



# NORWEGIAN SALTED COD . SOME THOUGHTS ON PRODUCTION AND SALES.

TOR KRANE

MANAGER UNICOD AS.

# WHY NORWEGIAN WET SALTED COD?

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We have The quantity – 18/20 000 ton yearly.

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

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

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Tradition/History/Business relationships.

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The name “Bacalhau da Noruega”.

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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 PRODUCTION 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 FACILITIES AND EQUIPMENTS.
- PRODUCTION ADJUST TO THE MARKETS.



WE MUST  
ALWAYS  
WORK ON  
QUALITY.



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# THE MARKETS

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





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## 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.









M. NILSEN FISK AS



AKSEL HANSEN

Nord S  
Fiske AS

– Sammen skaper vi fiskeglede –



**Wet salted fish:**

- Cod, Saithe, Tusk, Ling

**Dried salted fish:**

- Cod, Saithe, Tusk, Ling

**Stockfish:**

- Cod, Saithe, Tusk, Ling

**Fresh fish & frozen fish**

**By-products:**

- Stockfish head
- Sugar salted roe
- Caras
- Salted tongues

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