





NORWEGIAN SALTED COD.

SOME THOUGHTS ON PRODUCTION

AND SALES.

TOR KRANE

MANAGER UNICOD AS.

WHY NORWEGIAN WET SALTED COD?

We have The quantity -18/20000 ton yearly.

We have normally The size and the quality our customers are lokking for.

The perfects raw material for the Frozen Ready to eat industry In Portugal and Spain.

Tradition/History/Business relationships.

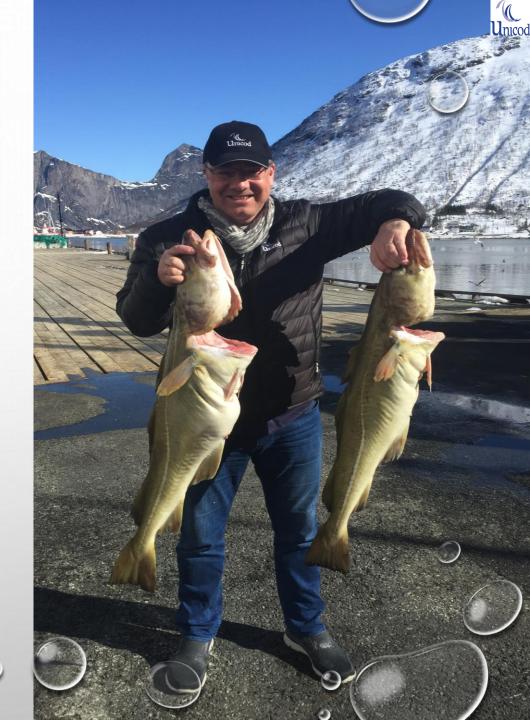
The name "Bacalhau da Noruega".

Competitive price.



FRESH RAW MATERIAL THE BEST!!

- TEXTURE AND TASTE.
- LASCAS.
- IMAGE (FROM FRESH-ICE COLD WATERS- MSC).
- KNOWLEDGE OF THE RAW MATERIAL.







PRODUCTION.

- WET SALTED PRODUCSION HAVE SMALL CHANGES LAST YEARS.
- PRESSURE FROM FRESH FISH MARKETS. HAVE INFLUATED ON THE WET SALTED PRODUCTION
- QUALITY UP AND DOWN.
- WE DO INVESTMENTS IN PRODUCTIONS FACILLITIES AND EQUIPMENTS.
- PRODUCTION ADJUST TO THE MARKETS.

WE MUST ALWAYS WORK ON QUALITY.







THE MARKETS

- PORTUGAL VOLUM-SUITS THE NORWEGIAN INDUSTRY.
- SPAIN CHALLENGE. CAN WE TAKE BACK THE MARKET?
- ITALY GROWING. FILETS-GOOD PRICES.
- GREECE- SMALL FISH -





NEXT SEASONS.

- REDUCTION QUOTA + 5-10% YEARLY.
- SMALLER FISH SIZE. ??
 MORE CRESCIDO????
- LESS CLIENTS BIGGER CLIENTS.
- STRONGER COMPETITION FROM FROZEN/FRESH FISH AND OTHER COUNTRIES.













