



The Norwegian fisherman's perspective on a changing whitefish industry

Estoril 06.02.2020

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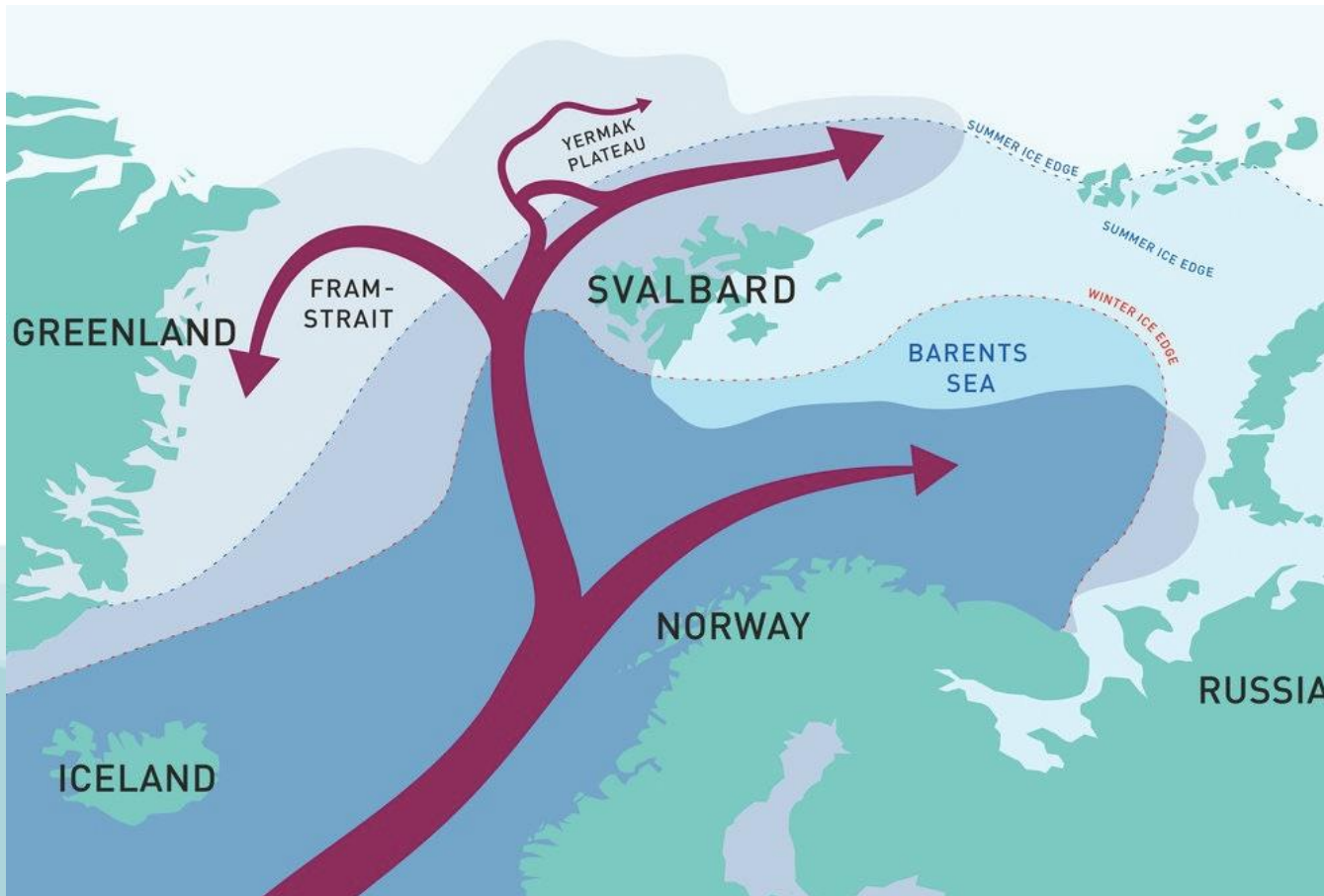
12.02.2020

Key figures, Råfisklaget area 2019

- Total value: NOK 13,0 billion (NOK 12,7 billion)
 - Norwegian NOK 10,8 billion (NOK 10,5 billion)
- Total landings (tons): 1 089 000 (1 162 000)
 - Cod, Norwegian 283 400 (328 400)
 - Of which 200 000 tons landed fresh
 - Cod, foreign 105 000 (108 000)

Climate Change

- Warmer sea and less sea ice in Barents Sea
 - how will it affect the fish?



Influences from NGO`s

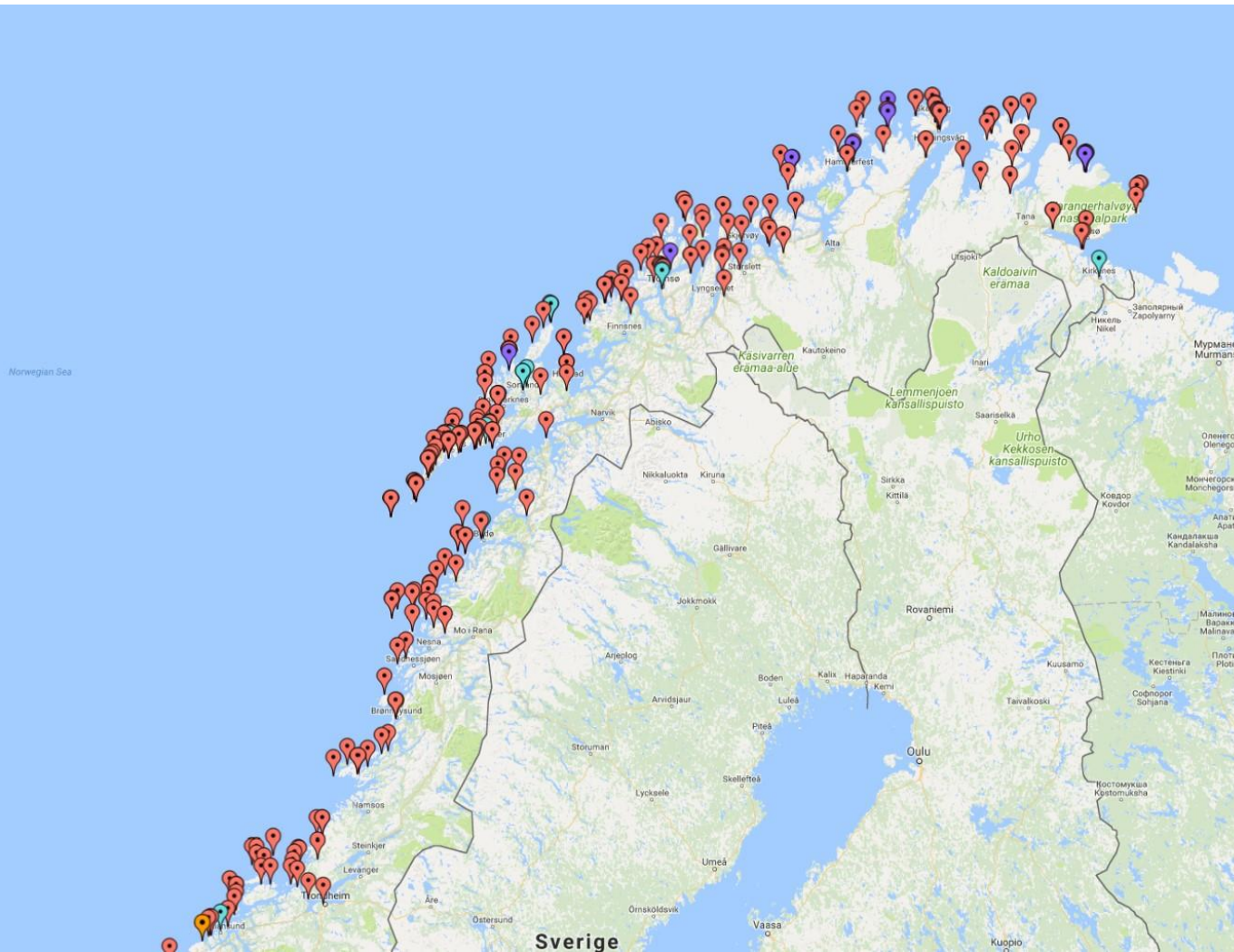
Eco-label - Certified sustainable Norwegian fisheries

- Cod
- Saithe
- Ling
- Tusk
- Haddock
- Lumpfish
- Cold Water Prawns
- Herring
- Mackerel (suspended)

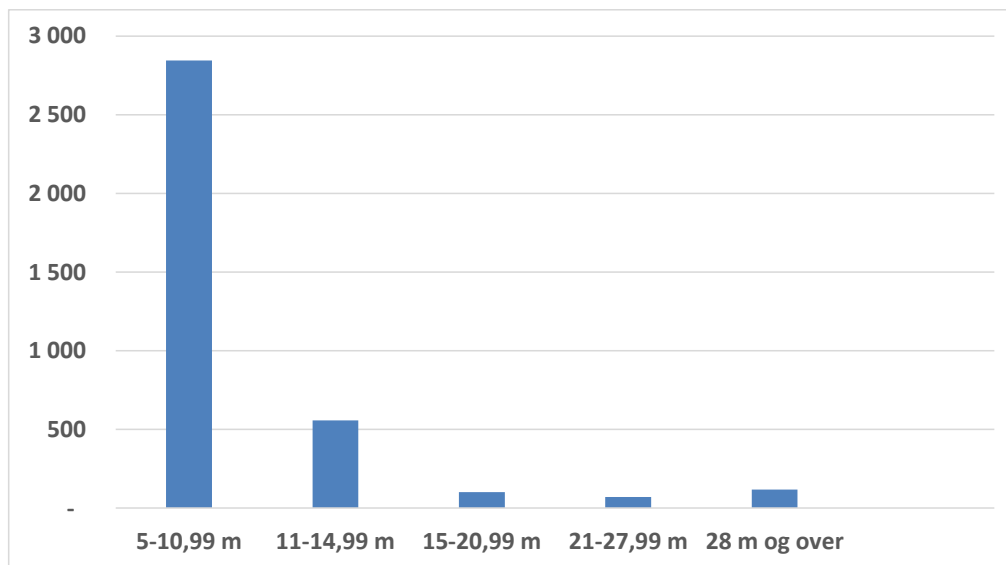


Sustainability
label

Still a differentiated buyer group



Differentiated fishing fleet



Norwegian fisheries policy



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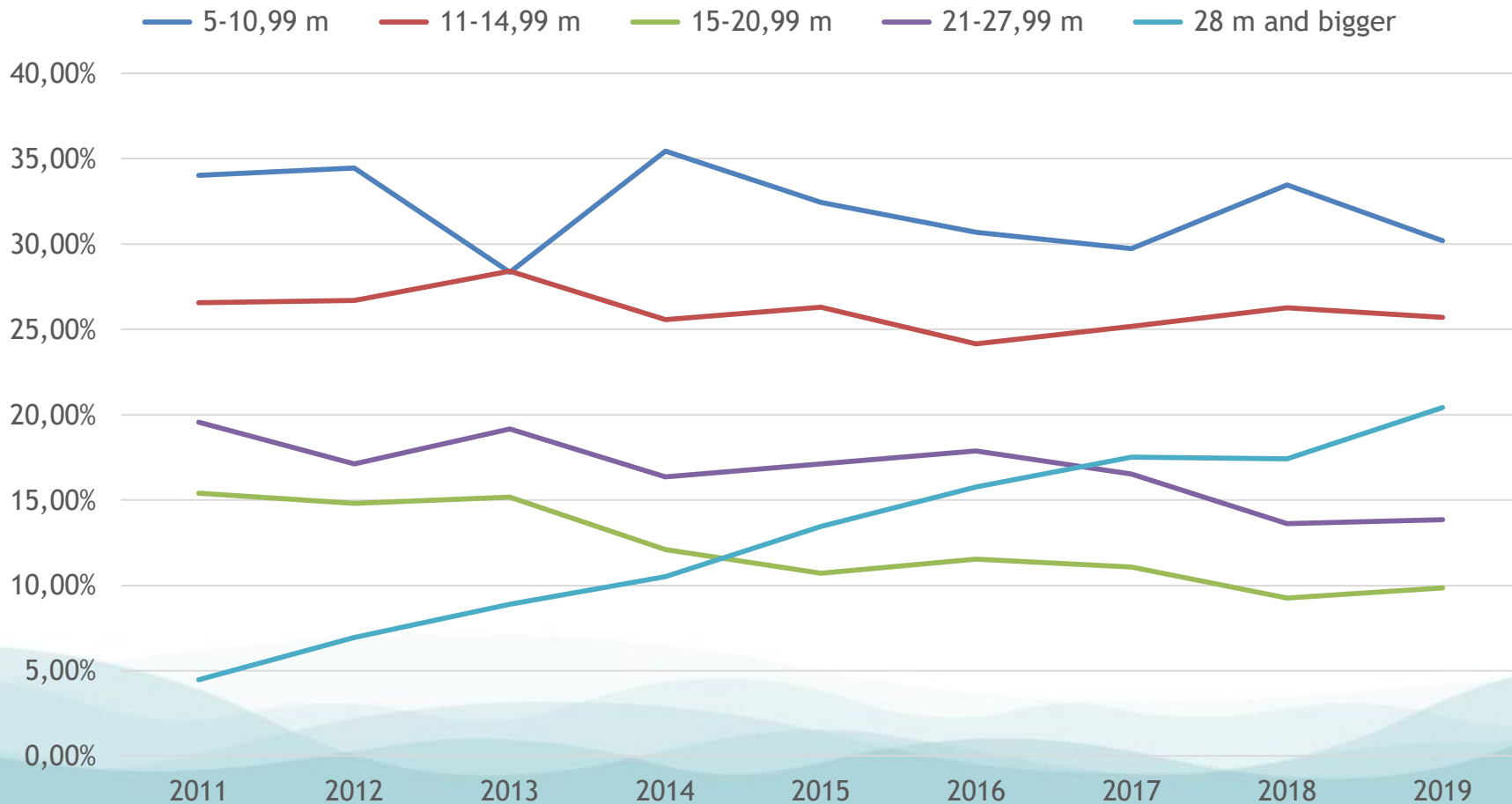
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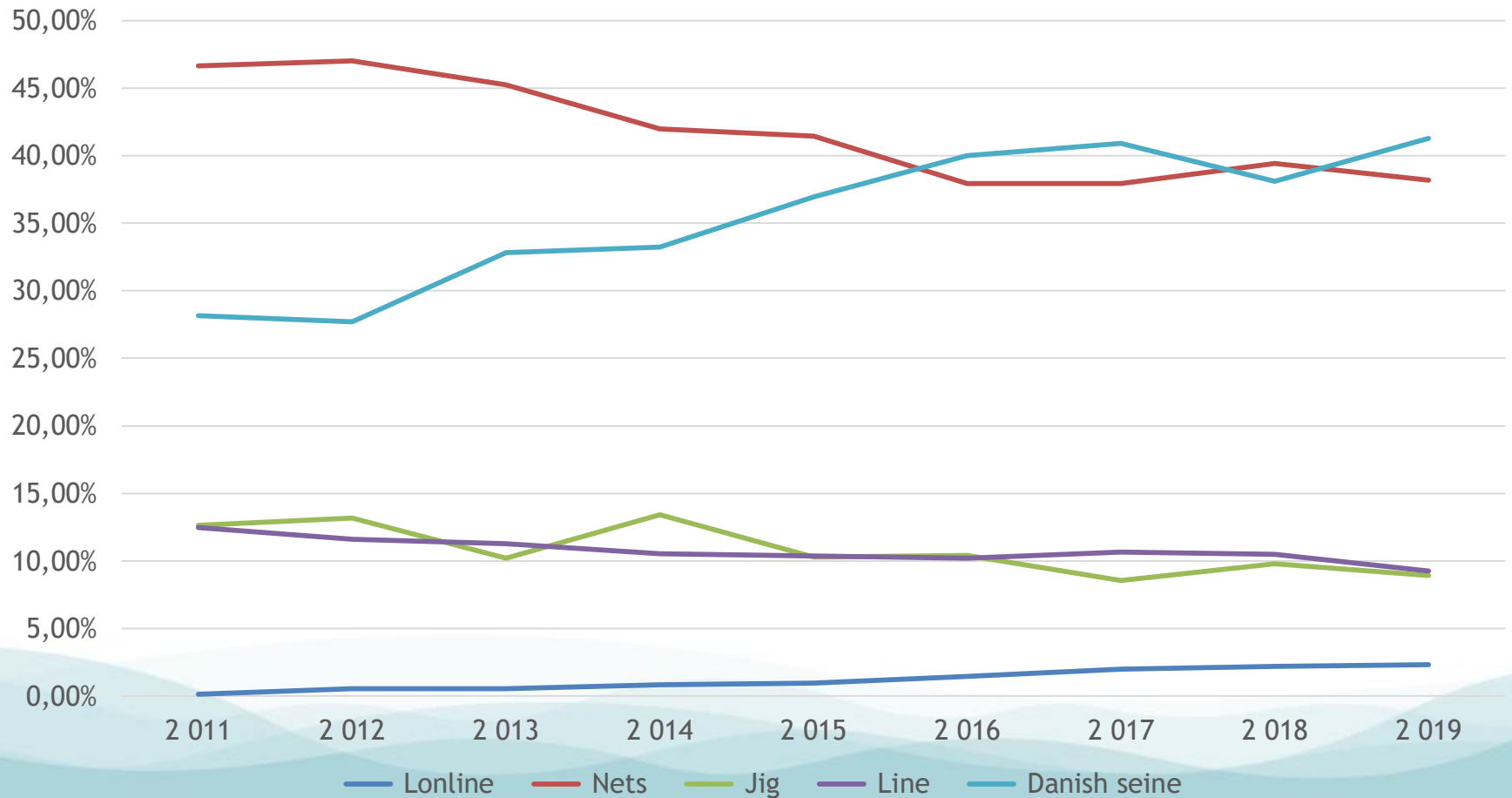
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Everything is connected- size on vessels, fresh cod

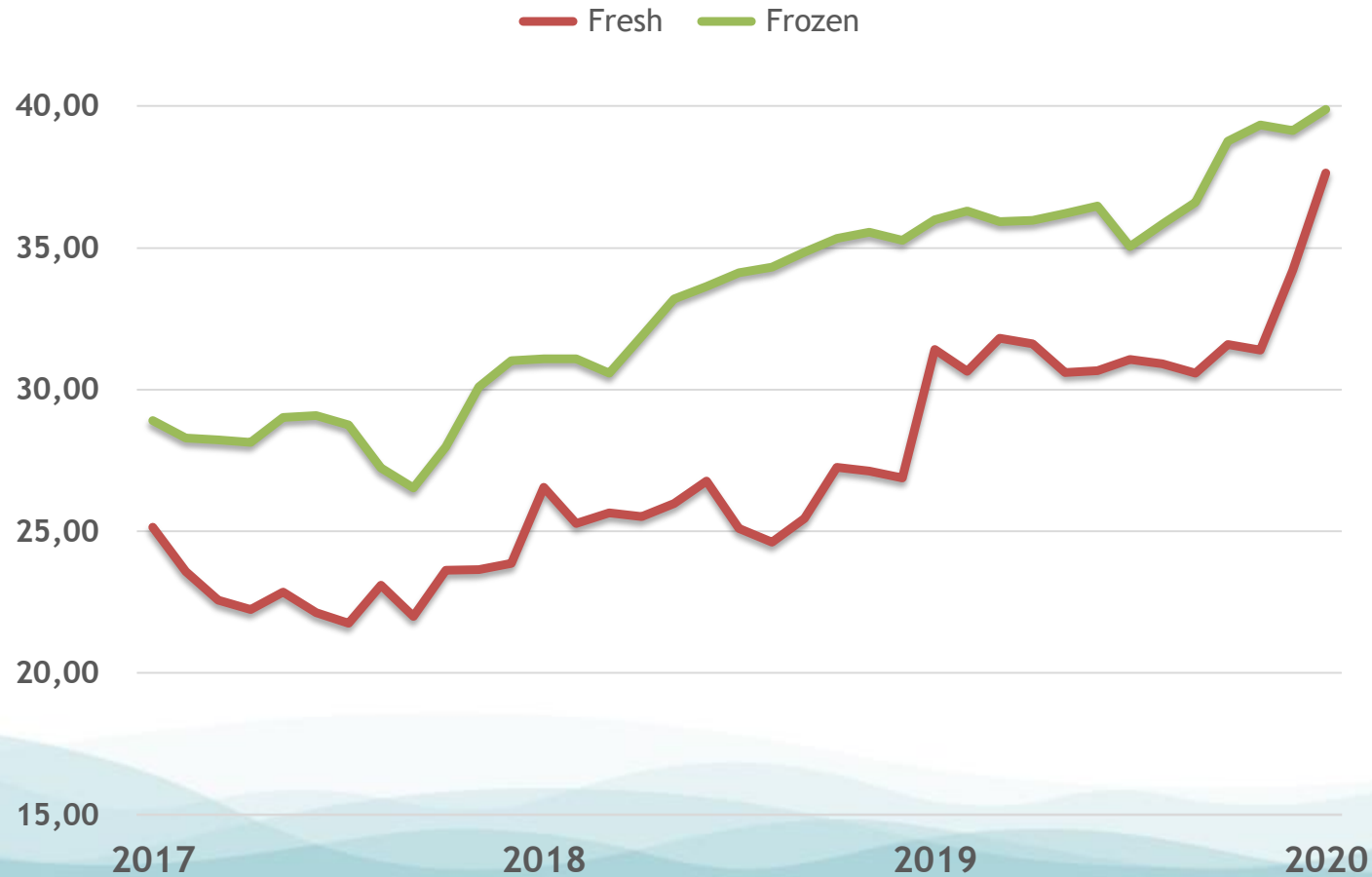


Change in fishing gears for fresh cod

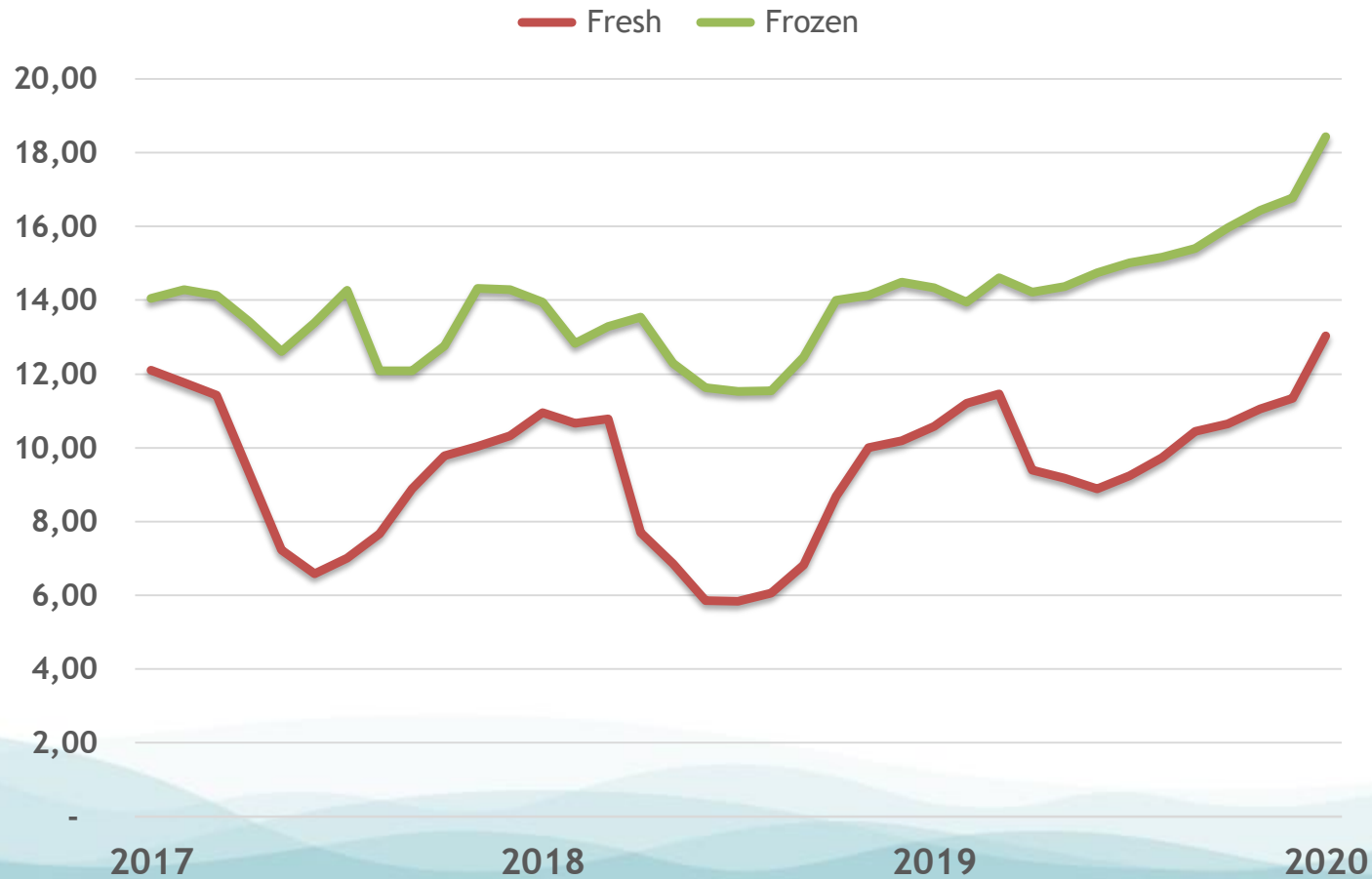


Cod - fresh and frozen

All sizes

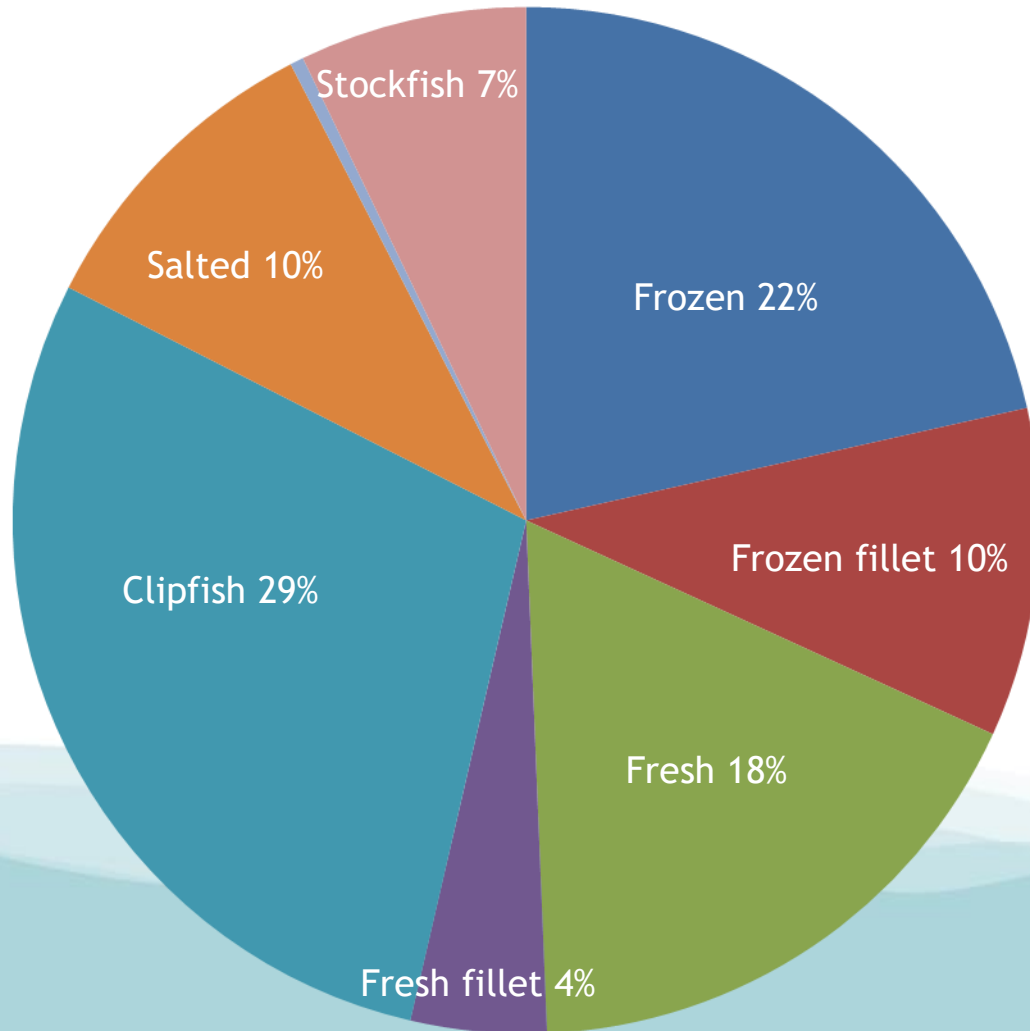


Saithe - fresh and frozen



Norwegian export of cod 2019

Percentage of value



Diversified products:

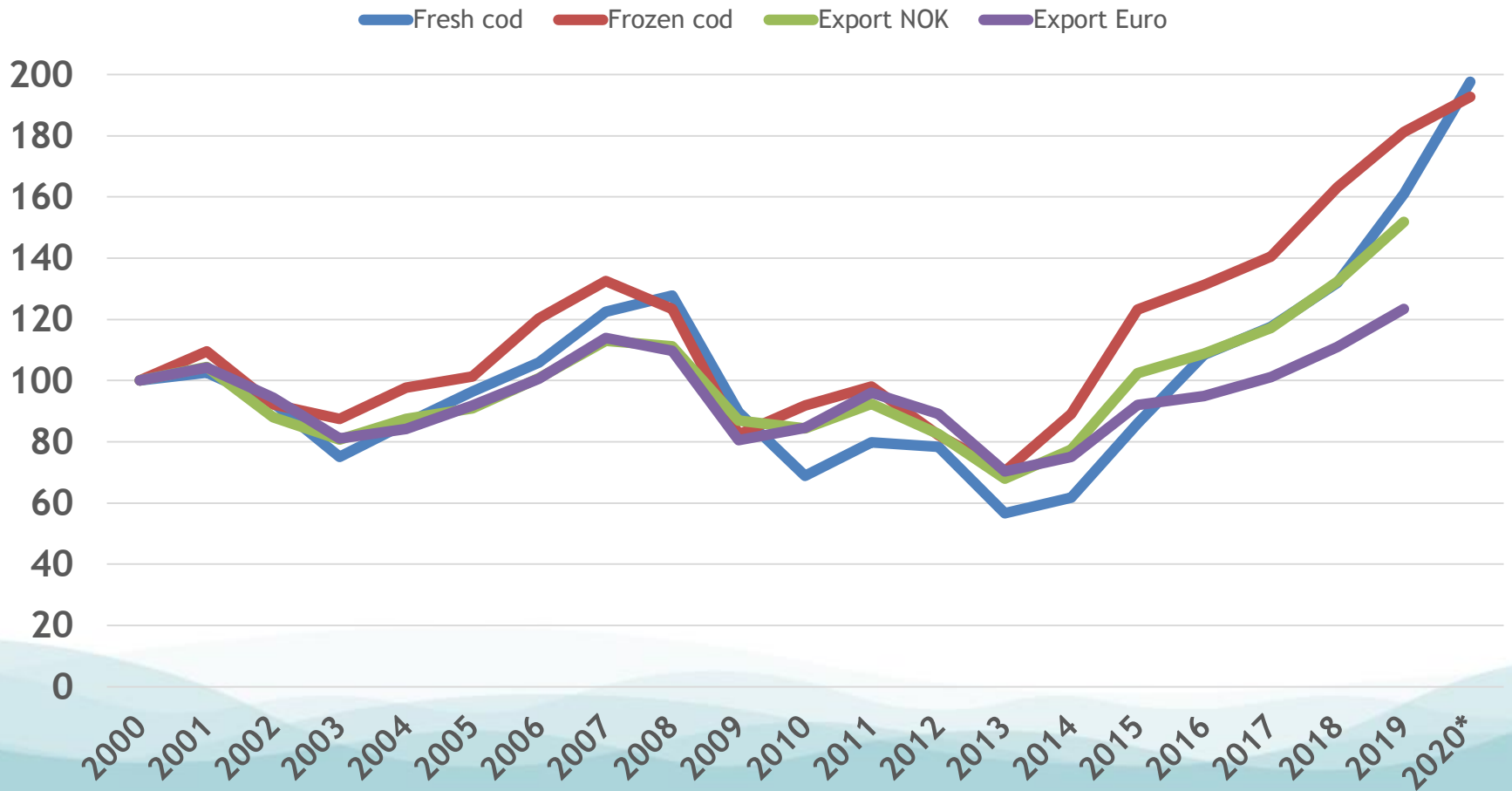
- salted
- salted and dried
- dried
- fresh whole
- Fresh fillets/portions
- frozen whole
- fillets/portions

By-products:

- liver, milt, roe,
- cheeks, heads, backbone, mince

Many markets and many segments in each market

Index firsthand price and export price



Norwegian cod fisheries 2020

- Norwegian quota of 324 091 tons cod for 2020, adjusted for quota flex
 - 326 498 actual landed in 2019
- The start of 2020, high price and bad weather
 - Most of the fresh cod is exported fresh
- Good availability for cod in the winter
- Not so good availability for the offshore fleet in the autumn compared to previous years, smaller size in autumn



Thank you for your attention