

A dive into the global trade flow of Norwegian cod (and a tiny bit about salmon)

The future of Bacalao

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Value of Norwegian exports to Portugal 2017

3,2 billion NOK (-1,7 %)
344 million EURO (-2,1 %)



Salmon

782 million NOK (-4 %)



Cod

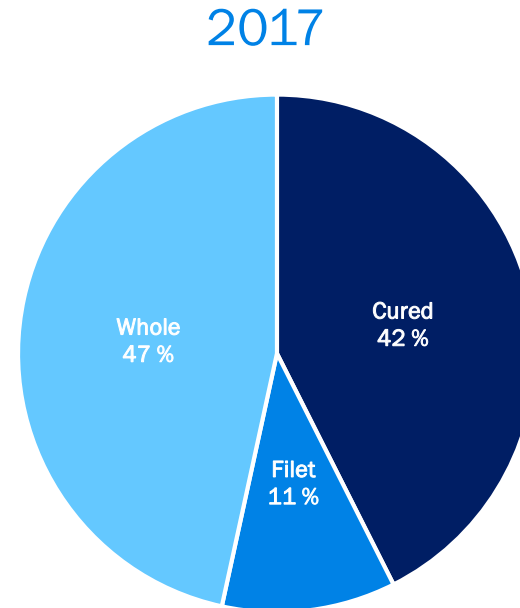
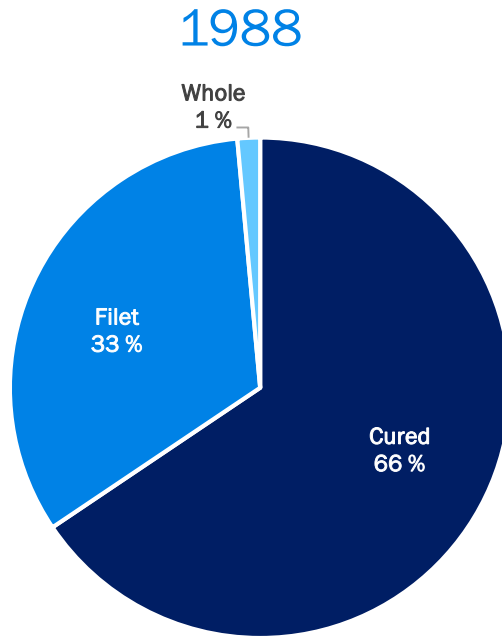
2,4 billion NOK (-2,6 %)



Saithe

16,7 million NOK (+118 %)

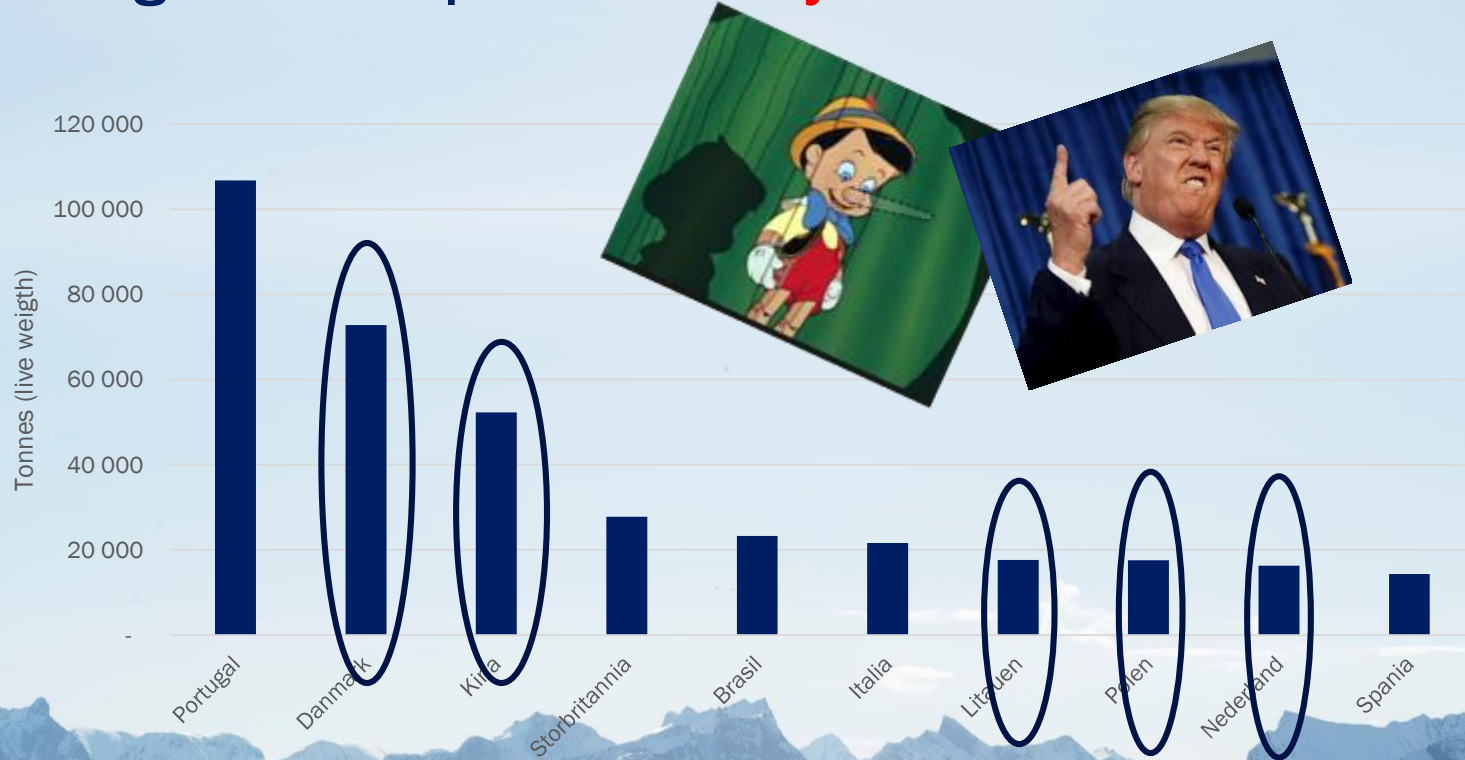
Product shares in total Norwegian cod exports



Norwegian exports of shares of live fish equivalent

NORWEGIAN SEAFOOD COUNCIL

Norwegian Cod exported **directly** to selected markets in 2016



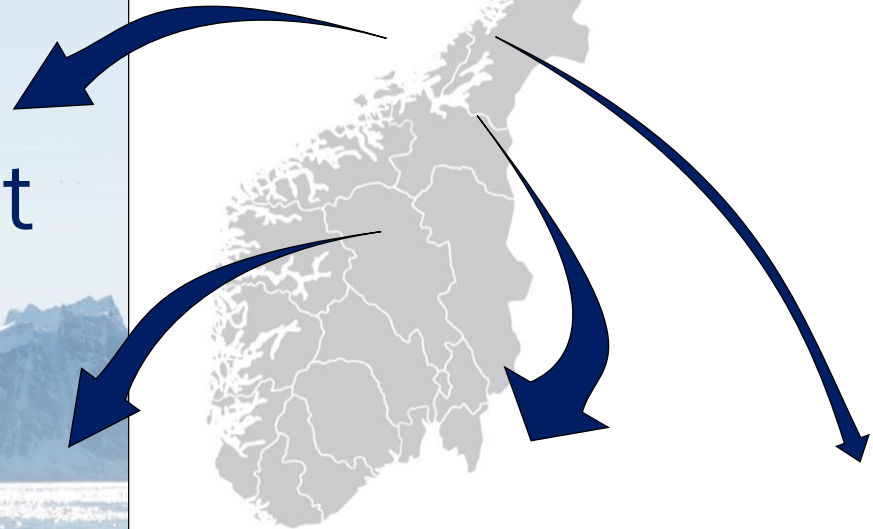
All numbers are live fish equivalent

08.02.2018

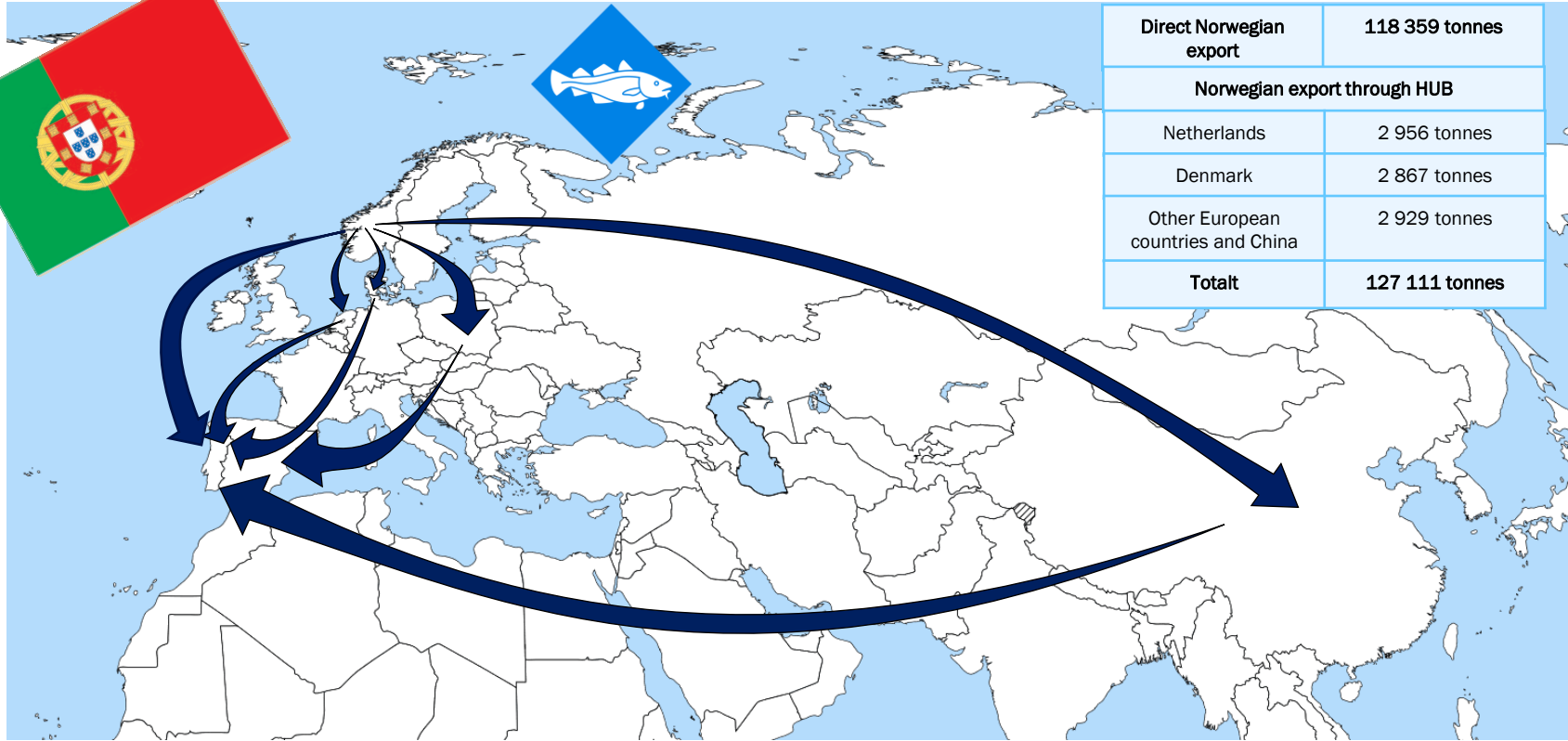
Trade flow analysis of most important Norwegian species

2016

Live fish equivalent

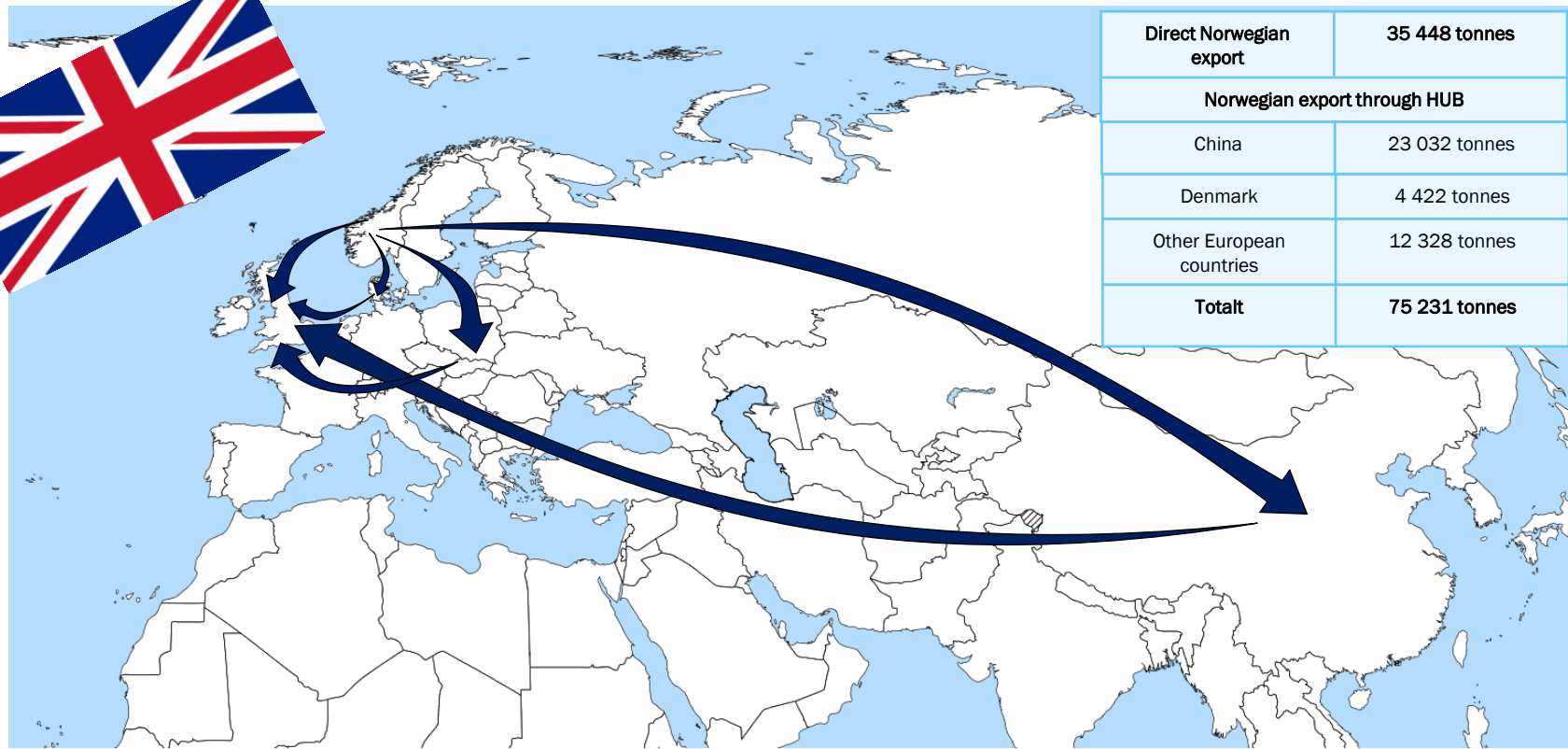
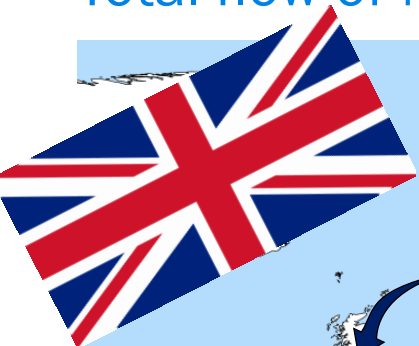


Total flow of Norwegian Cod to Portugal 2016



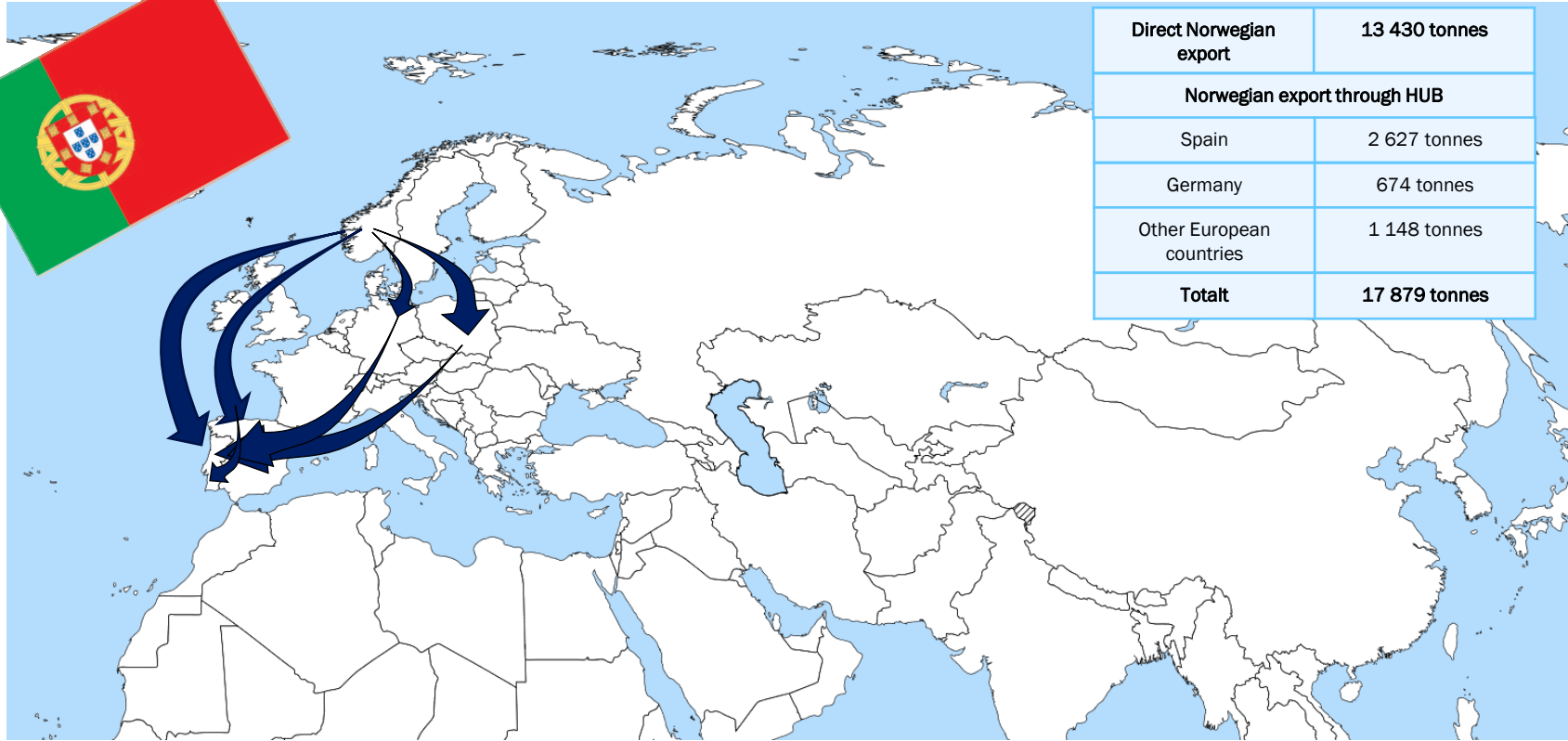
All numbers are live fish equivalent

Total flow of Norwegian Cod to the UK 2016



All numbers are live fish equivalent

Total flow of Norwegian Salmon to Portugal 2016



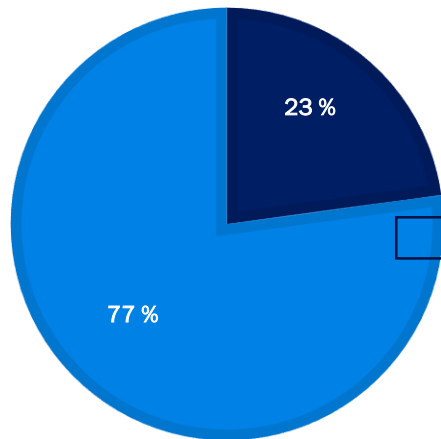
Direct Norwegian export	13 430 tonnes
Norwegian export through HUB	
Spain	2 627 tonnes
Germany	674 tonnes
Other European countries	1 148 tonnes
Totalt	17 879 tonnes

All numbers are live fish equivalent

Total input of Cod in Portugal – 193 869 tonnes

DISTRIBUTION OF TOTAL INPUT

■ Export from Portugal ■ Total consumption

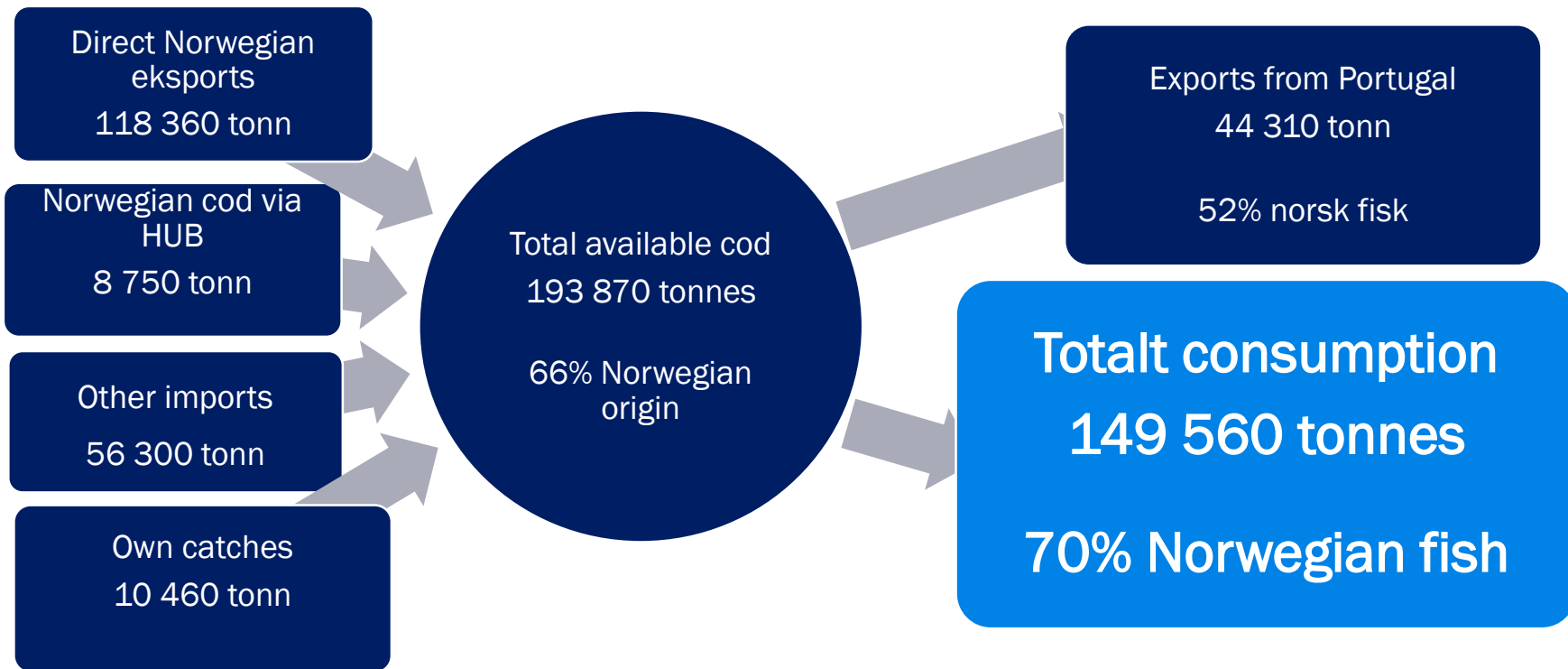


70% of total cod for consumption is Norwegian

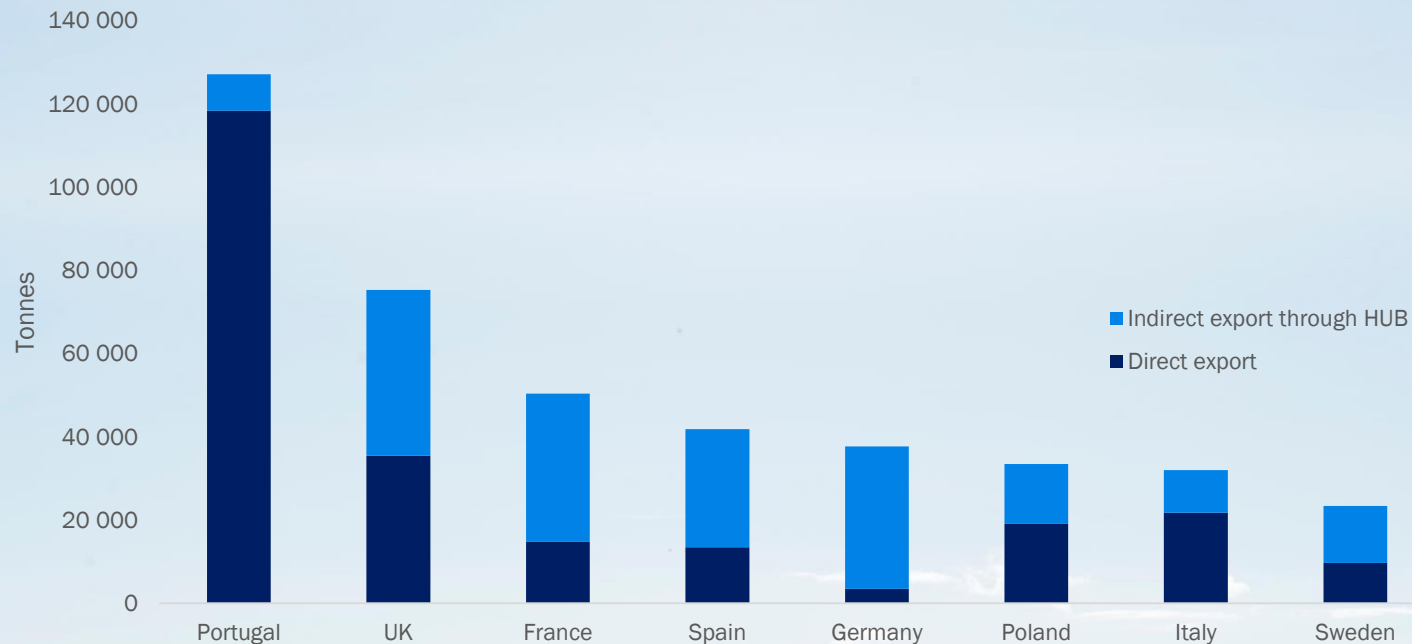


Total input = direct and indirect exports from Norway + Imports from other countries + own catch

Total Cod flow - Portugal



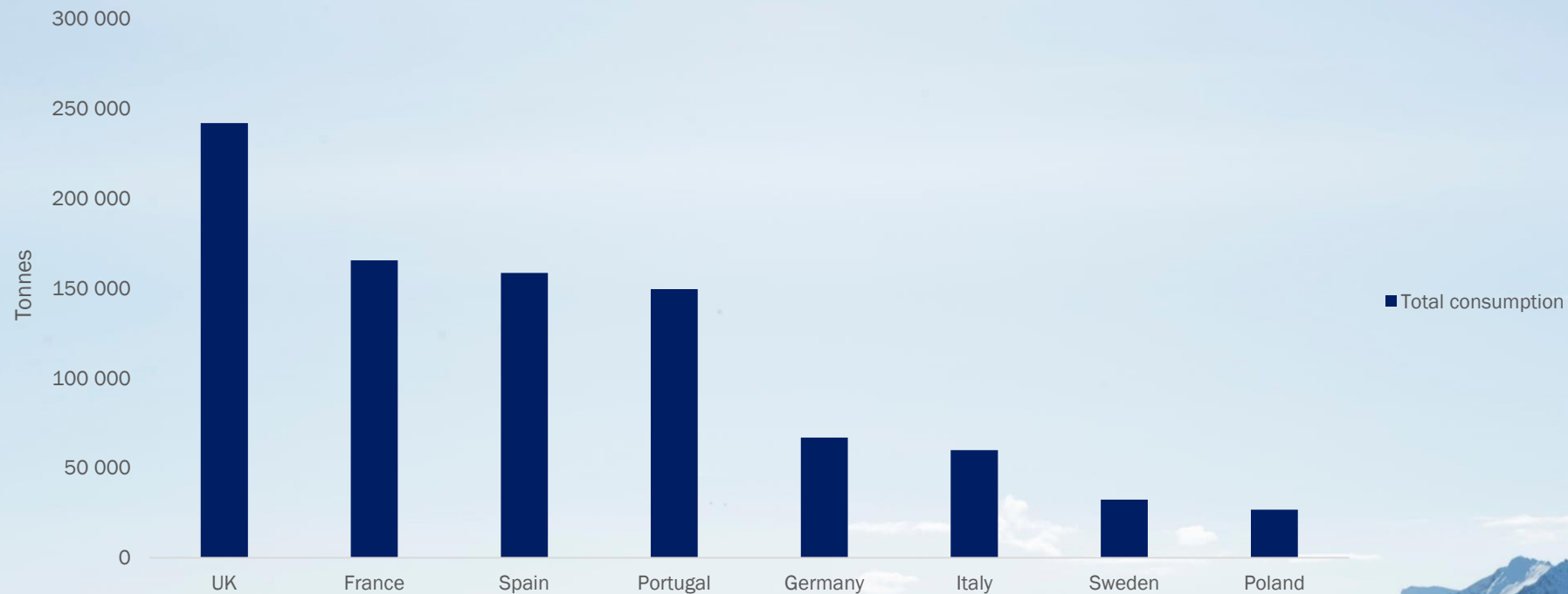
Norwegian Cod exported **directly** and **indirectly** to selected markets in 2016



All numbers are live fish equivalent

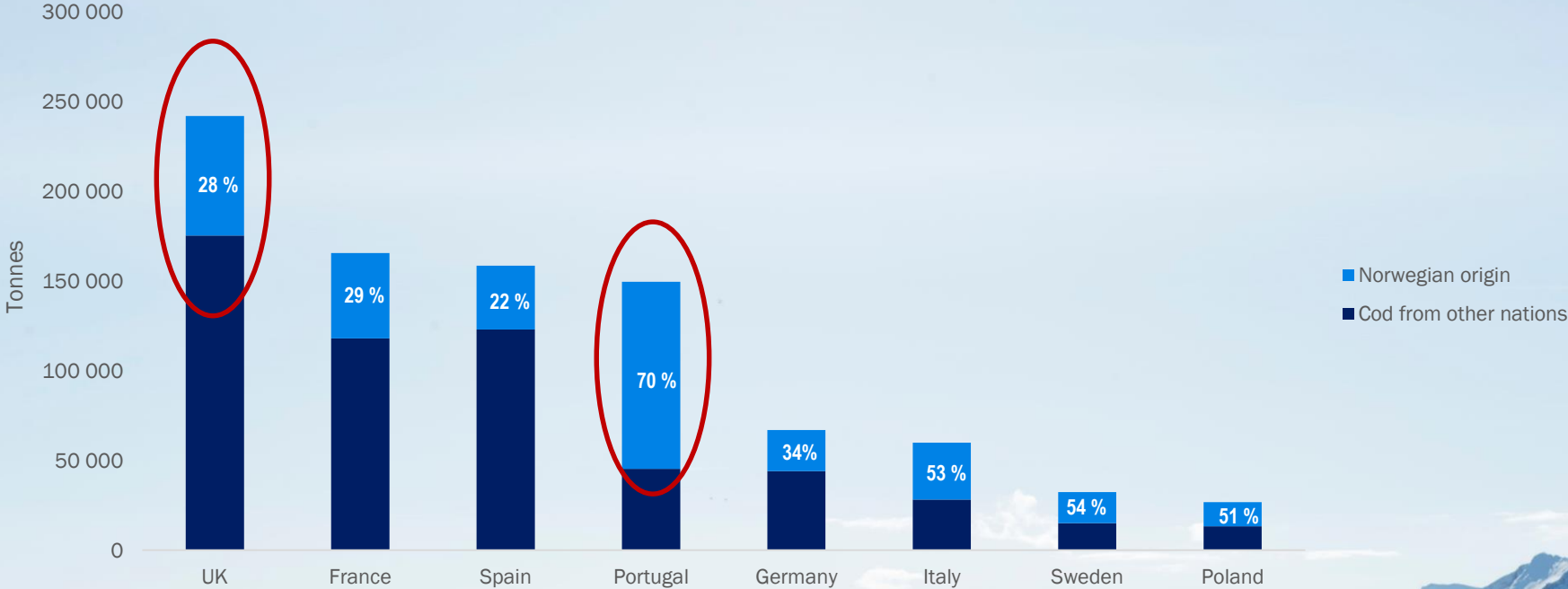
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Total Cod available for consumption in selected markets



All numbers are live fish equivalent

Norwegian share of the Cod available for consumption



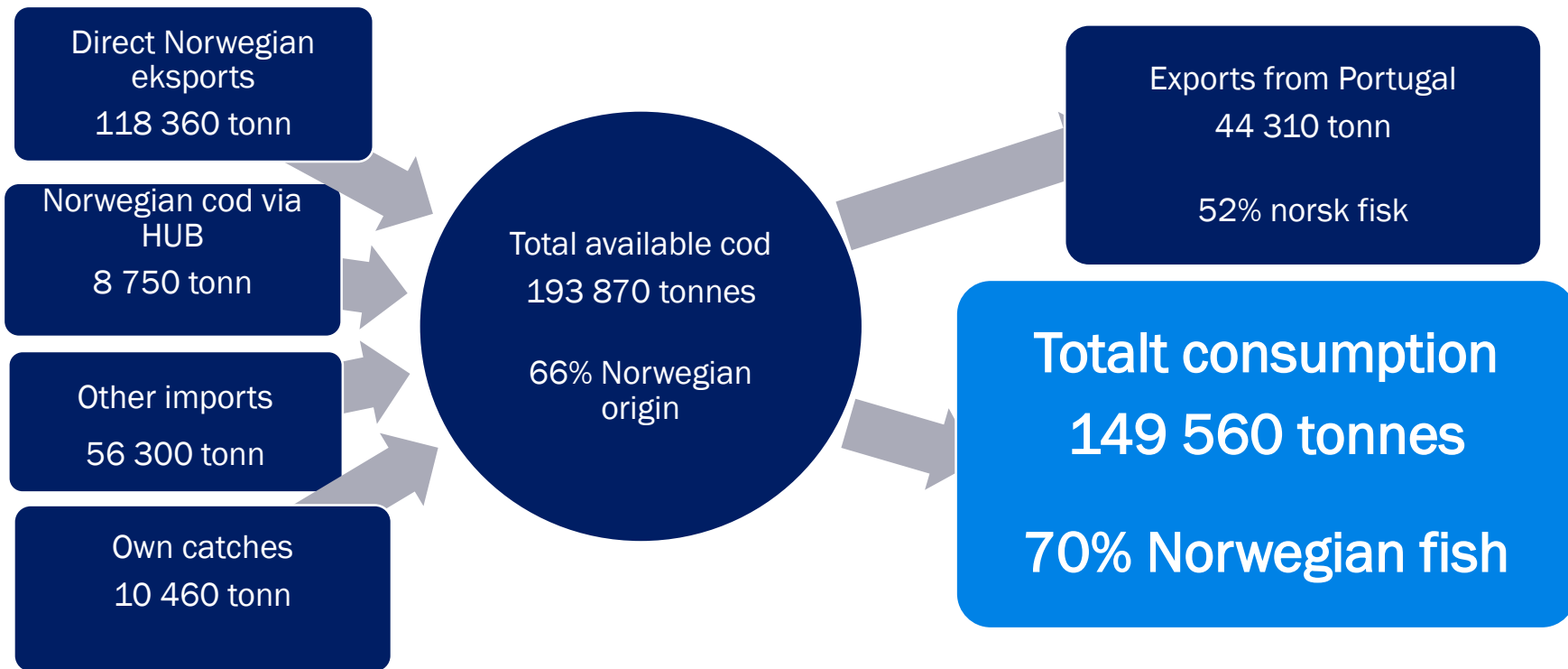
All numbers are live fish equivalent

Portuguese are #1 consumers of Norwegian cod



All numbers are live fish equivalent

Total Cod flow - Portugal



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Thank you!