

NORWEGIAN COD
**THE TASTE
OF NORWAY**



FISH
FOR
LIFE

**In Norway, fishing isn't an industry,
it's a way of life.**

Because the sea is such an important part of our lives, we go to extraordinary lengths to ensure it will always sustain future generations. And combined with a thousand years of fishing heritage, it makes for a very special level of quality that shines through in the unique taste of the Norwegian Cod and other fish that emerge from the clear, cold waters of Norway.

**There is no doubt. You can eat Norwegian
Cod with a clear conscience.**



**HOME TO MORE
THAN 200
DIFFERENT
SPECIES OF FISH
AND SHELLFISH**

DISCOVER WHITE GOLD

Norway is blessed, quite simply, with the largest Cod stock in the world



- Cod is economically the most important marine fish in Norway. Which is why we call it white gold
- Cod loves Norway's rough, cold waters and strong currents that keep the water supremely clean
- Cod is versatile in the extreme, and the world keeps finding new ways to use this precious resource
- Cod fishery is at its most intense between January and April. This is the time of the year the cod comes in to the coastal areas which are easily accessible for smaller boats. Bigger boats do most of their fishing for cod in the Barents Sea further north
- The abundance of Cod has been a profound influence on the rise of settlements in our coastal areas
- Norway's pristine coastal waters are home to more than 200 different species of fish and shellfish
- During mating season, by using special muscles that cause the swim bladder to vibrate, the male Cod makes sounds to attract females

In a typical year the Norwegian Cod catch is made up of about:

- 30% Trawling
- 30% Gill net
- 15% Longline
- 15% Danish seine
- 10% Hand line

A COUNTRY DEFINED BY THE SEA


Norway's coastline is longer than the equator when fjords and islands are included

And Norway's marine areas are seven times the size of the land mass, making Norway the thirteenth biggest nation in the world.

But because the waters are teeming with Cod and our fishermen know

how to marry generations of fishing experience with the latest technology, when they set sail at dawn, they return the same day, their holds filled with Cod of the highest quality as fresh as can be.





FISHERMEN
WHO SAIL AT
DAWN RETURN
THE SAME DAY

NORWAY IS
BLESSED WITH
**THE LARGEST
COD STOCK IN
THE WORLD**



NORWEGIAN COD

ALLOW US TO INTRODUCE YOU

Of all the saltwater fish around Norway, Cod is the most abundant

Recognising Norwegian Cod

There's no mistaking this regal fish:

- Look for the elongated, stout body
- The curving white sideline
- A distinctive beard thread under the chin

What colour should Cod be?

A Cod's colour depends on where the it lives:

- Cod found in shallow water is reddish, brown or olive green with darker spots
- Cod that live at greater depths are lighter and often greyish in color

Where does Cod Live?

Cod is an adaptable and versatile fish:

- Cod is primarily a 'demersal' fish, meaning that it lives near the bottom of the sea
- It can also thrive near the surface or in middle depth waters of the ocean: the 'pelagic zone'
- Stationary Cod lives near the seabed of shallower waters while the migratory Cod migrates over large areas and thrive better closer to the surface

What do Cod eat?

Cod finds its food intake in the free-flowing ocean waters and on the seabed it lives on-its own diet of delicious Norwegian seafood:

- Herring, capelin and gobies are among the Cod's main sources of food
- They also like grayfish, bristle worms, brittle stars and basket stars, and mussels

What size are Cod?

- Cod can live up to 40 years growing to 200 cm and up to 60 kilos (6'6" and 132lbs)

No.1

Cod is economically the most important marine fish in Norway.

Fishing Time

The cod fishery is at its most intense between January and April. The Barents Sea and coastal areas are the focus for the first half of the year. Later, fishing moves to the Polar front, like the Bear Island-Hopen area.



SKREI® – THE NORWEGIAN MIRACLE

In the early months of each year in Norway, something extraordinary happens

The millions of migrating Skrei® undertake their annual journey from the Barents Sea, travelling thousands of miles back to their spawning ground along the northern part of the Norwegian coast.

SKREI TAKES
ITS NAME FROM
“Å SKRIDA”
MEANING
‘TO MIGRATE’

What is Skrei®?

- Skrei® is a special type of the seasonal Norwegian Cod
- Only the very best of this migrating Cod will meet the strict criteria to become quality graded Skrei®
- Skrei® is a speciality product only available from January to April. It's a rare and special culinary delicacy

What makes Skrei Special?

- Skrei® takes its name from the Old Norse verb “å skrida” meaning to migrate or move onwards
- Migrating over vast distances, the flesh of these powerhouse fish becomes exceptionally firm, white and supple
- Skrei® is a lean and tasty fish, of the highest quality
- Cod can only be labelled Skrei® if it meets strict time and storage requirements all the way from the sea to the table

Is Skrei® Sustainable?

- Skrei® is completely sustainable
- Careful fisheries management ensures that only 10% of this amorous fish are caught each year

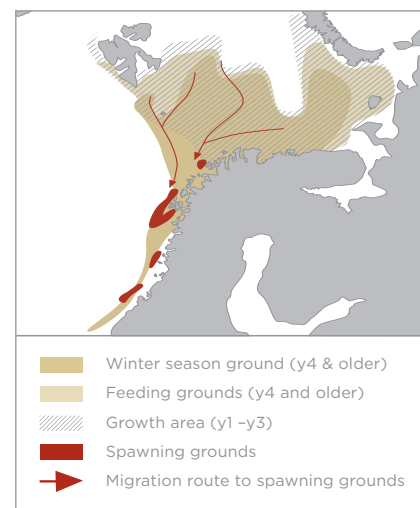
How do I know if my Cod is Skrei®?

- Skrei® is the official mark of quality of this treasure of the sea

Is Skrei good to cook with?

Virtually every part of the Skrei® creates a culinary delight

- As well as firm, white meat, the Skrei® yields rich roe
- Skrei® liver, stomach, tongue and even jaw are considered delicacies



Skrei® is only available along the Norwegian coast. But there's no secret that the best spawning grounds are outside of Lofoten and Vesterålen

For Love

Every winter, millions of cod swim to the coast of Norway, ready to return to their birthplace to spawn, earning this amorous fish the title 'fish of love'.

DRYING CREATES
**AN INTENSE
CONCENTRATION**
OF PROTEINS,
VITAMINS, IRON
AND CALCIUM



STOCKFISH

THE PRESERVATION

OF PERFECTION

The time of year when Skrei® come to shore is, by happy coincidence, ideal for hanging and drying the cod to create the delicacy known as Stockfish

A Special Technique

The Cod are gutted and immediately dried whole or split along the back. After three months outside, the Cod matures indoor in a dry and airy environment, for about 4-12 months. Perfect drying takes a delicate balance of wind, rain, sun and temperatures just above 0° C. Traditionally the drying or hanging period in southern parts of Norway is from early March to the middle of April, and in the northern part of Norway until May.

An Ancient Traditional Art

Drying is an ancient secret of preserving fish dating back a thousand years. Stockfish was exported from Norway before the Viking Era and formed an important part of the Viking's life. Stockfish financed Viking expeditions and made their conquests possible. Stockfish keeps virtually forever – so Vikings were able to bring Cod to the world.

A Healthy Delicious Food

Drying not only preserves the fish but creates an intense concentration of flavour, as well as of proteins, vitamins, iron and calcium. No other food product is comparable. The nutritional value of one kilo of Stockfish is the same as approximately five kilos of fresh fish. Perhaps this is why Stockfish is highly valued around the world, especially in Portugal and Italy.



THERE'S
LITERALLY 1000s
OF WAYS TO
ENJOY BACALAO

CLIPFISH **PREPARED FOR ENDLESS POSSIBILITIES**

Transforming Cod, Saithe, Ling or Tusk into Clipfish is a slow 3-6 month process



Modern Techniques for a traditional Food

In Clipfish, all the nutrients remain making it an excellent choice of food. The fish is gutted, cleaned, washed and skinned fish are flattened out and stacked. Layers of salt between each fish aid the maturing process over 2-3 weeks. Today the salted fish is then left to dry indoors in special hot air dryers from February to April. However in times gone by it would have been left on the rock to dry naturally.

Popular from the North Sea to the South Atlantic

In many countries Clipfish is known as Bacalao and has been an important part of Mediterranean, South America, Caribbean and West Africa cuisines for centuries and they all put their own personal culinary concept to these dishes. There's literally 1000s of ways to enjoy Clipfish.

It is the most outstanding option in markets such as Italy, Spain, Portugal and Brazil.



FISH ARE
PRODUCED
AND **FROZEN**
TO BELOW **-20° C**
WITHIN HOURS

FRESH - FROM THE OCEAN TO **THE KITCHEN**

Cod deserves to arrive in perfect condition - and for Norway's fishermen, freshness is everything



A Sophisticated Fleet

Since the first Norwegian factory trawler fleet sailed in 1962, onboard processing and freezing facilities have constantly improved. Today's sophisticated vessels can stay at sea for weeks at a time, yet still deliver outstanding Cod fillets in a modern and sustainable way.

As we said, freshness is everything.

High Standards Equals High Quality Fish

- The highest standards are set for all onboard products from headed/gutted frozen fish and block products to ready to eat interleaved fillets.
- Production on every vessel must reach the highest standards of The Norwegian Food Safety Authority
- All production is carried out in strict accordance with Hazard Analysis Critical Control Point (HACCP) systems
- Fish are prepared and frozen to below -20°C within hours

**PROTEIN IS THE
SOURCE OF 96%
OF THE ENERGY
IN A COD MEAL**



OUR COD GOOD IN EVERY WAY

Cod is one of the healthiest and most widely-loved fish in the world

It's not just delicious, it's an excellent source of protein and rich in vitamin B12 and selenium. This lean fish will only contain up to 3% fat and almost no carbohydrates at all. A meal-sized portion of cod (about 150g) will naturally deliver the recommended daily intake of the vital omega 3 fatty acid. Cod is also an important source of iodine, which helps to regulate the body's metabolism.

Omega 3 can speed up blood circulation, increase concentration – and even put you in a better mood.

THESE AREN'T OUR FISH WE'RE JUST LOOKING AFTER THEM

From managing to monitoring, our fishing industry is built on long-term thinking;

For the sake of future generations, Norway's fishing industry is rigorously managed through quotas and concessions. The Directorate of Fisheries, the Coast Guard and the sales associations share the responsibility of ensuring that fishing in waters under the jurisdiction of Norway is carried out as it should be. As a result of this strict management:

- Norway is the world leader in adopting measures to reduce discards of fish
- Illegal, Unreported and Unregulated fishing for Cod is virtually zero.
- We have stringent control both on land and at sea for both foreign and Norwegian vessels
- There is strict enforcement of rules regarding fishing gear

This level of control is time-consuming and challenging.
But Norway's fishing industry deserves nothing less.

**NORWAY IS A
WORLD LEADER
IN ADOPTING
MEASURES TO
REDUCE DISCARDS
OF FISH**



STAKEHOLDERS
ALL SHARE
IN THE **DECISION-**
MAKING PROCESS



WHATEVER THE WEATHER THERE'LL BE NO ROUGH RIDES AHEAD

The frameworks that control Norway's fishing industry are the bedrock of a predictable, stable and sustainable future

Norway creates value through sustainable use of resources and goods in the Barents Sea while maintaining the structure, principle of operation and productivity of the ecosystems.

The amount of fish that can be harvested from a given stock is internationally determined. The International Council of the Exploration of the Sea (ICES), the Institute of Marine Research (IMR) and other research institutions provide recommendations that

guide negotiations that form the basis for the domestic regulation process. The Directorate of Fisheries' proposals include:

- Size of by-catch
- Criteria's for participating in various fisheries
- Technical regulations
- When to start and stop the fishing

Fishermen's associations, the fishing industries, trade unions, the Sami Parliament, local authorities,

environmental organizations and other stakeholders all share in the decision-making process.

Based on this wealth of insight and information, the Ministry of Fisheries and Coastal Affairs defines quotas and sets out the technical regulations for how the fishing should be conducted year after year, ensuring predictability and stability far into the future.





SUSTAINABILITY IS EVERYTHING

Norway's unique body of knowledge and expertise constitutes one of the largest research and development communities for fishery and seafood in the world



NORWAY PUTS SUSTAINABILITY AT THE HEART OF EVERYTHING IT DOES

It is critical that the resources in the sea can be sustained at a viable level, biologically and economically. Norway takes a holistic approach to fisheries management, putting sustainability at the heart of everything it does.

This intense focus on the future places Norway as a world leader caring for the resources in the sea and harvesting them in a sustainable way.

Norway puts immense effort into sustainable management, to make sure that the fishing industry continues to thrive. As a result, Norwegian Cod stocks are in vibrant good health. To keep them that way, the stock is managed to long term sustainability principles.

Through Ecosystem-based Management, the totality of the marine environment is embraced,

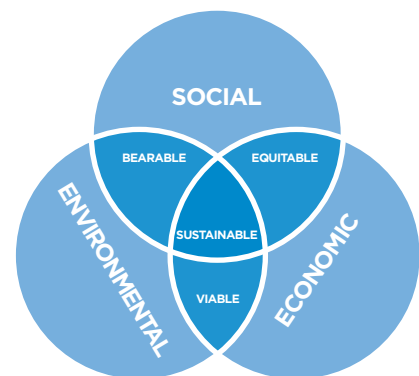
respecting the subtle ways in which different species interact. In assessing Cod populations, a clear margin for error is built into population assessments, to make certain that the over-exploitation of Cod is never a possibility.

MSC is an international organization that has developed standards for sustainable fishing and seafood traceability.

- All Norwegian Cod is certified as sustainable according to MSC standards for sustainably managed fisheries
- All of the biggest fisheries in Norway are approved by MSC
- The standards include everything from the size of the fish stock to fishing methods
- There are strict requirements for the management of the stocks that are certified

Sustainable management is:

“development that meets the needs of the present without compromising the ability of future generations to meet their own needs”



NORWAY'S
SEAFOOD
MUST MEET
**THE HIGHEST
STANDARDS
OF SAFETY**



NORWEGIAN SEAFOOD IS NO WORRY SEAFOOD

As the second largest seafood exporter in the world, food safety is at the top of Norway's agenda, and at the heart of all we do

Norway's seafood must meet the highest standards of safety, in every way. The Norwegian system is founded both on international standards and on the stringent national system of monitoring and inspections. Food legislation in Norway works in harmony with EU Food Law, defining quality standards for food production including traceability.

The Ministry for Fisheries and Coastal Affairs has overall responsibility for the fisheries and aquaculture industries, seafood safety, fish health and welfare, harbours, infrastructure for sea transport and emergency preparedness for pollution incidents.

The Norwegian Food Safety Authority is the Ministry's supervision and monitoring body for seafood safety and the health and welfare of fish and seafood. The Authority is essential to the implementation of the Ministry of Fisheries and Coastal Affairs objectives as they pertain to seafood safety.



LOOK FOR THE SIGN OF QUALITY

Wherever you see our badge you know the produce has been through rigorous quality control all the way from the ocean

Export regulations

The export of fish and fish products is regulated in Norway by the Fish Export Act. All exporters require a license. The Norwegian Seafood Council is responsible for the approval and registration of exporters.

Distribution

With around 500 exporters of seafood and products distributed in over 130 countries, Norway plays a key role in the international seafood market.

The main markets for Cod include:

- Brazil
- Portugal
- Italy
- Spain
- France
- Germany
- Sweden
- Norway

Quality Labelling

Quality labels exist to endorse the consistent high quality of Norwegian seafood products, and to signal the extreme high standards that labelled produce has had to meet.

Norwegian Seafood can be identified in many markets by the “Norge” logo and the Visual Identity, reflecting the quality and values associated with Seafood from Norway (“Norge” is the Norwegian word for Norway).



Norwegian Cod is Quality Cod

Always as fresh as it can be
Carefully Handled
Yields Large fillets
Flakes perfectly

Nourishing
Unique quality taste
Frozen within hours
Transported within hours

NORWEGIAN
SEAFOOD CAN BE
IDENTIFIED IN MANY
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THE END OF THE JOURNEY SUPERB FOOD EXCITING DINING

01 Clipfish with carrots and bacon

Ingredients:

Serves 4

500g Norwegian Clipfish,
soaked and desalted
6 slices of bacon
4 carrots
1 1/2 cup whipping cream
4 tbsp parsley, fresh
Salt and pepper

Preparation method:

Boil one big saucepan of salted water for the clipfish and a smaller one for the carrots.

Cut the clipfish into serving pieces and let them sit in unsalted water for approximately 6 minutes.

In a hot pan, fry the bacon in butter until they are crispy.

Clean the carrots and cut them into small pieces. Boil them in water with some salt and make al dente.

Pour out most of the water and add the cream. Cook until the sauce thickens.

Season with salt and pepper and stir in chopped parsley.

Serve the clipfish with carrots and bacon. Garnish with some fresh parsley.

02 Cod burger “Norway Supreme”

Ingredients:

Serves 4

600g Norwegian cod fillets
2 carrots
1/4 celeriac
1 slice of turnip
3 tbsp canola oil
2 tbsp butter
1 tomato
1 onion
1 baked potato
Salt and pepper

Curry Mayonnaise:
1 cup of mayonnaise
2 tbsp curry powder

4 buns
4 leaves of romaine lettuce

Preparation method:

Preheat the oven to 200 degrees.

Cut the vegetables in strips. Place the vegetables on a baking sheet, drizzle over some canola oil and add some salt and pepper.

Bake in the oven until the vegetables are crispy.

Mix the ingredients for the curry mayonnaise. Keep it cold while waiting.

Cut the cod into serving pieces and fry in butter approximately 3-4 minutes on each side. Heat up the buns in the oven.

Place the cod on the bottom half of the bun, then add your tomatoes and onions, and spread the curry mayonnaise on the top half of the bun. Serve the burger with vegetables.

03 Skrei® fillet with mustard sauce, fettuccini & bacon cubes

Ingredients:

Serves 6

6 Norwegian Skrei® fillets
500g fettuccini
150g bacon cubes
100g thick cream
3 tablespoons Dijon mustard
1 glass white wine
1 shallot
1/4 of a bunch of chives
30ml olive oil
10g rock salt

Preparation method:

Boil a big saucepan of salted water (10g of rock salt per litre of water).

Peel and thinly dice the shallot.

In a hot pan, fry the bacon cubes, leave them to one side when done.

In the same pan, add a drop of olive oil and sweat the shallot with a small pinch of salt.

Deglaze the pan with the white wine, and reduce until it is almost dry.

Add the Dijon mustard and thick cream. Mix together, season with pepper and cook gently for 5 minutes.

Pour the pasta into boiling water and cook al dente. Strain and leave.

In a frying pan, with 2 tablespoons of olive oil, cook the Skrei® fillets for 3 minutes on each side. Season with salt and pepper.

Add the fettuccini to the hot cream and heat through for 1 minute.

Place on plates and add the bacon cubes and the Skrei® fillet portions. Garnish with some fresh chives.

02



03







04 Stockfish Mantecato

Ingredients:

Serves 4

250g Norwegian stockfish, soaked
1 cup of milk
1 clove of garlic
3 tbsp olive oil
3 tbsp whipping cream
1/4 lemon, squeezed
1 tbsp parsley, fresh
4 slices of white bread
Tomatoes

Preparation method:

Cook the stockfish in milk with chopped garlic until it is tender. Remove the stockfish from the milk. Use a hand whisk or a food processor to grind the clipfish. Add oil and whipping cream, a little bit at the time, until you have a nice puree. Start with the smallest amount of oil and cream and add more while the machine is running. Let the machine run for at least 20 minutes.

Season with salt, pepper, and lemon juice. Stir in parsley just before serving.

Serve the mantecato on top of small pieces of bread. Garnish with some sliced tomatoes. This is perfect as a starter.

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