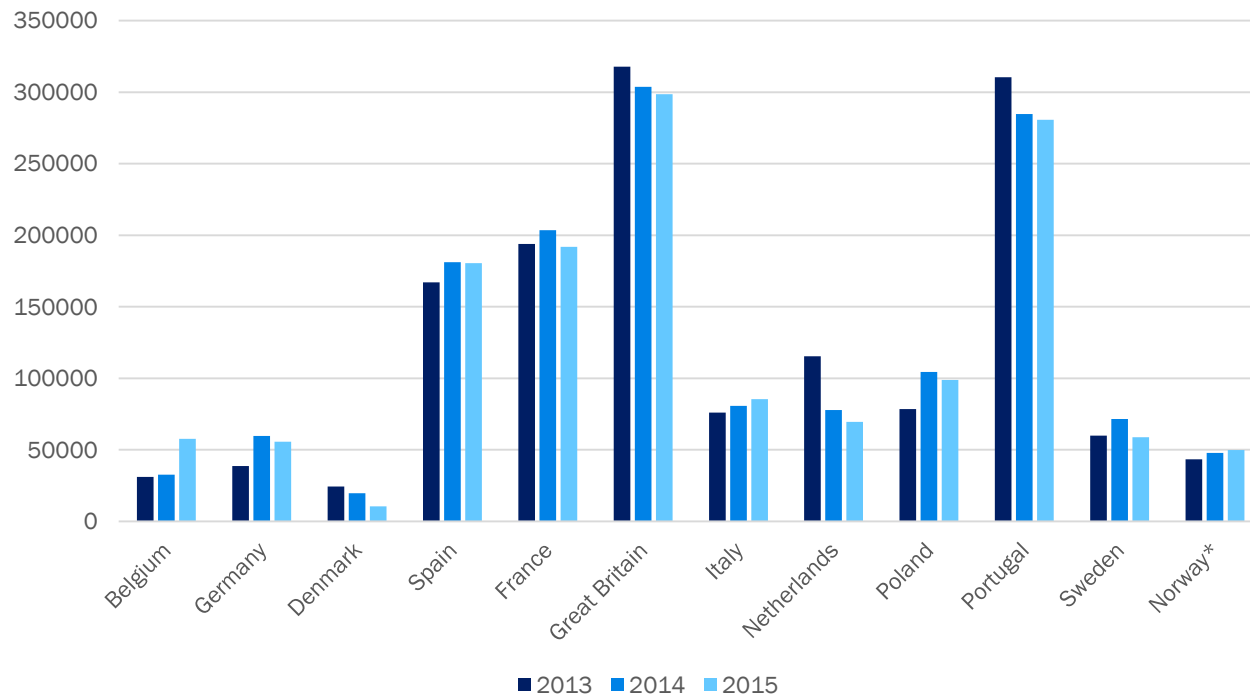


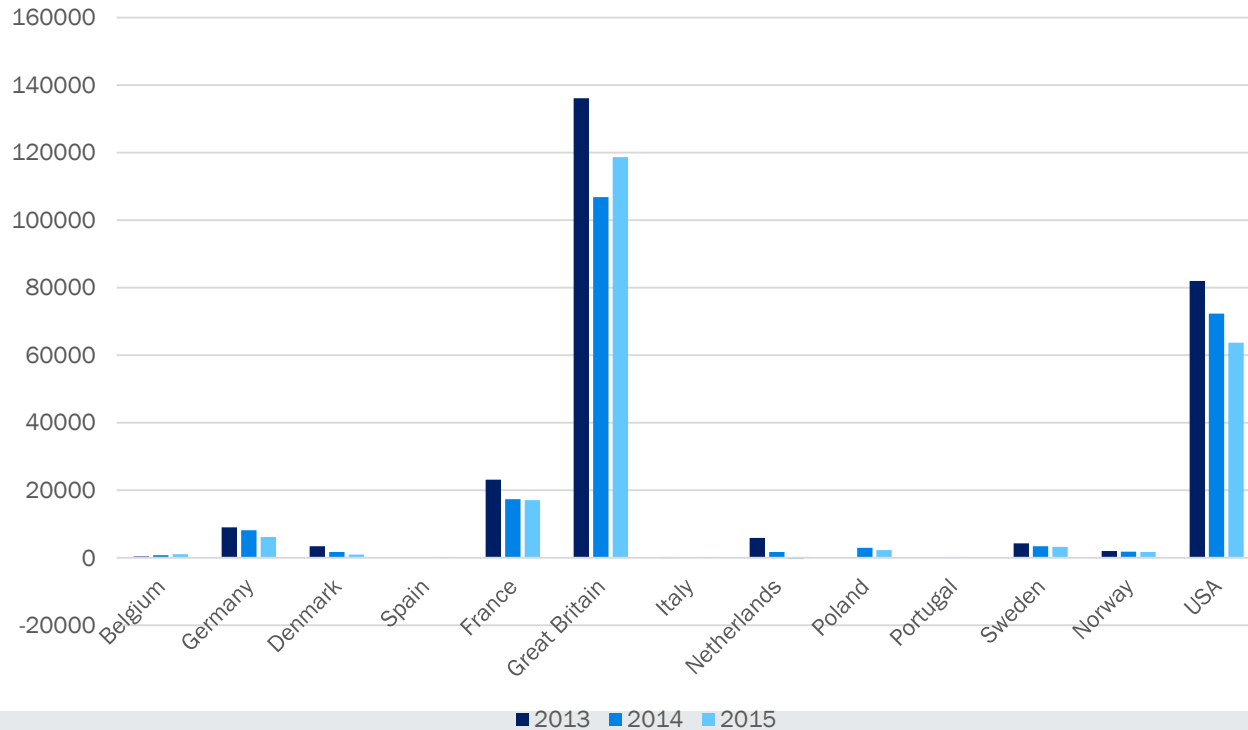
Også verden største Torskemarked etter Brexit?

Fokus Storbritannia

Stort marked, 300.000 tonn torsk



120 til 140.000 tonn hyse.



UK FREMOVER

Currency

Category

Competition

Consumers

23. Juni, Nervøs optimisme



How important is fish & Chips?

If Brits moved abroad the top 5 things that would be missed include:

1. Fish and chips (48%)
2. British countryside (45%)
3. Cup of tea (39%)
4. Sunday roast (33%)
5. Local pubs (32%)



CURRENT CONTEXT IN THE UK

Mail Online

theguardian

Is it Fish Fraud-y? One in six cod suppers sold in chip shops is actually a cheaper type of fish, says food safety expert

- Watchdog, Which?, tested 45 cod and haddock meals from shops across UK
- Found seven were actually whiting - often used in pet food and fish meal
- Findings follow last week's announcement of new Food Crime Unit
- Team will crack down on food fraud following suggestions made in Elliot review into horse-meat scandal



An investigation conducted by Which? discovered that around one in six fish sold in UK takeaways was labelled incorrectly



Norwegian Seafood Council
Seafood.no

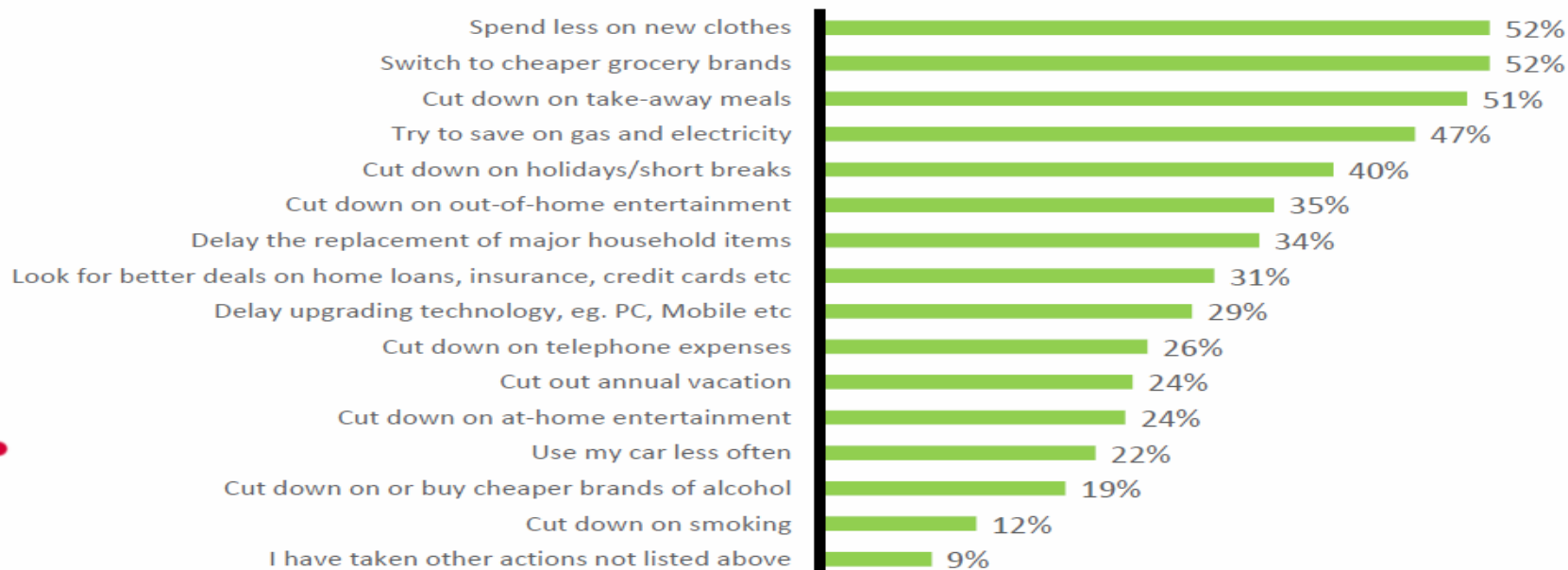


prioriteringer



THE GROCERY RETAIL SECTOR COULD SEE CHANGES IN SHOPPING BEHAVIOUR FIRST HAND

How do those who plan to save on household expenses intend to do so by doing the following...?



Nielsen QuickSurvey.

Ref: Q5. Which of the following actions are you planning to take in order to save on household expenses?

Base: Those that plan to make savings on household expenses n=172

A FEW ARE EVEN PLANNING TO MOVE THEIR SPEND FROM THEIR MAIN RETAILER



37%

are planning to move spend from their current retailer of choice

Nielsen QuickSurvey

Ref: Q7. Please let us know if you intend to change how much you spend on different stores when shopping for groceries. As a result of the Brexit, I plan to move some of my spend to... (if no change is planned, simply choose "I will not change current my stores of choice... Please let us know if you intend to change how much you spend on different stores when shopping for groceries. As a result of the Brexit, I plan to move some of my spend to... (if no change is planned, simply choose "I will not change current my stores of choice")

Base: n=417

First battle

NEWS

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Tesco and Unilever end price dispute

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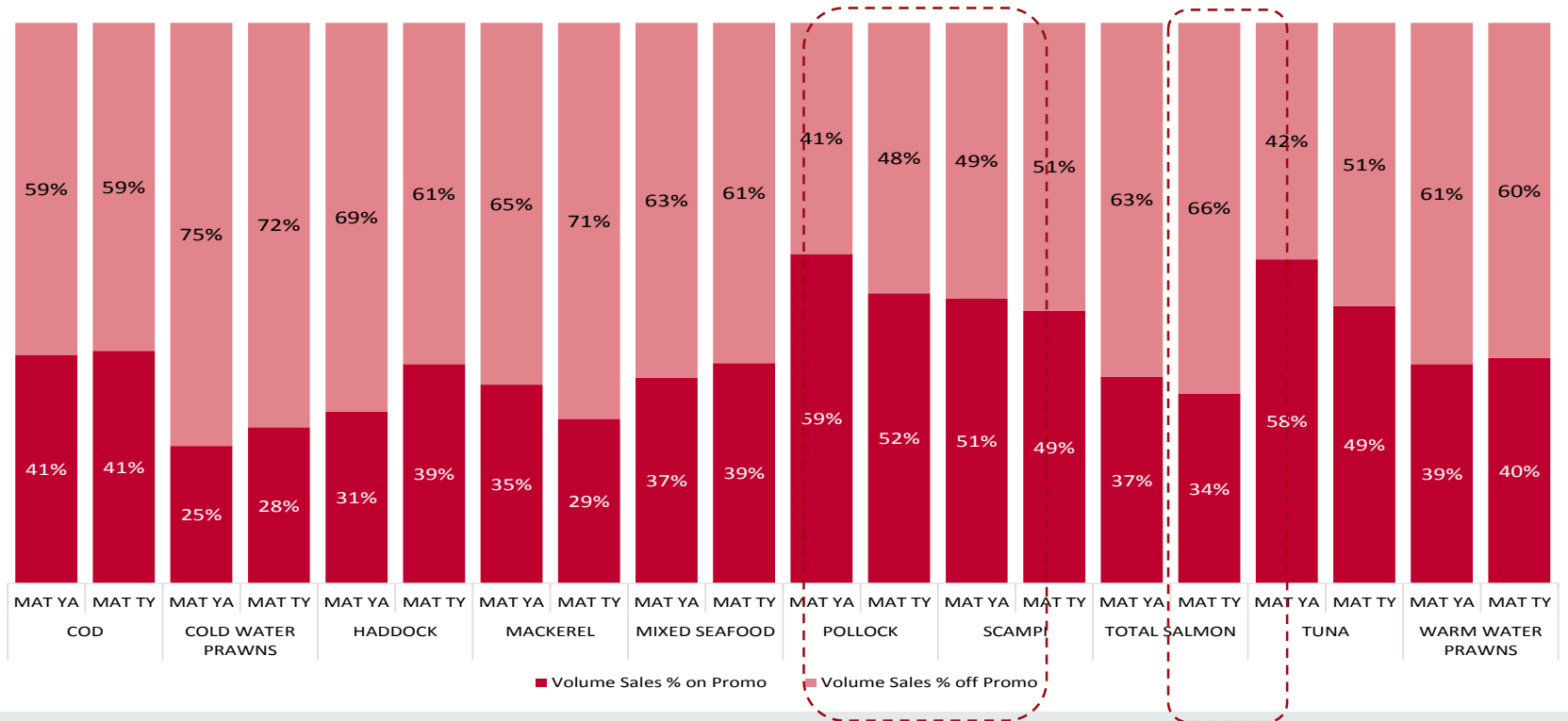
Issues surrounding the supply of leading brands including Marmite to Tesco

Og ikke bare importerte varer

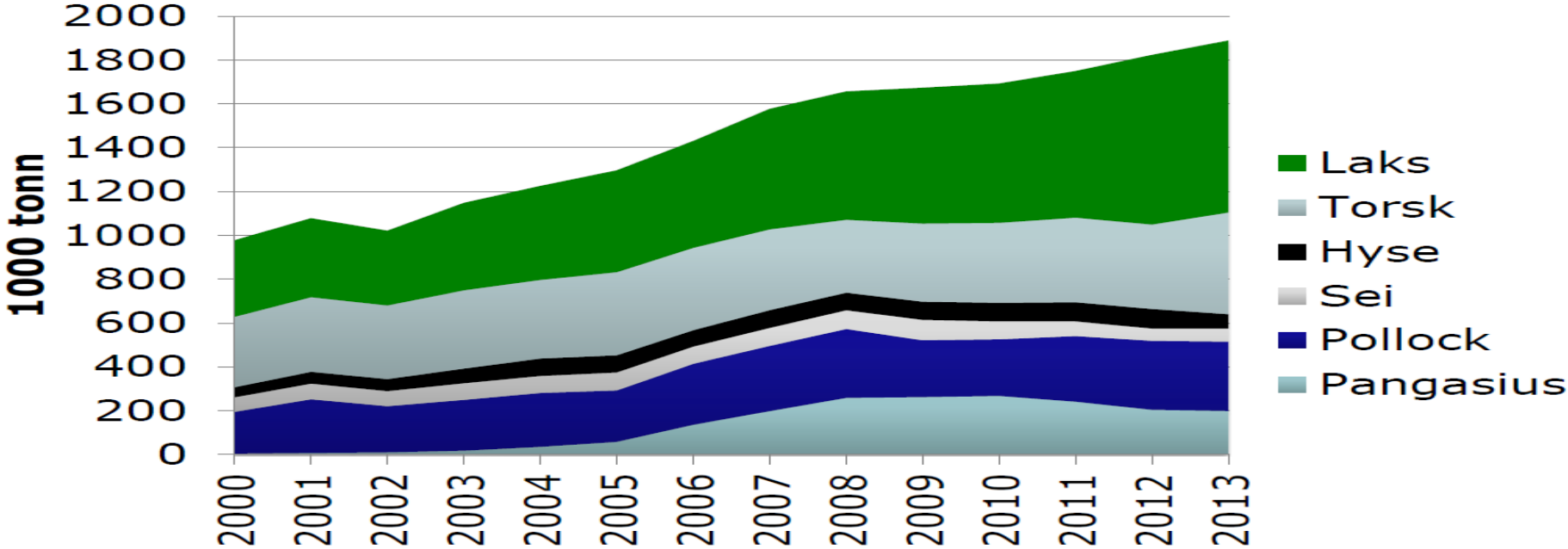


Pollock, Er oftest på kampanje, hyse har økt

Grocery Multiples – Top 10 Seafish Types - Volume Sales – Promo & Non-Promo - MAT TY vs. MAT YA

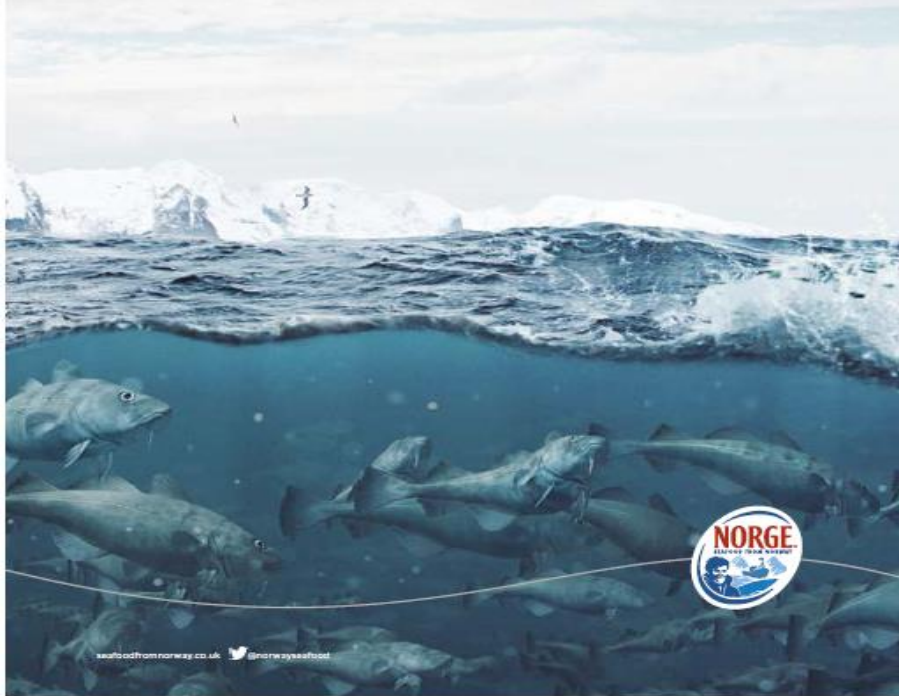


EU Import of whitefish and Salmon



There's a clear reason Norwegian cod and haddock tastes so good. And it's not just our water.

Norway's pristine waters give our cod and haddock their distinctively chunky, succulent white flesh. But just as importantly, our trawlers freeze their catch at sea to lock in the Arctic freshness. Wherever you see the Norge logo in fish & chip shops, you can rest assured that the cod or haddock you order is the real thing, of exceptional quality and sustainably caught from our abundant stocks.



Meet our fleet

Ramoen

Ramoen's crew and skipper are proud to have been serving British fish & chip shops since 1977. Our cod is caught in the cold, clear waters off Norway's far north, near Lofoten and Svalbard Islands. We carefully filet, grade, pack and freeze the cod within six hours of being caught to lock in the Arctic freshness. We hope you enjoy your meal, from captain Egli Skarbevik.



Andenesfisk 1

Andenesfisk AS has been running fishing vessels since 1963. To mark our 50 year anniversary, we built one of the most environmentally friendly factory trawlers ever designed. And today, we proudly deliver sustainable cod to the UK, frozen at sea to lock in Arctic freshness. Enjoy your delicious fish & chips, from Captain Sigmund Røsnes.



Granit

The skippers and crew on board the Granit specialise in catching delicious white fish from Norway's pristine Arctic waters. We've been doing it for decades, and take great pleasure in supplying Britain with our premium cod and haddock filets. These are frozen at sea to lock in the Arctic freshness, and always come from sustainable sources. We hope you enjoy it, with regards from captains Ole Inge and Bjørn.



Atlantic

Atlantic specialises in line caught cod from the cold, clear waters of Norway's far north. Like almost all Norwegian fishing vessels, we are proud to be certified sustainable by the Marine Stewardship Council (MSC). The crew filets and freezes cod within hours of catching it, keeping it lasting as fresh as can be for the UK's many fish & chip shops. Enjoy your meal, from Captain Kjetil Gunnar Hoddevik.



Frøyanes

On Frøyanes, we use hook and line to catch fish sustainably from Norway's cold, clear waters. We are very proud of the excellent quality of our cod, and we take great care in fileting, freezing and packing it at sea to ensure it arrives to you in pristine condition. We hope you enjoy it, from Captain Per Kristian Røkkum.



What is Norge?

Norge is the brand of the Norwegian Seafood Council, which represents Norway's fishing communities. Norway has a long and proud sealaring history, and fishing is an essential part of our way of life. We use sustainable practices to protect our precious natural resources for generations to come, and have done for decades. Today, we have an abundance of delicious seafood to share, and we go to great lengths to ensure it reaches you in pristine condition. To find out more, visit seafoodfromnorway.com





MEET THE FISHERMAN

————— NORWEGIAN COD AND HADDOCK —————

NORGES SJØMATRÅD

