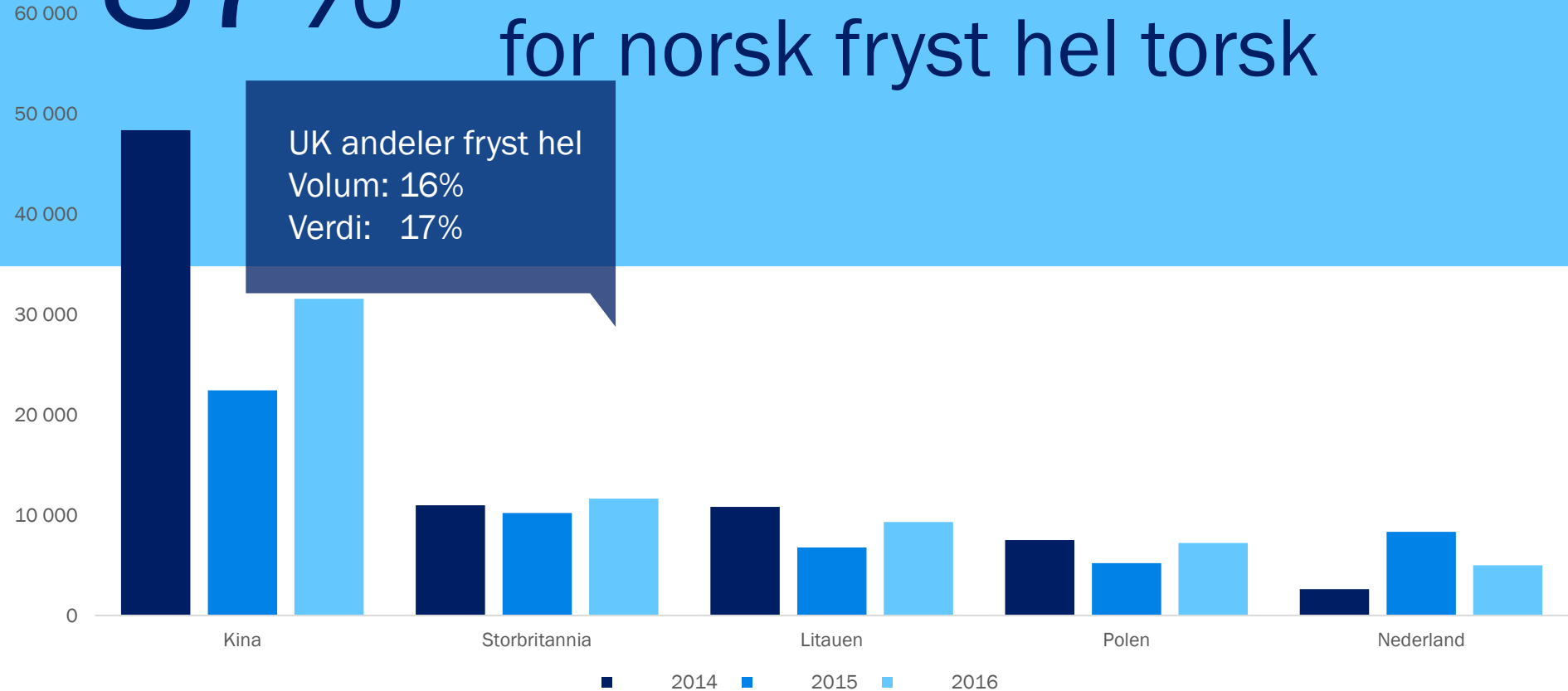


\*Fiskeridirektoratets omregningsfaktorer

# 87%

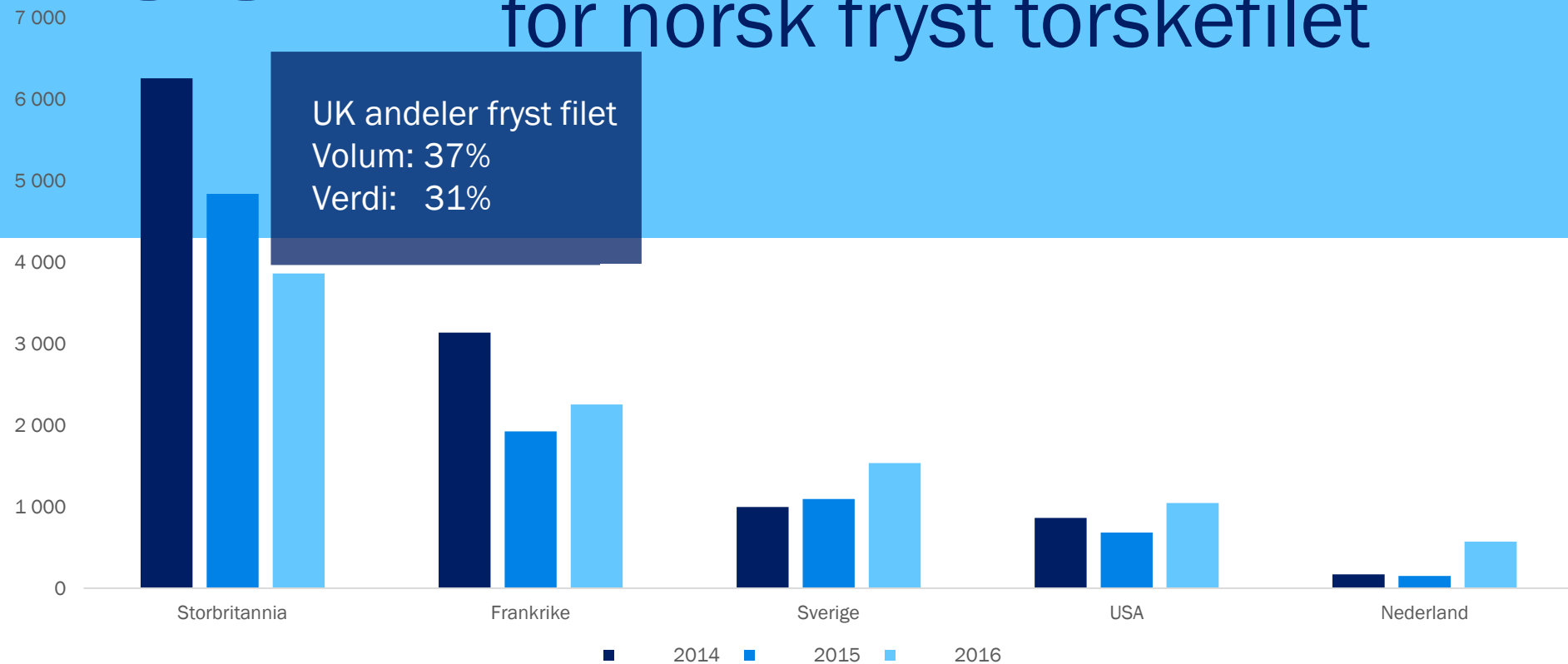
## De fem største markeder for norsk fryst hel torsk

UK andeler fryst hel  
Volum: 16%  
Verdi: 17%



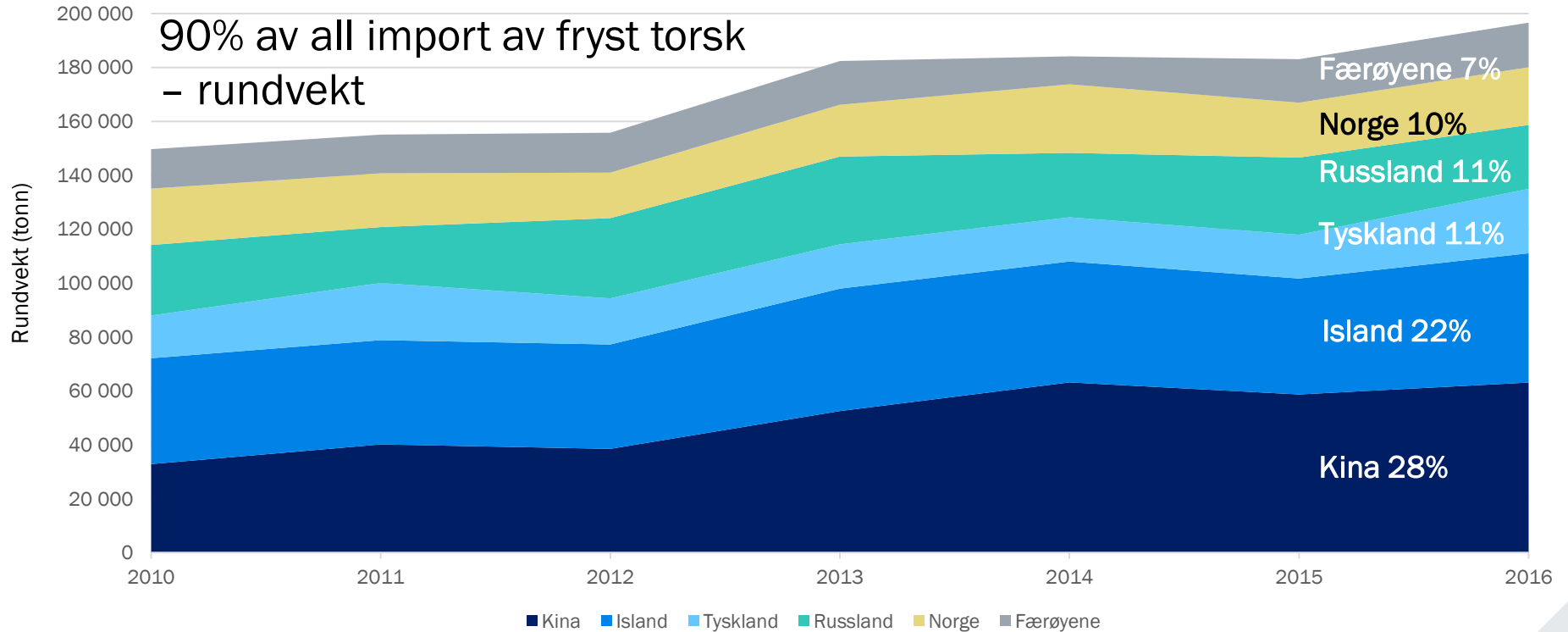
# 88%

## De fem største markeder for norsk fryst torskefilet



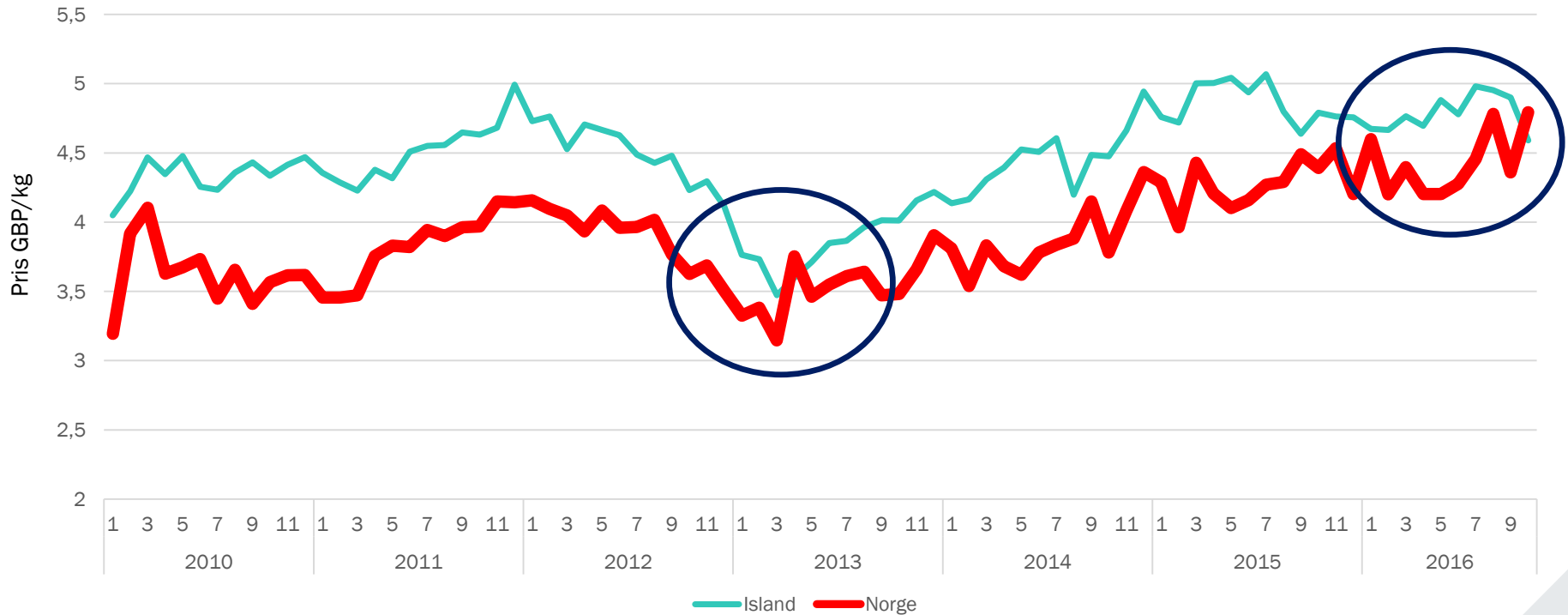
# Import av fryst torsk - Storbritannia

# Storbritannias import av fryst torsk, alle produkter, YTD (jan-okt)

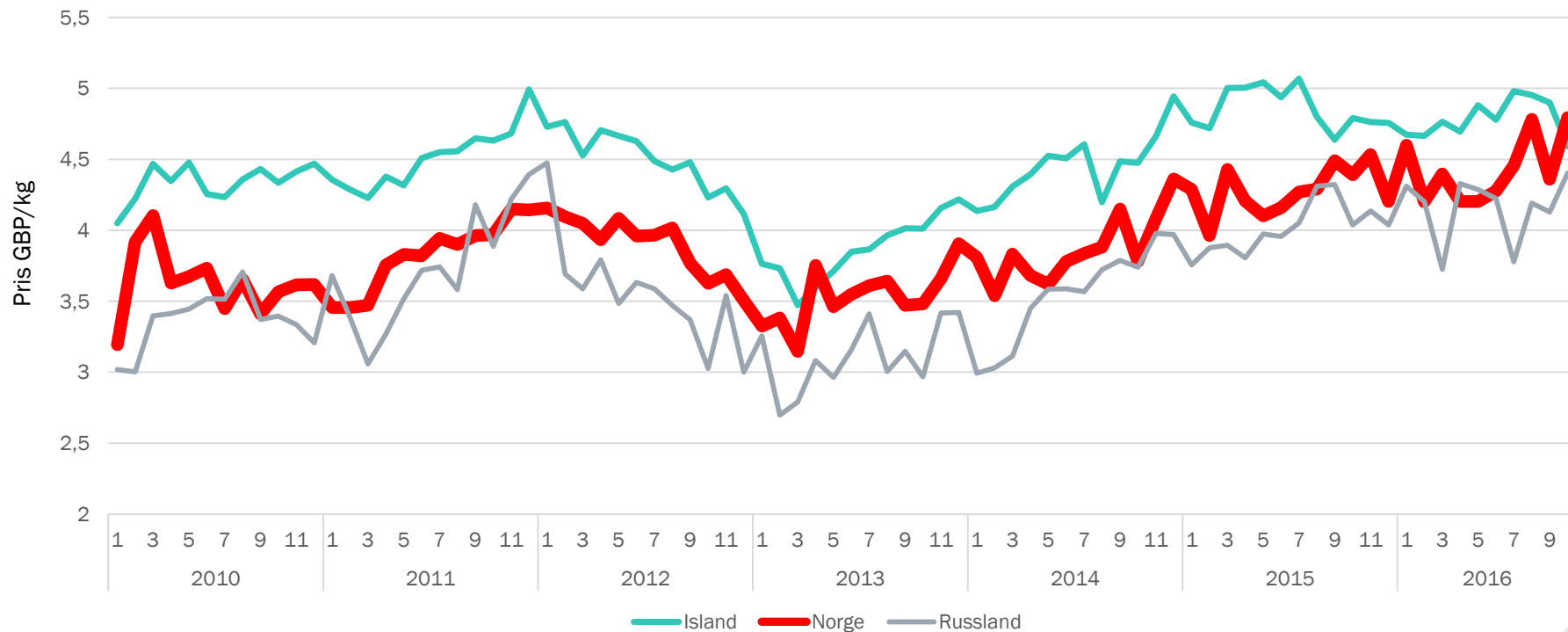




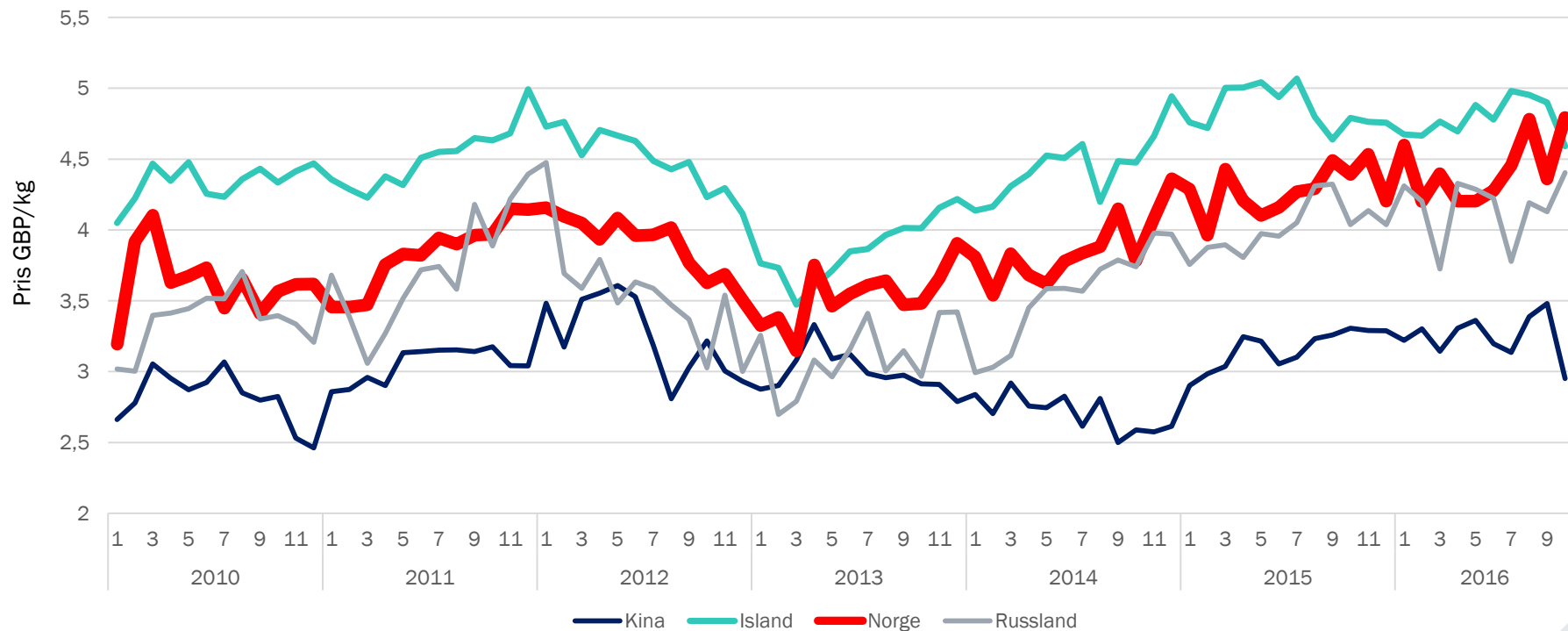
# Importpriser på fryst filet av torsk - Storbritannia



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# Importpriser på fryst filet av torsk - Storbritannia



# Hva gir mer-pris?

## ◆ Høyere pris for:

### ◆ Krok/linefangst

- ◆ 10% hyse
- ◆ 18% torsk

### ◆ Opprinnelse (hyse)

- ◆ Skotsk: 12%

### ◆ Miljø-merking (hyse)

- ◆ MSC: 10%

- ◆ Kilde: Catch prosjekt - Nofima
- ◆ Sogn-Grundvåg, G., Larsen, T., Young, J.A., 2013. «The value of line-caught and other attributes: An exploration of price premiums for chilled fish in UK supermarkets». Mar Policy 38 (March), 41-44

**Table 2**  
Parameter estimates.

Variable	Cod		Haddock	
	Parameter estimates	Robust SE	Parameter estimates	Robust SE
Intercept	2.310***	0.023	2.282***	0.007
Line	0.180***	0.018	0.104***	0.017
Loin	0.270***	0.021	0.326***	0.007
Smoked	0.074***	0.014	0.031***	0.007
On offer	-0.034	0.030	-0.206***	0.011
Asda	0.033	0.024	-0.039	0.022
Marks & Spencer	0.314***	0.018	0.356***	0.017
Sainsbury's	-0.006	0.022	0.046	0.017
Tesco	0.013	0.022	-0.011***	0.020
Waitrose	0.306***	0.035	0.253***	0.030
Coop	-	-	0.088***	0.012
Icelandic	-	-	-0.064	0.026
Norwegian	-	-	-0.057	0.019
Scottish	-	-	0.120***	0.018
Skinless	-	-	0.017	0.010
Butterfly fillet	-	-	0.128***	0.009
MSC-labelled	-	-	0.101***	0.013

# Hva gir mer-pris?

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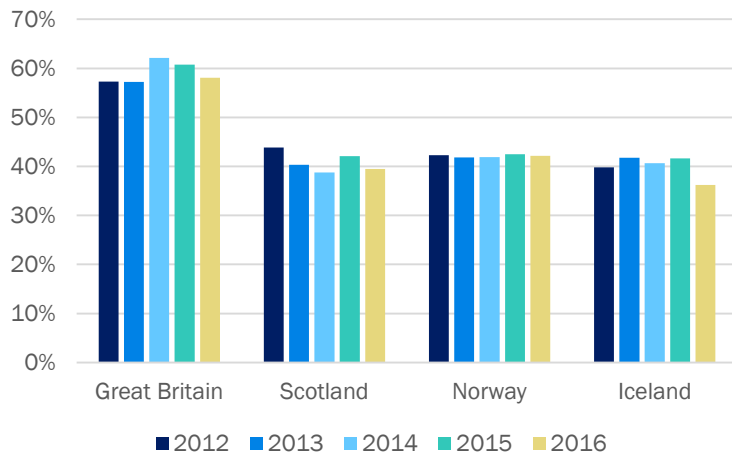
- ◆ Kilde: Catch prosjekt - Nofima
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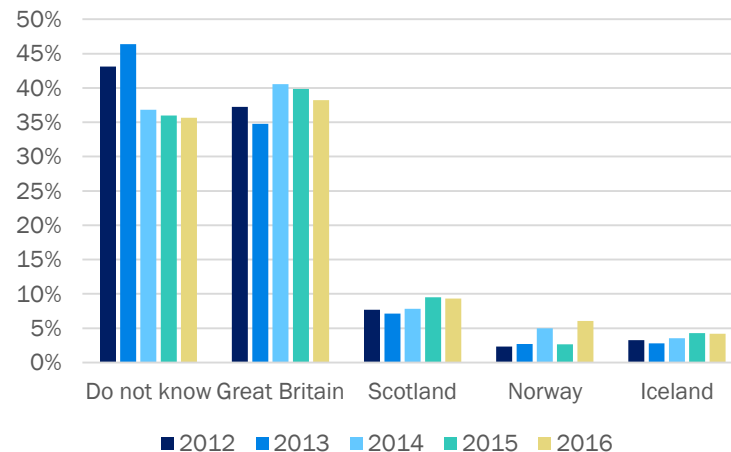
# Kjennskap og preferanse for torsk i Storbritannia

## Kjennskap



Q6: Which of the following countries do you think farm or catch cod? (Multi question)

## Preferanse



Q7: Which is your preferred country of origin when you buy cod? (Single question)

# Kvalitetsbevisste kunder søker produkter med en god historie..

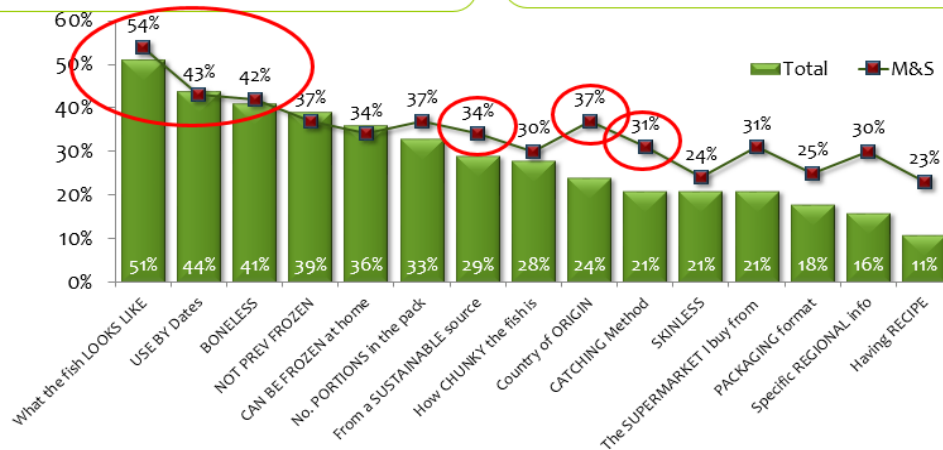
QUALITY, PROVENANCE & SUSTAINABILITY ARE THE MOST IMPORTANT ATTRIBUTES FOR FISH SHOPPERS

## Quality

- What the fish looks like, Use by date and Boneless are the Top 3 attributes when buying Natural Fish

## Provenance & Sustainability

- M&S shoppers over index on the Origin, Catching Method and Sustainability attributes



M&S  
EST. 1884

One Poll – June 2014 – 2,000 Fresh Fish Shoppers

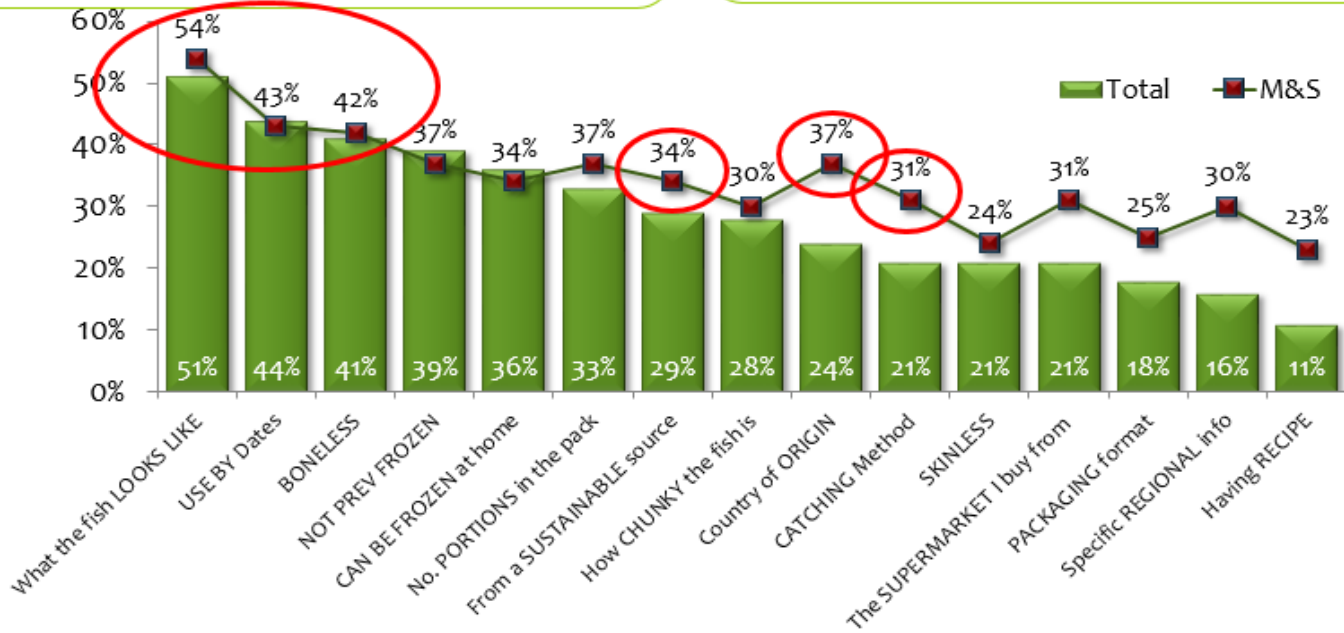
# QUALITY, PROVENANCE & SUSTAINABILITY ARE THE MOST IMPORTANT ATTRIBUTES FOR FISH SHOPPERS

**Quality**

- What the fish looks like, Use by date and Boneless are the Top 3 attributes when buying Natural Fish

**Provenance & Sustainability**

- M&S shoppers over index on the Origin, Catching Method and Sustainability attributes





## Oppsummert..

- ♦ Hel fisk andel vokser på bekostning av filet
- ♦ Norsk fryst filet er ikke høyest betalt – men vi tar igjen..
- ♦ Å fortelle den goda historia lønner seg: opprinnelse, fangstredskap og bærekraft er viktig
  - ♦ Eksempel: bilde av norsk sjømat merka hos Marks & Spencer →



# NORGES SJØMATRÅD

