

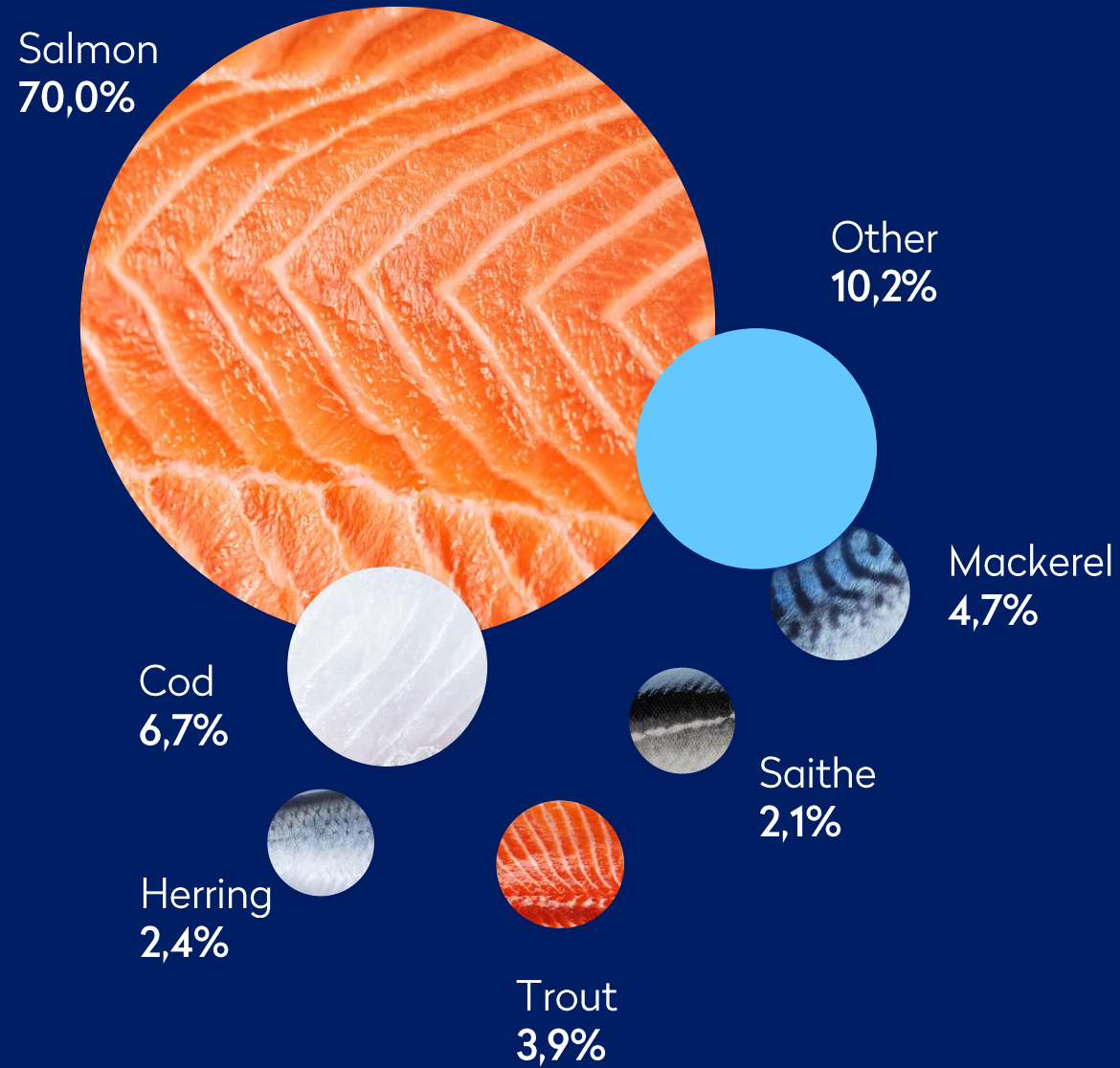
The background of the slide is a photograph of two rows of salmon sashimi. The sashimi is cut into thin, uniform slices, showing a vibrant orange-pink color with white marbling. It is arranged in two neat rows, one above the other, resting on a bed of crushed ice. The ice is dark blue and translucent. The overall lighting is soft, highlighting the texture of the fish and the ice.

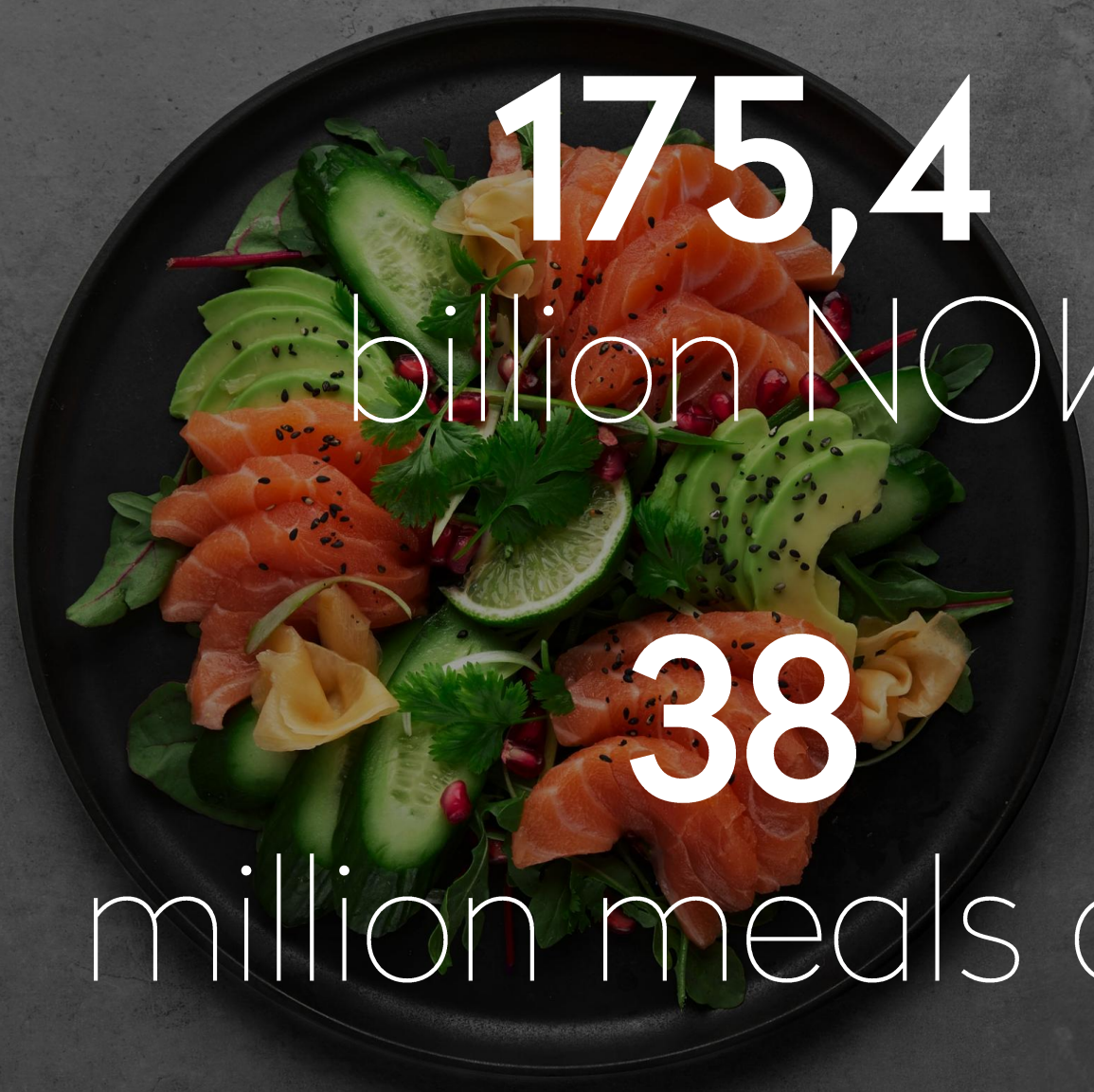
Feeding the world in turbulent times

Christian Chrømer | CEO, Norwegian Seafood Council



Value of Norwegian
seafood per species
2024



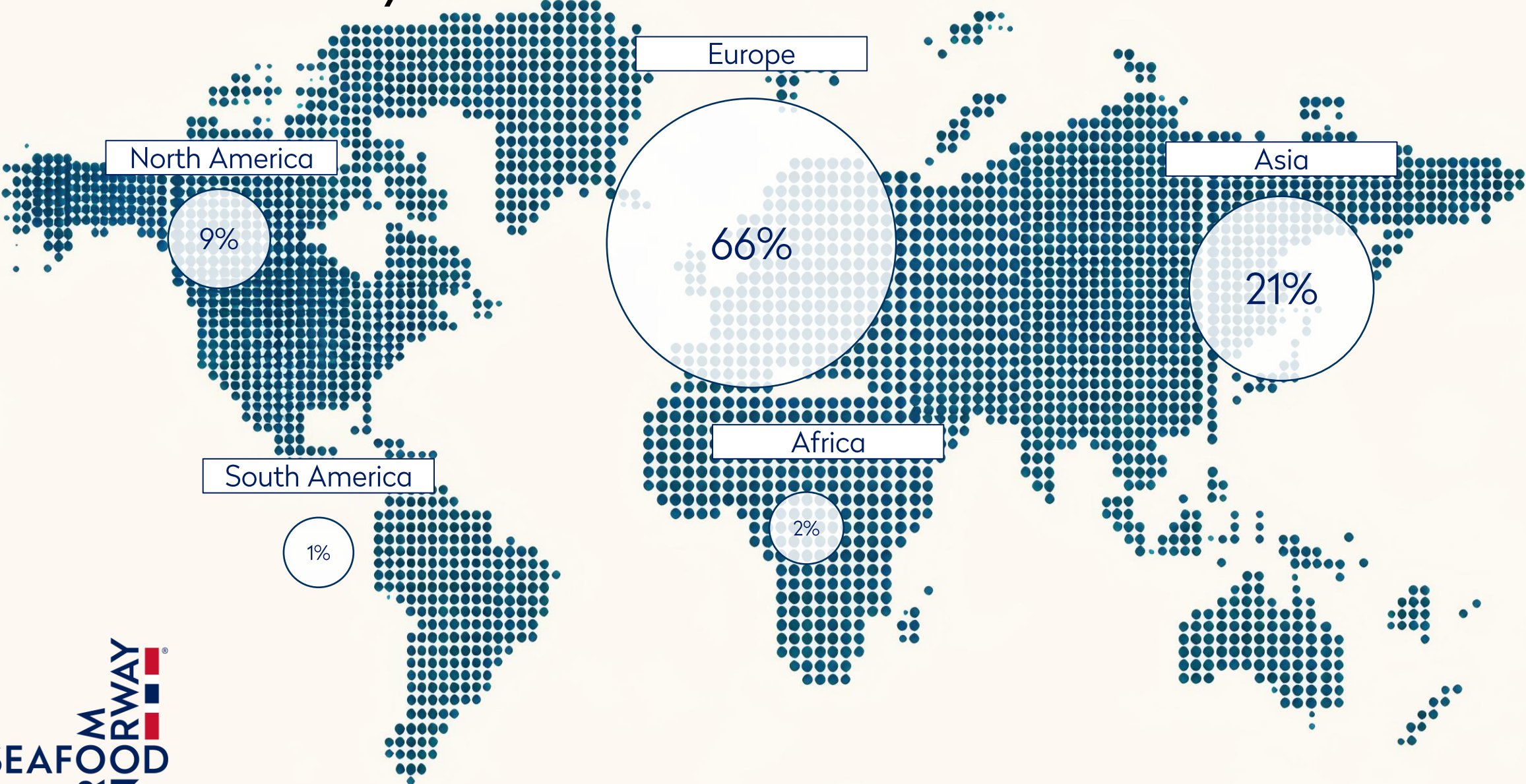


175,4
billion NOK

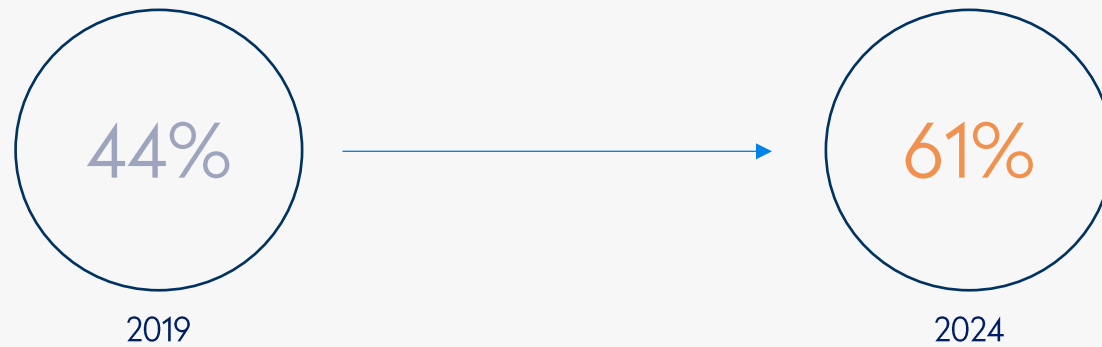
38
million meals daily



Total value from Norway





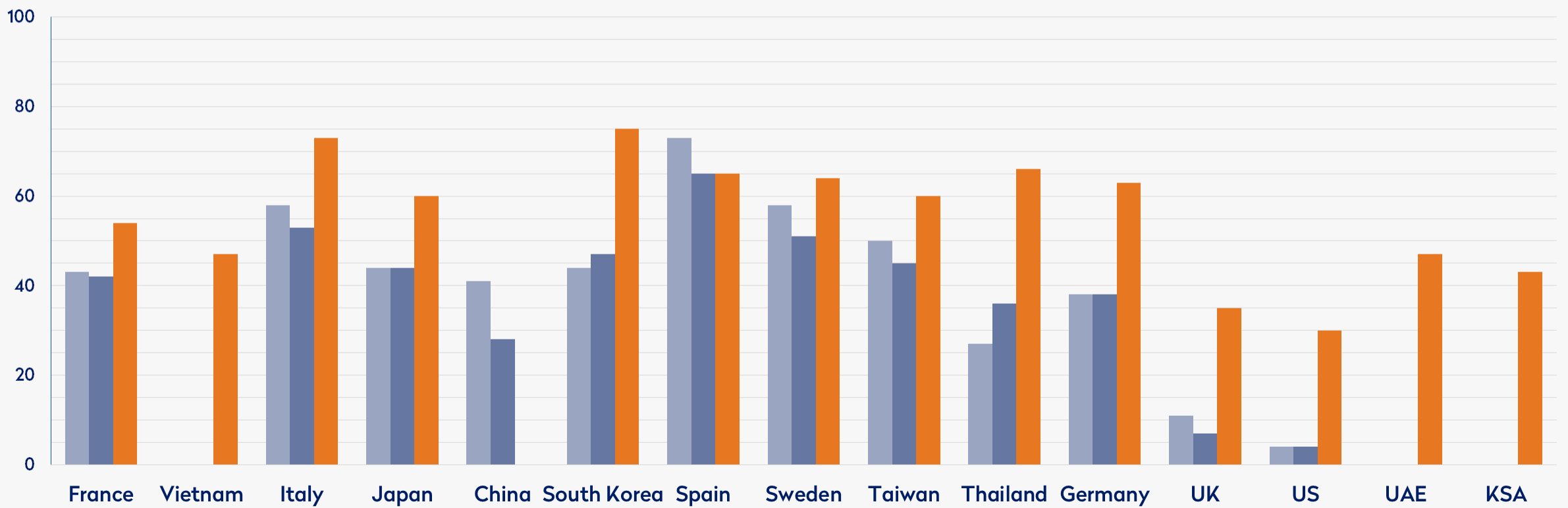


Question

From which countries of origin do you prefer to buy salmon from?

Preference- Norwegian salmon

2019 2020 2024

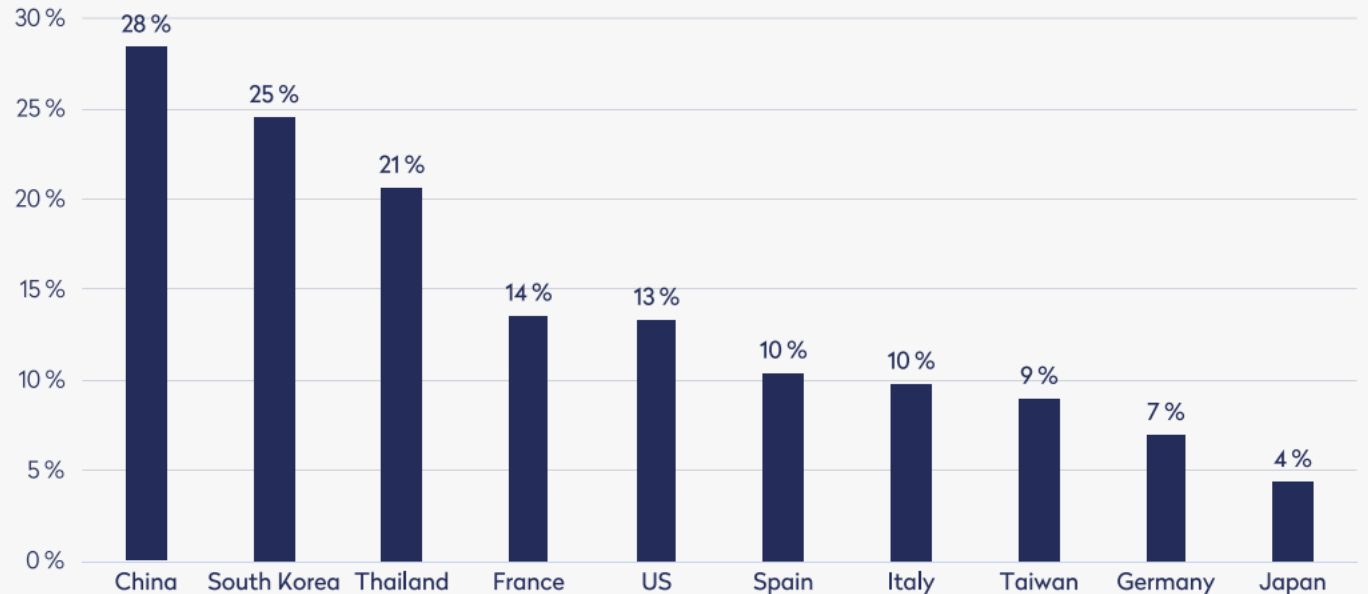


Changing habits and consistent mega trends

- Online shopping and take away
- Increased home consumption
- Health
- Convenience
- Indulgence
- Sustainability
- Reduced salt, sugar, fat and processed food

FREQUENCY OF PURCHASING SALMON ONLINE

E-COMMERCE WEBSITES OR MOBILE APPS - SHARE ANSWERING QUITE OFTEN/VERY OFTEN





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A photograph of a family from behind, standing in a grocery store aisle. A woman with long blonde hair, wearing a blue t-shirt, is on the right. A young girl with long blonde hair, wearing a striped shirt, is in the center. A young boy is partially visible on the left. They are looking at shelves stocked with various products, including bottles of milk. The text 'Hungry and confused: The winding road to conscious eating' is overlaid in white serif font.

Hungry and confused: The winding road to conscious eating

October 5, 2022 | Article



Geopolitics and market access for seafood

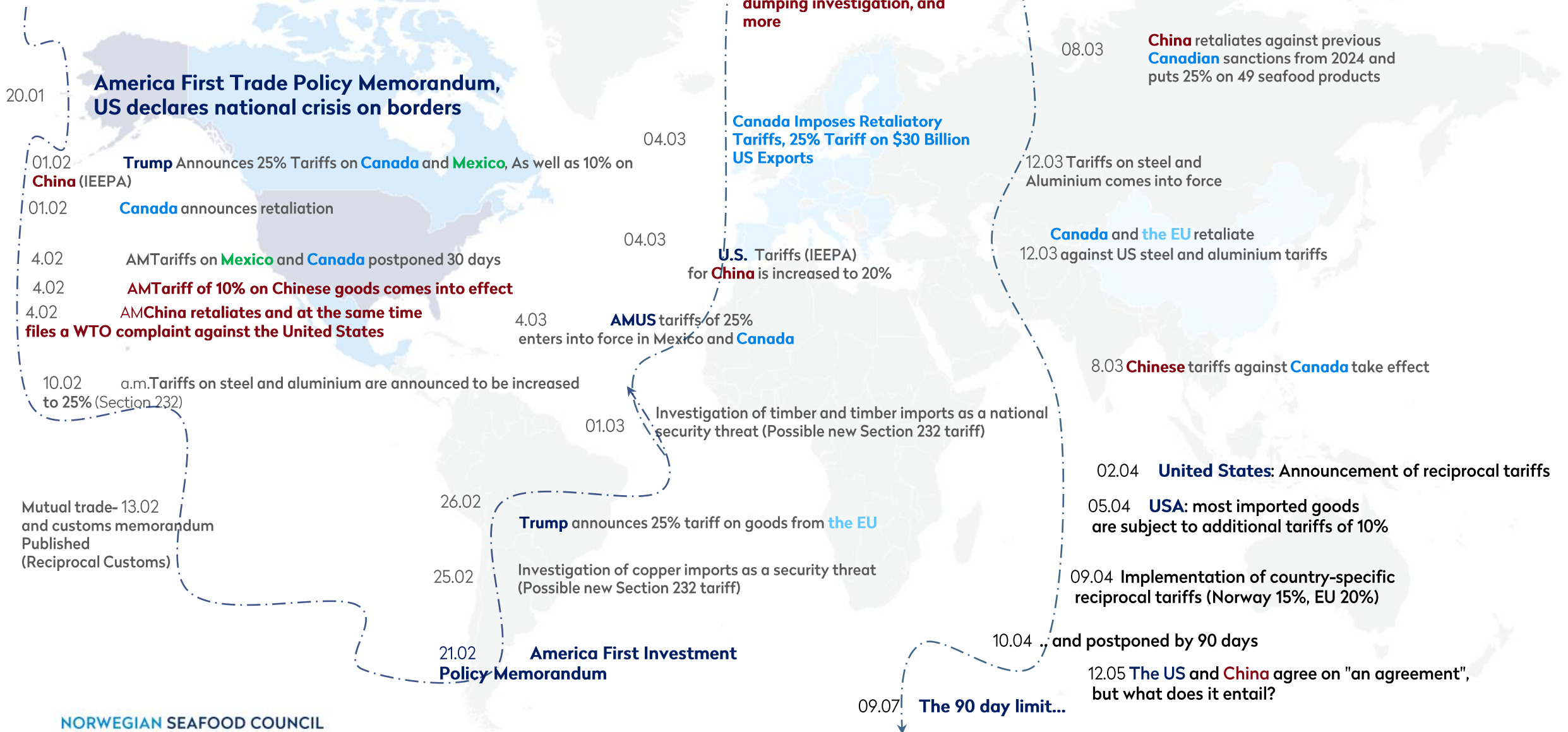
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 10. Mexican standoff

Red herrings

TOP RISKS 2025

Trump, tariffs and seafood

2025 with Trump - so far



US, China agree to slash tariffs by 115% in boost to seafood trade

The US and China agreed Monday (May 12) to a temporary 90-day reduction in reciprocal tariffs that could significantly ease costs for seafood importers and exporters trading between the world's two largest economies

By [Louis Harkell](#) | May 12, 2025 09:07 BST



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Frozen pollock fillets only major US seafood product left off EU's latest €95bn tariffs list



How to deal with a more uncertain world

- Prepare for more “strategic uncertainty”
- Build a consistent brand and sourcing story based on Norwegian seafood
- Create long term strategic partnership
- Share information, mitigate uncertainty, prepare for quick change
- Use NSC's resources in Italy and Norway

