

Statusrapport fra USA

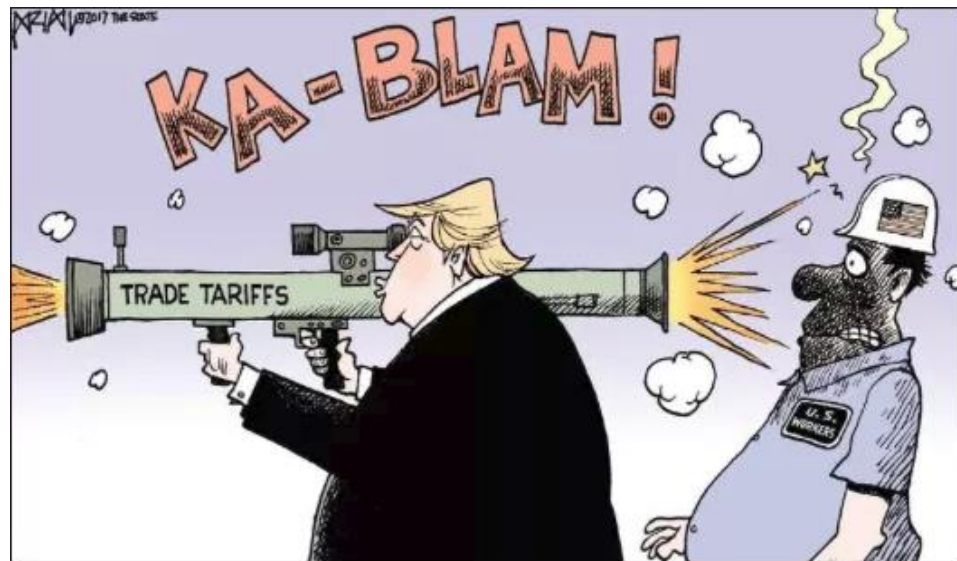
Norsk sjømat i Trumps USA – 12. juni 2018

God økonomisk utvikling – handelspolitisk usikkerhet

- ♦ Arbeidsledighet 3,9%
- ♦ BNP + 2,2% i første kvartal
- ♦ Personlig inntekt + 0,3%
- ♦ Salg i dagligvare og restaurant +0,3%
- ♦ Handelsunderskuddet reduseres

Men...

Handelsunderskuddet er fremdeles betydelig og Trump administrasjonen øker presset på handelspartnerne



Usikkerhetsfaktorer

- ◆ Konsekvenser av handelskonflikter
 - ◆ Kina
 - ◆ EU
 - ◆ Canada
 - ◆ Mexico
- ◆ Innføring av vedtatte lover og reguleringer
 - ◆ Seafood Import Monitoring Program
 - ◆ Marine Mammal Protection Act
- ◆ Økt politisk fokus på egenproduksjon av sjømat

National Ocean Council Committee on IUU Fishing and Seafood Fraud

HOME ABOUT -- NOC COMMITTEE AGENCIES RECOMMENDATIONS AND ACTIONS FAQs -- SEAFOOD IMPORTS -- CONTACT US

U.S. SEAFOOD IMPORT MONITORING PROGRAM

The Seafood Import Monitoring Program establishes for imports of certain seafood products, the reporting and recordkeeping requirements needed to prevent illegal, unreported and unregulated (IUU)-caught and/or misrepresented seafood from entering U.S. commerce, providing additional protections for our national economy, global food security and the sustainability of our shared ocean resources. This is a *risk-based traceability program*—requiring the importer of record to provide and report key data—from the point of harvest to the point of entry into U.S. commerce—on a list of imported fish and fish products identified as particularly vulnerable to IUU fishing and/or seafood fraud. **January 1, 2018** is the mandatory compliance date for this rule. *Shrimp and abalone compliance will be mandatory by December 31, 2018.

Priority Seafood Species

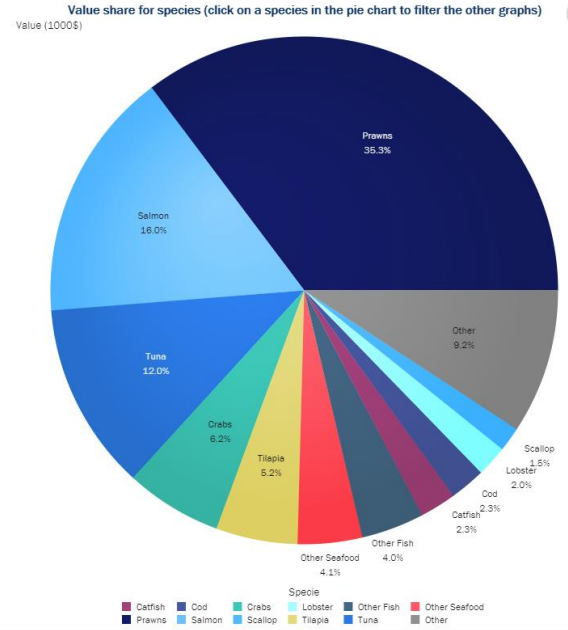
- Abalone
- Atlantic Cod
- Blue Crab (Atlantic)
- Dolphinfish (Mahi Mahi)
- Grouper
- King Crab (red)
- Pacific Cod
- Red Snapper
- Sea Cucumber
- Sharks
- Shrimp
- Swordfish
- Tuna (Albacore, Bigeye, Skipjack, Yellowfin, and Bluefin)

RESOURCE MATERIALS

- [Guide to Audit Requirements for SIMP](#) (pdf)
- [Final Rule Lifting Stay of Shrimp and Abalone in SIMP](#)
- [Final Rule to Implement a Seafood Import Monitoring Program \(Federal Register Notice\)](#)
- [Implementation Guide \(PGA Message Set Implementation Guidelines\)](#)
- [Fact Sheet](#) (pdf) also in Spanish, French, Indonesian, Japanese, Mandarin Chinese, Portuguese, Russian, Tagalog, Thai, Vietnamese
- [Compliance Guide \(SIMP FAQs\)](#) (pdf) also in Spanish, French, Japanese, Indonesian, Mandarin Chinese, Portuguese, Russian, Tagalog, Thai, Vietnamese
- [Harmonized Tariff Schedule Code List](#) (Excel download)
- [Mandatory Full Message Set Species - 3 Alpha Codes](#) (Excel download)
- [Model Form](#) (pdf), [Aggregated Catch Certificate](#), also in Spanish, French, Indonesian, Japanese, Mandarin Chinese, Portuguese, Russian, Tagalog, Vietnamese
- [Model Form](#) (pdf), [Catch Certificate](#), also in

USA er helt avhengig av import av sjømat

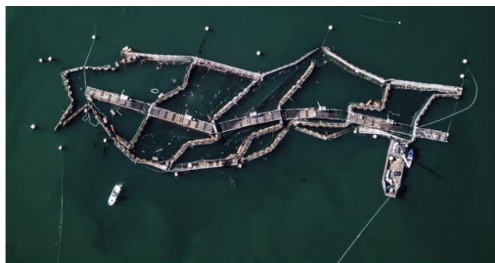
- ◆ 80% av konsumert sjømat er importert
- ◆ Både amerikansk bearbeidingsindustri, distribusjonsleddet, detaljistleddet og restaurantnæringen er avhengig av tilførsel fra andre land
- ◆ USA har ikke stor nok egenfangst av de sentrale artene
- ◆ Markedet er svært diversifisert på grunn av alle ulike etniske konsumentgrupper



Sjøbasert lakseoppdrett i USA er under press

Washington state har vedtatt å stoppe all oppdrett av atlantisk laks innen 2025 etter en opphetet debatt som følge av en lakserømming

263 000 laks rømte fra Cooke Aquaculture sitt anlegg i Puget Sound like utenfor Seattle i august 2017.



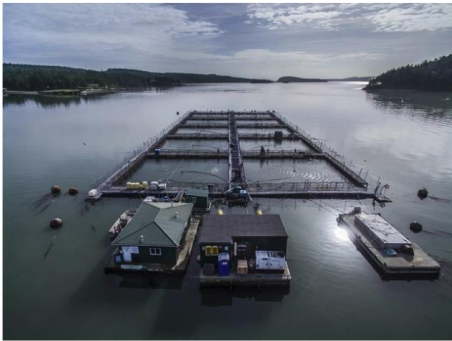
Atlantic salmon escaped from this Cooke Aquaculture Pacific net pen off Cypress Island in August 2017. (Beau Garreau/DAKO, 5TUDIOS)

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State kills Atlantic salmon farming in Washington


Originally published March 2, 2018 at 4:14 pm | Updated March 23, 2018 at 9:29 am




Cooke Aquaculture's salmon fish farm at Hope Island. (Steve Ringman/The Seattle Times)

After a tough floor fight and fancy parliamentary footwork, the state Senate passed a bill phasing out Atlantic salmon net-pen farming in Washington.

SECTION SPONSOR
SECTION SPONSOR

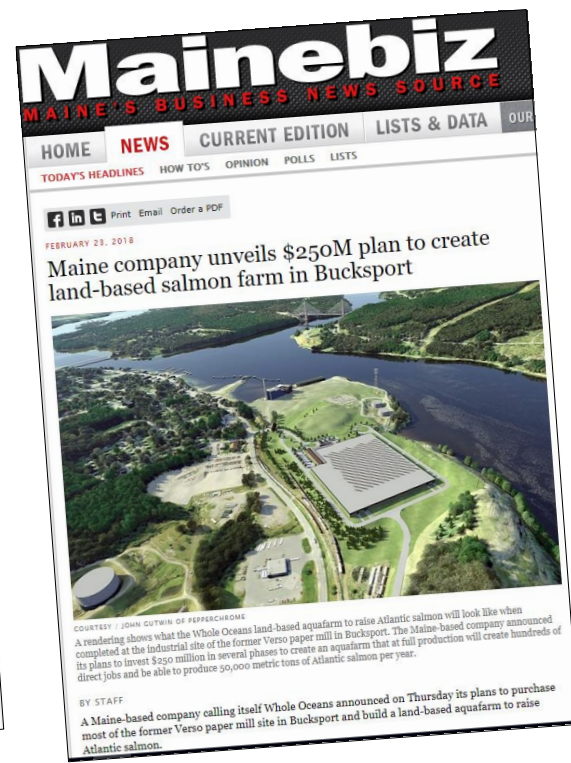
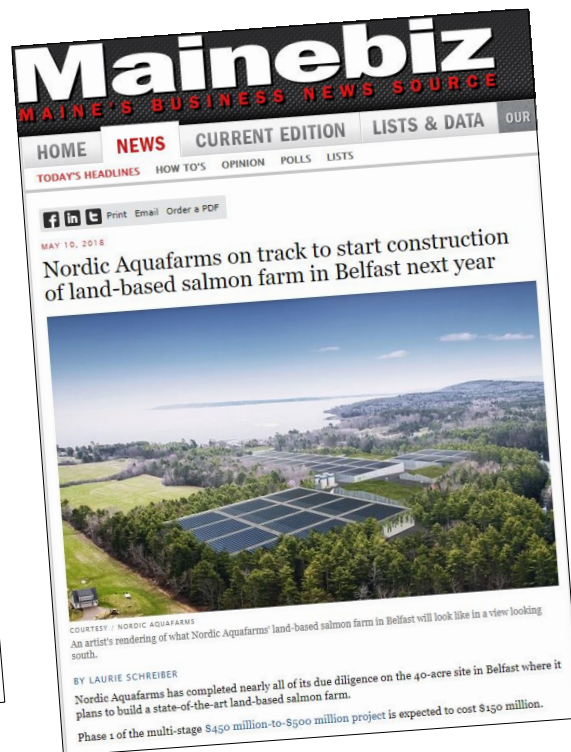
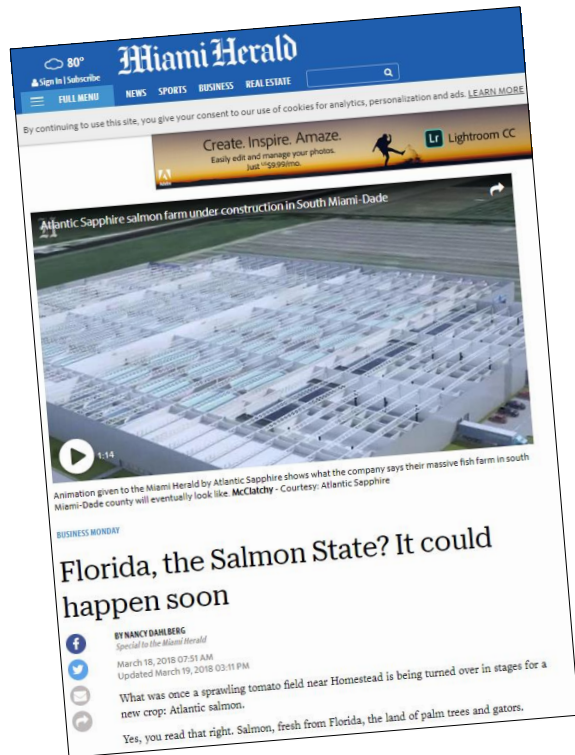
By Lynda V. Mapes 
Seattle Times environment reporter



SketchUp
Quick, effective 3D design
Learn more

Atlantic salmon net-pen farming will be phased out in Washington by 2025 under legislation passed by the state Senate on Friday after a tough floor fight

Landbasert lakseoppdrett i USA er i vinden



Trender i restaurantsektoren

I følge National Restaurant Association er

bærekraft

den viktigste trenden for sjømat i restaurantsektoren

TOP 20 FOOD TRENDS

Sustainable seafood

Thai-rolled ice cream

1. New cuts of meat
2. House-made condiments
3. Street food-inspired dishes
4. Ethnic-inspired breakfast items
5. Sustainable seafood
6. Healthful kids' meals
7. Vegetable carb substitutes
8. Uncommon herbs
9. Authentic ethnic cuisine
10. Ethnic spices
11. Peruvian cuisine
12. House-made/artisan pickles
13. Heritage-breed meats
14. Thai-rolled ice cream
15. African flavors
16. Ethnic-inspired kids' dishes
17. Doughnuts with non-traditional filling
18. Gourmet items in kids' meals
19. Ethnic condiments
20. Ancient grains

National Restaurant Association | Restaurant.org/FoodTrends 2

Trendy matkonsepter er...



- ◆ Hyper local
- ◆ Chef driven
- ◆ Natural ingredient
- ◆ Reduced food waste
- ◆ Veggie centric
- ◆ Environmental sustainable
- ◆ Local
- ◆ Simple
- ◆ Farm/estate branded items

Consumers demand to know both what's in their food and what's not in it—many are looking for items free of everything from gluten and added sugars to GMOs and artificial colors. Indeed, transparent sourcing—both in practice and in communication to the consumer—has become a high priority.

“Consumers demand to know both what’s in their food and what’s not in it”

Technomic's global polling provides some context to this trend. Around 75% of consumers strongly agree that restaurants should be more forthcoming about where they get ingredients, with this demand most urgent in India and Mexico. About 90% of consumers worldwide say they'd be more likely to purchase restaurant fare described as fresh. Some 75% of consumers are drawn to foods that are natural, authentic, premium and locally sourced. Around 60% of consumers like to see organic, GMO-free, functional and sustainable items. By region, Latin Americans are most insistent on freshness, Asians on authenticity and Europeans have the strongest preference for locally sourced foods, with six in 10 saying restaurants should always purchase local ingredients.



Consumers hunger to know the "story" behind their meal, and they want authentic presentations of traditional regional and ethnic foods. In Kuwait, Naif Chicken

Restaurantsektoren - kontrollfokus

- Kostnader
- Tilberedelse
- Næringsinnhold
- Menypris
- Leveringssikkerhet



Fish Fry Thursday med hyse i Maine

display at the Conway Public Library. (COURTESY PHOTO)

appears in
e of New
arruth's

inspiring work during open library hours. All ages will love it. If you would like to learn more about library resources and events, go

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Page 2 THE CONWAY DAILY SUN, Thursday, March 26, 2014

CHASE 2011 DASH 9/11
public defender Amy Ashworth. In court, Assistant County Attorney Michael Conley said Olisky took police in a "10-mile chase" during which the defendant swerved into traffic with traffic "and almost had a head-on collision with a Carroll County Sheriff's patrol" at an extremely high rate of speed.

According to Walker, speeds during the chase reached 90 mph or greater. Conley said that as the chase went on, Olisky was reaching around in the back a handgun in the car.

"At some point during all of this, it has been represented by the police did say to them, 'Why didn't you show up?'" said Conley.

Olisky's criminal record includes a conviction for conduct after arrest and two counts of resisting arrest.

The public defender, who appeared by video conference, said Olisky was charged with driving on a suspended license after the vehicle ended up in a ditch. Olisky was treated at Memorial Hospital and allegedly made comments that when he was reaching around in the car, he was looking for an ammunition magazine.

Ashworth said she disputed any statements about the magazine and said nothing was found in the car, there was even a magazine in the car. She reiterated that the statements about the gun should be disregarded during the bail discussion.

As for Olisky making police about



Conway Police Chief (top) speaks with law enforcement members in Albany as a homicide in a ditch before them following a high-speed chase. (LARRY GIBNEY/STAFF)

why they didn't shoot him, Ashworth said that might not be a mental health issue and that supports the idea he ought to be with his mother. "He would certainly agree in order to stay at his mother's home. — He would agree not to drive pending resolution of the case," said Ashworth. She said Olisky could work from pickup and deliveries, which can be done over the phone and the internet. Ashworth said Olisky has only \$400 to his name. "He is not in a position to be posting any cash bail," said the public defender, adding that Olisky has no history of disobeying court orders.

But Ignatius ruled that there was significant flight risk that would make Olisky and the police not able to post bail.

"What is laid out in this affidavit is a series of reckless decisions that were made by someone in the vehicle, whether it was being pulled by the car or care being reserved into, whether care being struck, or care being pushed out of the area where the bridge, and attraction to police cars, resulting in lights with other cars coming and going running a four-way intersection without stopping," said Ignatius. "The remarkable thing is nobody got seriously injured."

The judge said seven of the charges were reckless conduct with a deadly weapon, the weapons in this case being the car, not a firearm.

The judge advised Olisky not to discuss the charges in the courtroom. "I would like the disagreement to be discussed but, and the danger of flight is high," said Ignatius.

"However, was going on, as described in the affidavit at least, nothing but flight, just again and again and again trying to get away from what started as a fairly minor stop. She set bail at \$25,000. "I can't in good conscience say, 'Oh, well, we will just trust that you will be back when we need you to be here,'" said Ignatius.

After the bail hearing, Olisky turned up and embraced his mother. "I'm sorry, Mom," he walked. dpsunline.com/conwaydaily/sun.com



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Salmon is one of the most popular fish species in the world. Every day, 14 million meals with Norwegian salmon are served worldwide. Just a few hours after the salmon are harvested out of the cold, clear waters of Norway, they are ready for export to over 100 countries.

1. How long does it take before salmon are fully grown?

It takes two to three years for the Norwegian salmon to reach a body weight of 4-5kg, which is perfect for human consumption.

At one year old, the salmon are strong enough to migrate from the freshwater to the cold seawater fjords in the Norwegian sea.

2. How much feed do salmon need before they are fully grown?

For each kilogram the salmon gains in weight, 1.3kg of fish feed is required. In its lifetime, a salmon will therefore consume around 6-7kg of fish feed.

Compared with other animals, the amount of feed is very low. In comparison, it takes 3kg of feed to produce 1kg of pork and as much as 8kg of feed to produce 1kg of beef.

Efficient use of feed



1.3kg of feed is required to form 1kg of salmon.



3kg of feed is required to produce 1kg of pork.



8kg of feed is required to produce 1kg of beef.

3. What kind of feed is fed to Norwegian salmon?

Norwegian salmon feed consists of a combination of ingredients. Today, marine resources accounts for 20-30% of the salmon feed, which includes fish oil and fish meal. Vegetable oil, vegetable proteins and carbohydrates constitute around 70% of the salmon feed.

The fish oil and fish meal are made from fish and wild fish that are not fit for human consumption. The mix of marine and vegetable ingredients is beneficial to both the salmon and the environment.

4. How much omega-3 fatty acid do Norwegian salmon contain?

One normal meal of salmon (150g fillet) contains about 18g EPA and DHA. This makes Norwegian salmon one of the richest food sources of omega-3.

A normal meal of salmon covers a person's weekly needs of omega-3 fatty acids, following The European Food Safety Authority (EFSA) recommendations.

5. Why are omega-3 fatty acids so important for humans?

Natural omega-3 fatty acids found in salmon are a key preventive measure to combat cardiac and arterial diseases in humans. In addition, low levels of omega-3 fatty acids can lead to increased risks of diabetes and obesity.

6. How much salmon should we eat?

First of all, the question is how much fish should we eat to ensure a balanced diet? The World Health Organization and the Norwegian Health Authority recommend the following:

We should have two to three meals with fish per week, and half of these should be fish which are

Sustainable fish feed



rich in important omega-3 fatty acids. Salmon, mackerel and herring are all excellent choices. Not only does salmon provide important omega-3 fatty acids, but it is also a great source for iodine, selenium and other key vitamins.

7. Should everyone eat fish two to three times a week?

Yes, everyone should eat fish two to three times a week, irrespective of whether they are young or old. Pregnant women, breastfeeding mothers and children should also follow this recommendation. People suffering from cardiac or arterial diseases are the exception – they are recommended to increase their consumption even further, in order to top up their omega-3 levels.

8. Can we be absolutely sure that Norwegian salmon sold to us are safe and healthy?

Yes, Norwegian salmon raised in the cold, clear waters of Norway are safe and healthy. Norwegian salmon are looked after by vets and the salmon farms are strictly regulated.

Each year, around 14,000 export-ready Norwegian salmon are inspected by the independent National Institute for Nutrition and Seafood (NIFES). None of these inspections have ever found any residues of prohibited medication or illegal foreign substances.

9. There used to be talk of antibiotics in salmon. Are there any traces in Norwegian salmon today?

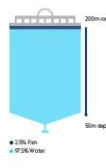
Since the late 80s, the use of antibiotics has dropped 99% in Norwegian aquaculture. Effective vaccines against the most common salmon diseases, as well as strict hygiene regulations has allowed for this reduction.

10. A great deal of salmon is farmed in Norway. Isn't that a bit like intensive livestock farming?

No, salmon farming in Norway does not belong in the intensive livestock farming category. Norwegian salmon have plenty of space in the net pens.

In fact, regulations require that the salmon only need 2.5% of the total fish pen. Water constitutes the remaining 97.5%, allowing ample room for the salmon to swim.

The net pens in which the salmon grow have a circumference of up to 200 metres and a depth of up to 10 metres.



Bekjempe myter om laks og lakseoppdrett

10 Questions and Answers Norwegian salmon farmed in aquaculture

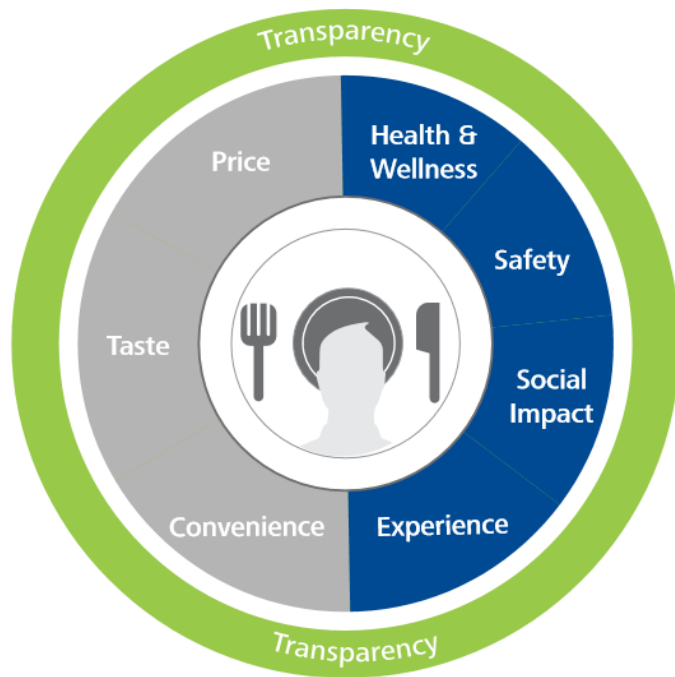


Norway is cold. Very cold. While this may create some challenges for humans, our fish thrive.

For thousands of years Norwegians have lived in harmony with the forces of nature. It has taught us how to harvest and preserve, to utilize and harvest. In our cold climate and crystal-clear waters, the seafood grows densely – developing a perfect taste and texture.

Origin matters.
Seafood from Norway

Markedsdrivere for forbruker



«Evolving consumers say they prefer evolving value drivers»

Source: Deloitte Food Value Equation Survey 2015, Deloitte Analysis

Nye salgskanaler: Amazon prime fresh

amazon prime
 Deliver to Egil West Newton 02465
 Departments Your Pickup Location Browsing History Egil's Amazon.com Today's Deals Gift Cards Registry Sell Treasure Truck Help
 EN Hello, Egil Account & Lists Orders Prime Cart
 You have an unused Prime benefit

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Seafood
 Fresh Seafood
 Frozen Seafood
 Imitation Crab & Surimi
 Smoked & Cured Fish

Refine by

Seafood Specialty

- Gluten-Free
- Kosher
- Wild-Caught

Calories Per Serving

- 40-100 Calories
- 100-200 Calories
- 200-300 Calories

Fat Calories Per Serving

- 40-100 Calories

Nutrition Facts

- Fat Free (<0.5g)
- Free of Saturated Fat (<0.5g)
- Free of Trans Fat (0g)
- Sugar Free (<0.5g)
- Protein (>10g)







Featured Brands

- Trident
- Gorton's




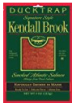




Seafood

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Try Prime Fresh	Try Prime Fresh	Try Prime Fresh	Try Prime Fresh	Try Prime Fresh	Try Prime Fresh	Try Prime Fresh	Try Prime Fresh

Utvikling salg av fersk laksefilet i detaljhandel

Choose species

Salmon

Choose processing

Natural

Choose condition

Fresh

Choose product group

Fillets

Choose packing

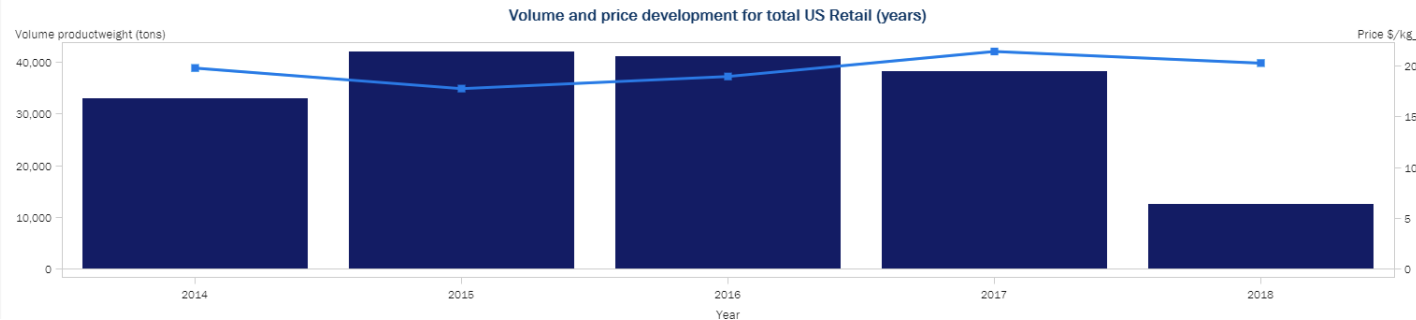
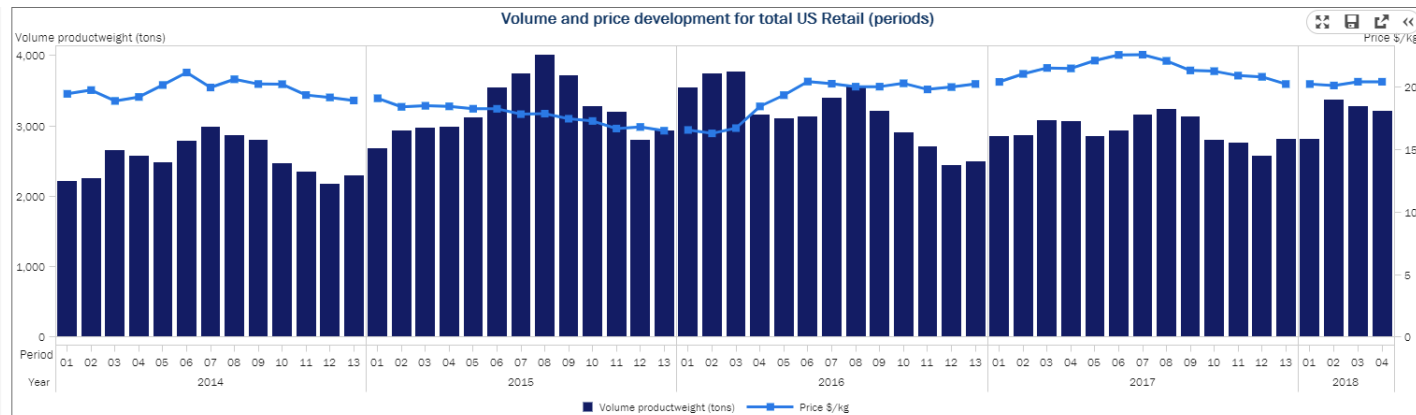
Not Prepacked

Choose subspecies

Total

Choose product label

Salmon Natural Fresh Fillets ...



Utvikling detaljsalg av «prepack» laksefilet

Choose species
Salmon

Choose processing
Natural

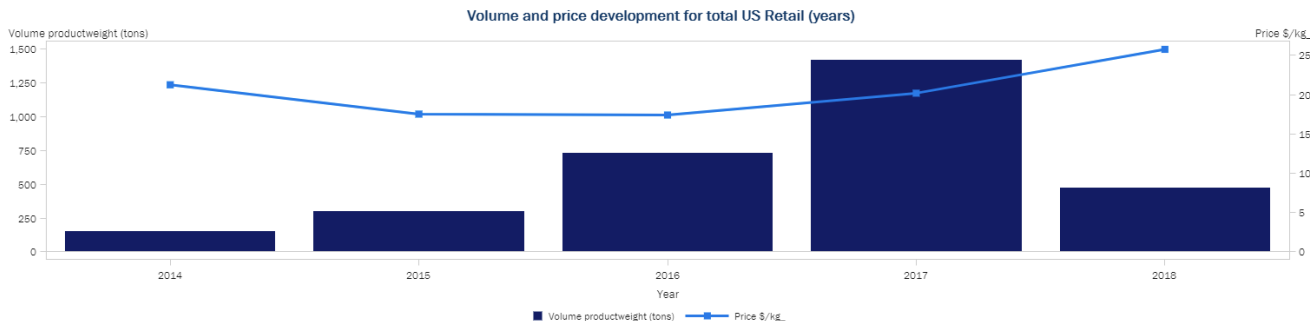
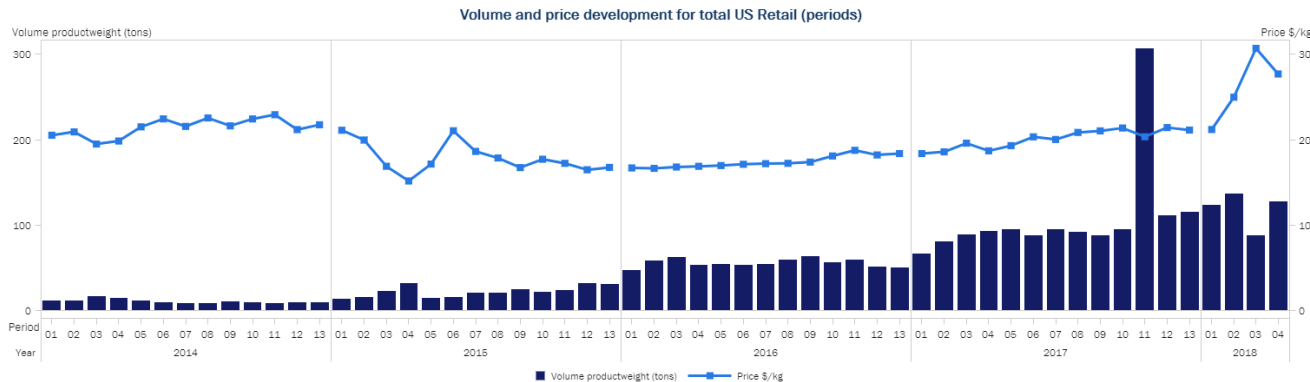
Choose condition
Fresh

Choose product group
Fillets

Choose packing
Prepacked

Choose subspecies
Total

Choose product label
Salmon Natural Fresh Fillets ...



Utvikling salg av fryste laksefileter i detaljhandelen

Choose species
Salmon

Choose processing
Natural

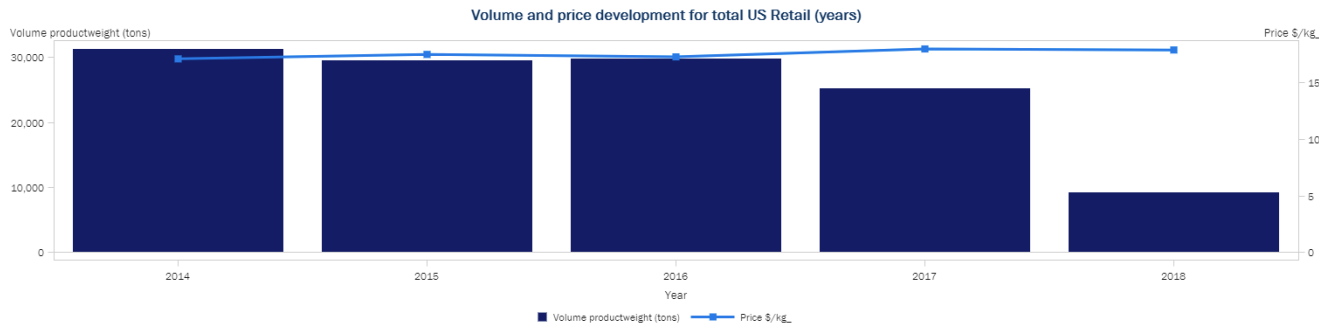
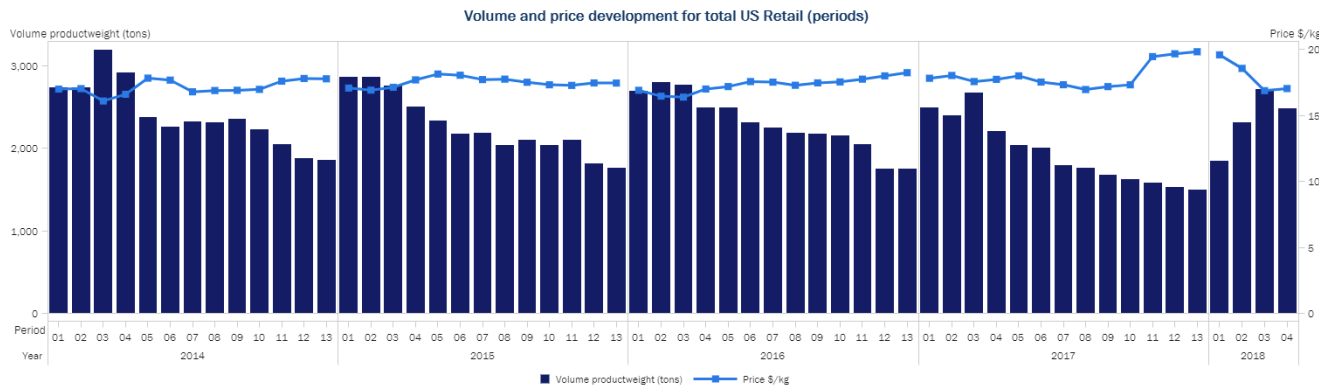
Choose condition
Frozen

Choose product group
Fillets

Choose packing
Total

Choose subspecies
Total

Choose product label
Salmon Natural Frozen Fillets



Costco, Boston



Costco fryste porsjoner

3 lbs lakseporsjoner:
\$25,99
på salg: \$19.99

(1,36 kg)

170-227gram



2 lbs
torskeporsjoner:
\$15,59

(0,91 kg)

142-227 gram



BJ's

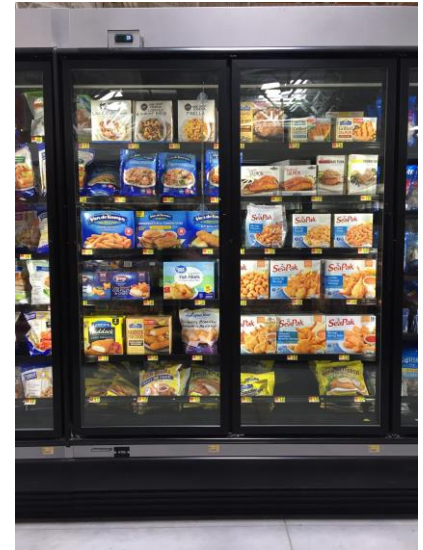
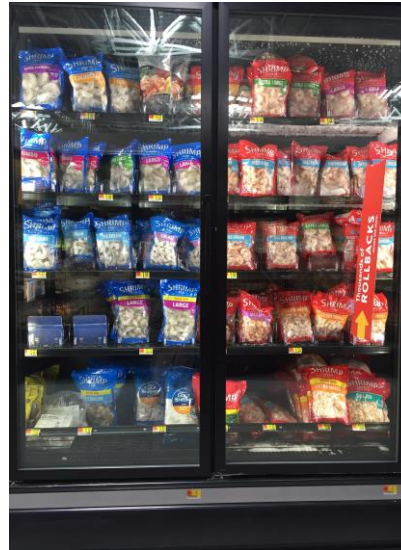


NORGES SJØMATRÅD

Walmart, Boston



Walmart, utvalg av fryste produkter



Star market, Boston



Stop'n Shop, Boston



Wegmans, Boston



Fairview market NYC

Hiddenfjord filet

\$15,99/lb (salg \$12,99)

Canadisk filet

\$13,99/lb

Canadisk kotelett

\$ 13,99/lb

Skotsk økolaks

\$19,99/lb



Fjordørret: Steelhead trout – Fjord trout



Butikkampanjer

Foil-Baked Norwegian Salmon
From the cold, clear waters of Norway

Norwegian Salmon Sushi Bowl
From the cold, clear waters of Norway

Roasted Norwegian Salmon with Rice Pilaf and Steamed Asparagus
From the cold, clear waters of Norway

Perfect Weeknight Salad with Norwegian Salmon
From the cold, clear waters of Norway

Pasta with Norwegian Salmon & Pesto
From the cold, clear waters of Norway

Pan-Fried Norwegian Salmon with Parmesan
From the cold, clear waters of Norway

Sweet Chili Noodles with Norwegian Salmon
From the cold, clear waters of Norway

Norwegian Salmon Sushi Bowl
Serving: 4 | Prep time: 45 minutes

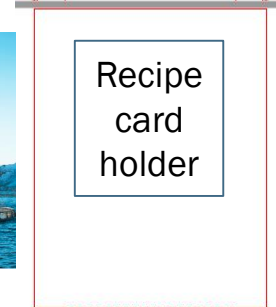
For more recipes and tips, visit fromnorway.com

Ingredients:

- 1/2 lb Norwegian Salmon
- to taste wasabi
- to taste soy sauce
- 1 lime, juiced
- 1 orange, juiced
- 1/2 pint radish sprouts
- 2 1/2 cups rice, cooked
- 1/2 cup mixed grains, cooked
- 1/2 oz pickled ginger
- 1 avocado, small diced
- 1 plum tomato, diced

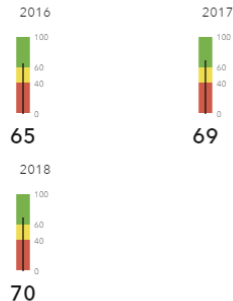
Directions:

- Mix wasabi, soy sauce, pickled ginger, lime and orange juice to your taste and place to the side.
- Slice Norwegian Salmon into bite-sized cubes and place to the side.
- Slice away the roots of the radish sprouts and cut them in half.
- Mix wasabi-orange juice mixture with the cooked rice and grains to taste; add to bowls.
- Place cubed Norwegian Salmon, ginger, avocado and tomatoes evenly across the top of each bowl, garnish with radish sprouts and serve.

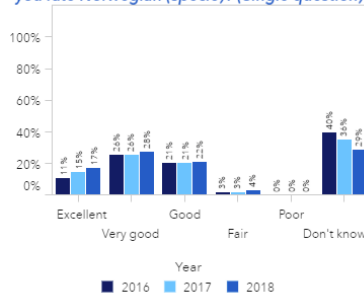


Trim index norsk sjømat

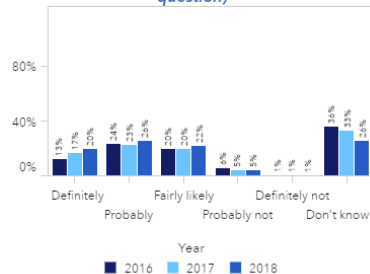
Reputation (TRI*M-index)



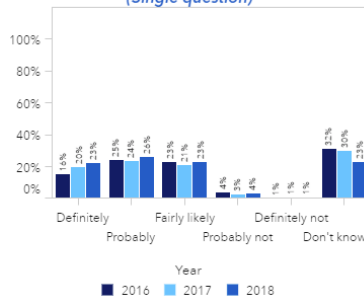
TRIM1: Based on your experience, how would you rate Norwegian (specie)? (Single question)



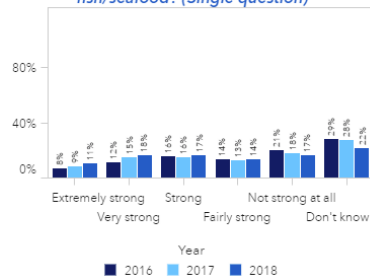
TRIM2: Based on your experience, how likely are you to recommend Norwegian (specie)? (Single question)



TRIM3: Based on your experience, how likely is it that you will buy Norwegian (specie) again? (Single question)

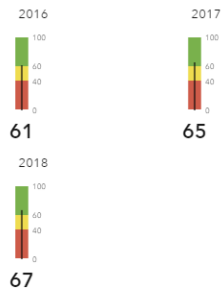


TRIM4: Given what you know about other fish/seafood, how strong is your preference for buying Norwegian (specie) instead of any other fish/seafood? (Single question)

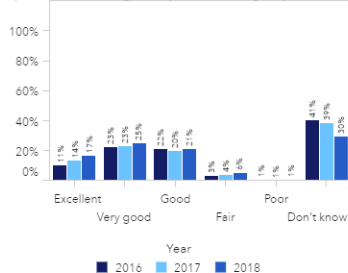


TRIM index norsk laks

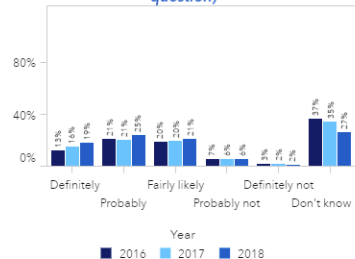
Reputation (TRIM-index)



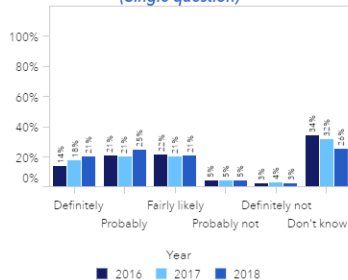
TRIM1: Based on your experience, how would you rate Norwegian (specie)? (Single question)



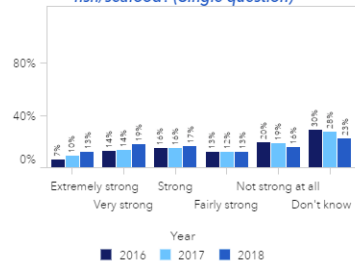
TRIM2: Based on your experience, how likely are you to recommend Norwegian (specie)? (Single question)



TRIM3: Based on your experience, how likely is it that you will buy Norwegian (specie) again? (Single question)



TRIM4: Given what you know about other fish/seafood, how strong is your preference for buying Norwegian (specie) instead of any other fish/seafood? (Single question)



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