



NSC Seafood Seminar 2022

JOANNE OO

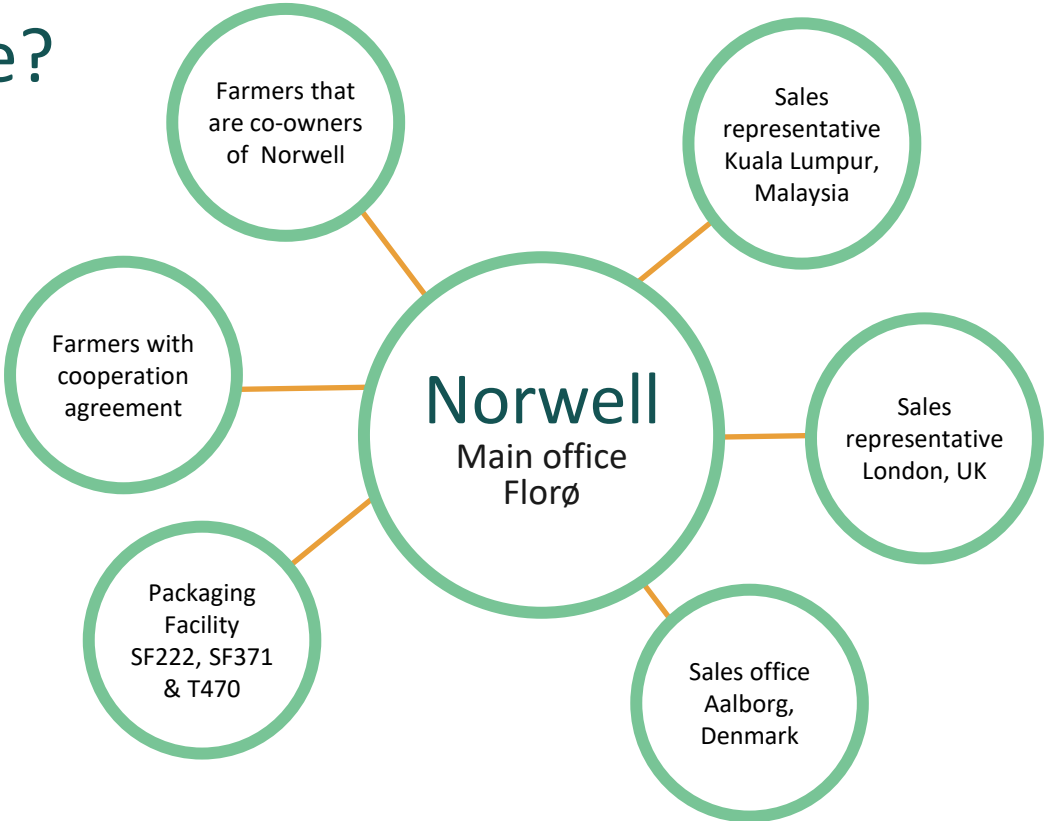


2012 - Trade Advisor at Innovation Norway, the commercial section of the Royal Norwegian Embassy

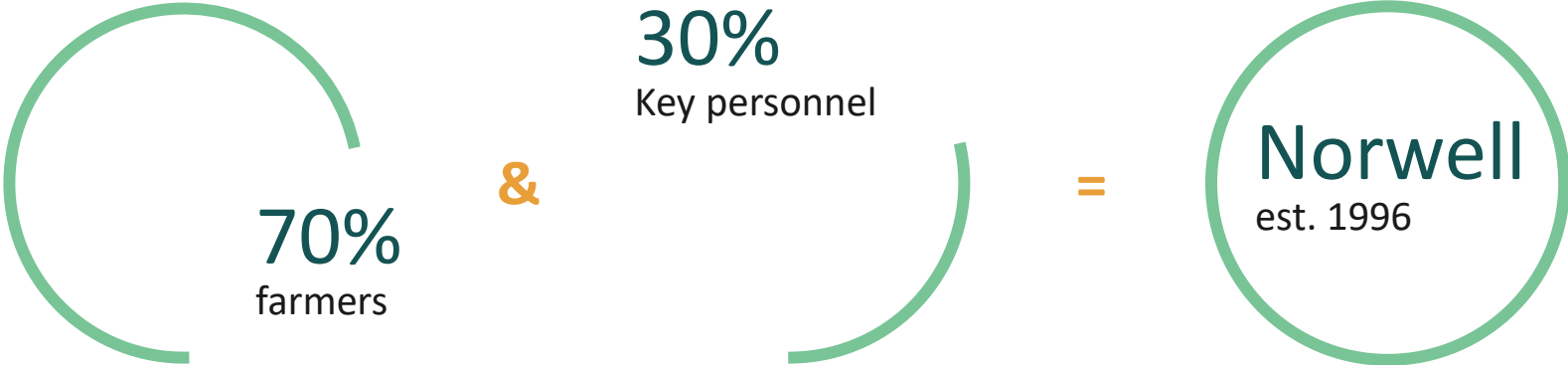
2013 - Project Manager, agency responsible for Norwegian Seafood Council in Malaysia, handling marketing and promotions activities, media and stakeholder relations as well as crisis management communication.

2021 - Sales manager at Norwell AS, a middle-sized Norwegian salmon exporter company, developing markets in Asia, Middle East and South Africa.

Who are we?



Co-ownership makes us integrated with farmers



Trading volumes and certifications

2021:

34.500 tonnes salmon and trout

2022:

37.500 tons salmon and trout

Certifications

- HACCP
- Global Gap
- ASC
- MSC

Trading types

Contracts and spot

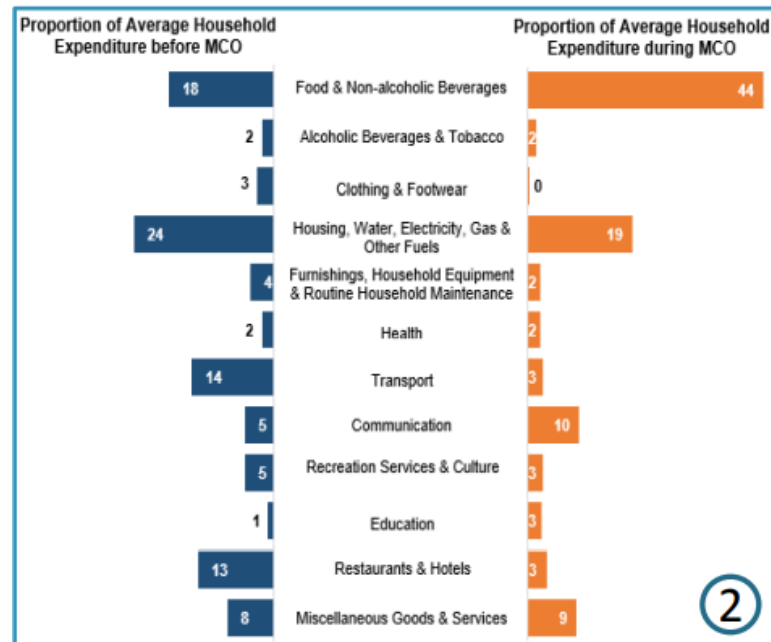
Family Owned Farmers : Focus on the Quality and Local Environment



Malaysian Market During Pandemic

- Movement Control Order limits movement
- Household consumption expenditure for food and beverages increased from 18% to 44%
- Malaysians prioritizing healthy eating in effort to prevent infection*
- Increased online purchase of raw food ingredients for home cooking*
- Preference in packaged food that has longer shelf life (Ex: Frozen food)*

* Abd Rahman, N. (2020). Dietary Patterns of Malaysians During the Movement Control Order (Mco) During The Covid-19 Pandemic. *International Journal of Academic Research in Business and Social Sciences*. 10(10), 97-109.



* Department of Statistics Malaysia. Study on the impact of Movement Control Order to Household Expenditure. DOSM Newsletter DOSM/BPHPP/1.2020/Series 9

Challenges of Norwegian Exporters

- Logistical challenges, flights were reduced
- Flight delays
- Shortage in shipping containers
- Staffing issues at packing stations due to Covid infections
- Price sensitive market
- Stiff competition from Chilean on frozen
- Competition from Australia on fresh



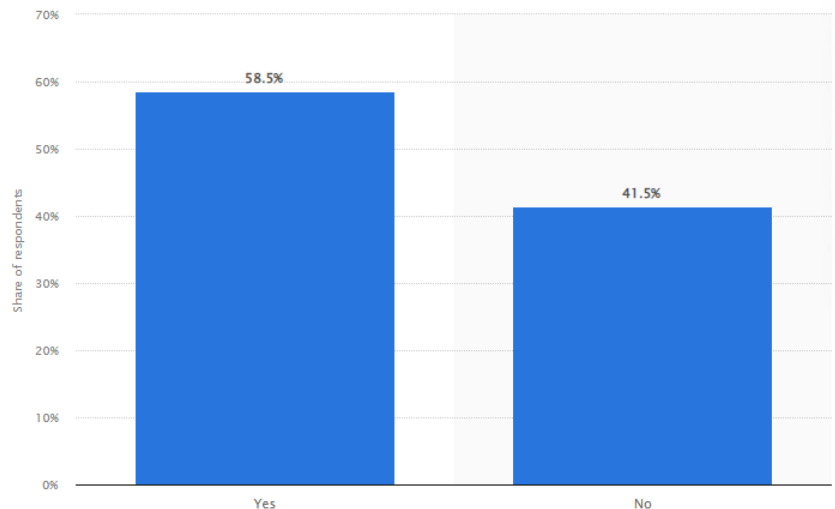
Growing trends

- Ready-to-cook
- Ready-to-eat
- Convenience food is the trend perfect for working adults:
- ✓ Nutritious & healthy
- ✓ Quick and easy
- ✓ Portion friendly



Growing trends

Share of Malaysians willing to pay more for sustainable products as of Feb-22



*Statista

- 67% of Malaysians say they prefer brands that are sustainable
- Three-quarters among sustainable shoppers are seen to be less sensitive to prices toward sustainable products
- Six in ten of the general population would be willing to pay more for eco-friendly products.



GLOBALG.A.P.



Way Forward in Malaysia

- **Sustainability**
 - Consumer awareness is growing
 - Reduce carbon footprint (logistics)
 - Create awareness on sustainable production of Norwegian salmon & trout (feed conversion ratio)

- **Convenience**
 - Value added products, RTE/RTC
 - Food safety
 - Packaging

- **Product development**
 - Product format
 - New flavours

Farmed salmon is one of the most eco-efficient and sustainable forms of protein

				
Feed Conversion Ratio ¹	1.2-1.5*	1.7-2	2.7-5	6-10
Water Consumption ² (liter / kg edible meat)	2,000**	4,300	6,000	15,400
Carbon Footprint ¹ (grams CO ₂ -equivalent / typical serving of 40 g edible protein)	0.6*	0.9	1.3	5.9

¹ Global Salmon Initiative (GSI) Sustainability Report. Available at: <https://globalsalmoninitiative.org/en/sustainability-report/>. Last accessed October 2019.

² Mowi. Salmon Farming Industry Handbook 2019. Available at: <http://hugin.info/209/R/2246047/887370.pdf>. Last accessed October 2019.

* Figures reflect feed conversion ratio and carbon footprint of farmed Atlantic salmon.

** Total water footprint for farmed salmon fillets in Scotland, in relation to weight and content of calories, protein and fat.



Thank you for your attention