

Market outlook from Brazil

Mr. Øystein Valanes, director Brazil



The Brazilian Bacalhau Consumer

**NORWEGIAN
SEAFOOD
COUNCIL**



NORWEGIAN SEAFOOD COUNCIL

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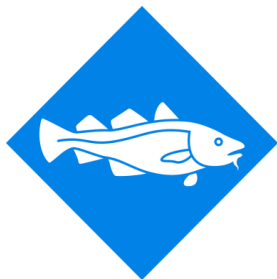
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92,6 kg.



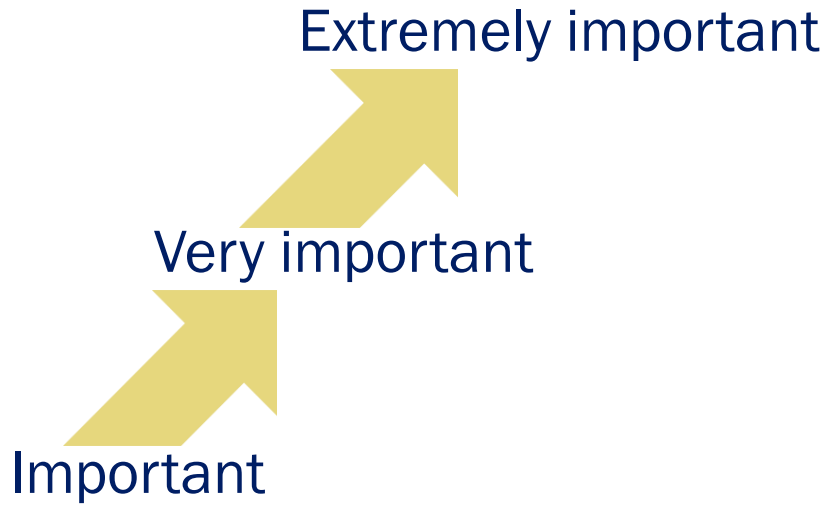
10,5 kg.



20,2 kg.



90%



Why is the seafood consumption in Brazil limited, even though seafood is important for the Brazilian consumer?



Cost - Benefit

However...

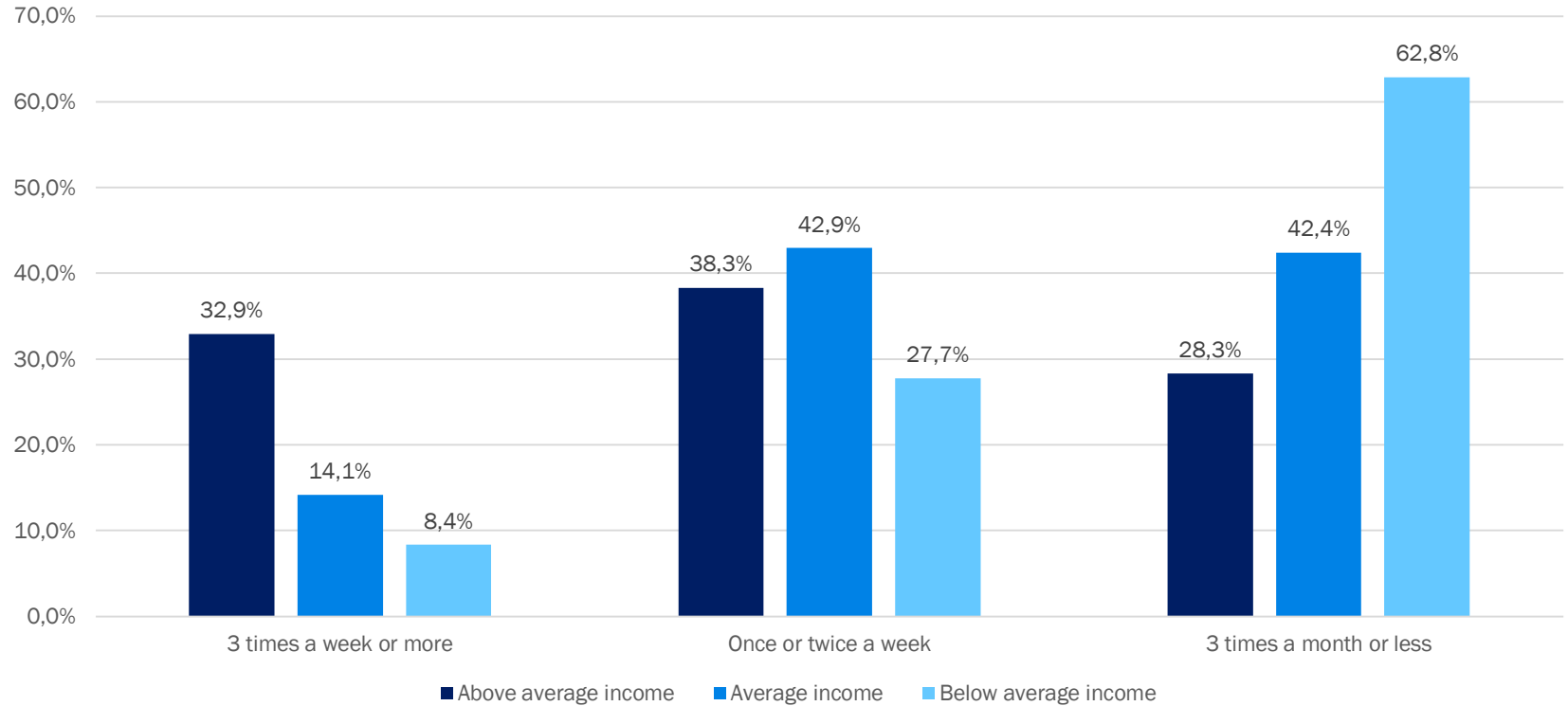
It is evident that the Brazilians would like to eat more seafood than they do today



...because «Benefit» have more significance than «Cost»

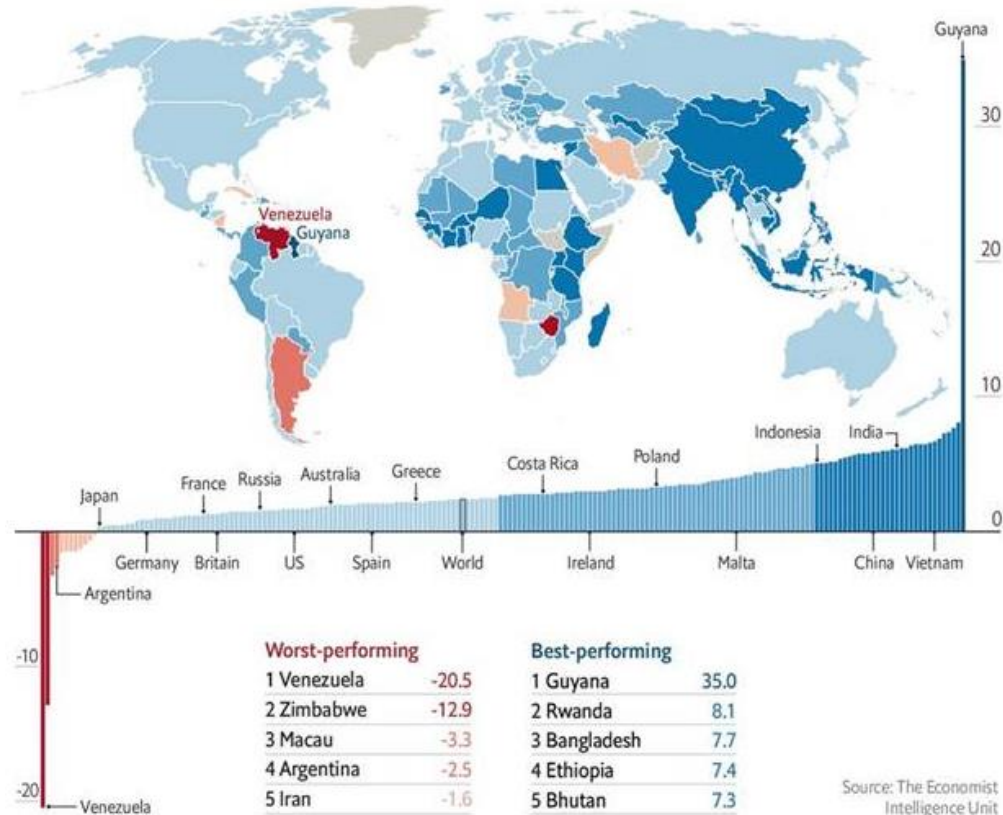
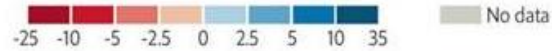


Seafood consumption – Income distribution



Heat map

GDP forecasts, 2020
% change on a year earlier



Source: The Economist Intelligence Unit





Ministério da Saúde - MS
Agência Nacional de Vigilância Sanitária – ANVISA

RESOLUÇÃO DA DIRETORIA COLEGIADA - RDC N° 329, DE 19 DE DEZEMBRO DE 2019

(Publicada no DOU n° 249, de 26 de dezembro de 2019)

Art. 6º Os aditivos alimentares e os coadjuvantes de tecnologia devem atender integralmente às especificações de identidade, pureza e composição estabelecidas em, pelo menos, uma das seguintes referências:

I - Comitê Conjunto de Especialistas da FAO/OMS sobre Aditivos Alimentares (**Joint FAO/WHO Expert Committee on Food Additives - JECFA**);

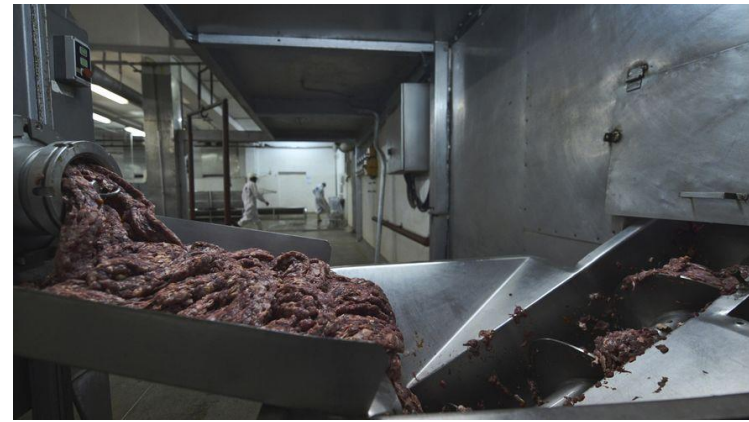
II - Código de Produtos Químicos Alimentares (**Food Chemicals Codex - FCC**);

III - Autoridade Europeia para a Segurança dos Alimentos (**European Food Safety Authority - EFSA**); ou

IV - União Europeia.

More fish Less meat

- ◆ Fraud
- ◆ Sustainability
- ◆ Environment
- ◆ Health



In 2018, 14% of the Brazilians considered themselves as vegetarians or vegans, compared to 8% in 2012

→ an increase of 75%...



4.1%



-1.22%



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