



Proud of the heritage



Proud of the competence



Proud people



Pride and respect for nature



Proud of the development



Pride

Old traditions and new innovations



Proud of the craftsmanship



Proud of making local communities along the coast



Proud over the quality



Proud of our products

Nearly 70 percent of consumers, in the most important markets for Norwegian seafood, say that country of origin is an important factor in choosing what seafood to buy

Source: SCl

SEAFOOD  
FROM NORWAY

The Norwegian flag is positioned vertically to the right of the text 'FROM NORWAY'. It consists of three horizontal stripes: a red top stripe, a white middle stripe, and a blue bottom stripe.



# INSIGHTS

Information gathered since 1990  
**THE WORLD'S BEST SEAFOOD DATABASE**

Supply chain analysis  
Export data  
Seafood studies  
Country reports  
Consumer surveys  
Media surveillance  
Media analysis  
Seafood consumer insight-data  
from over 25 countries

# ORIGIN





# SUSTAINABILITY



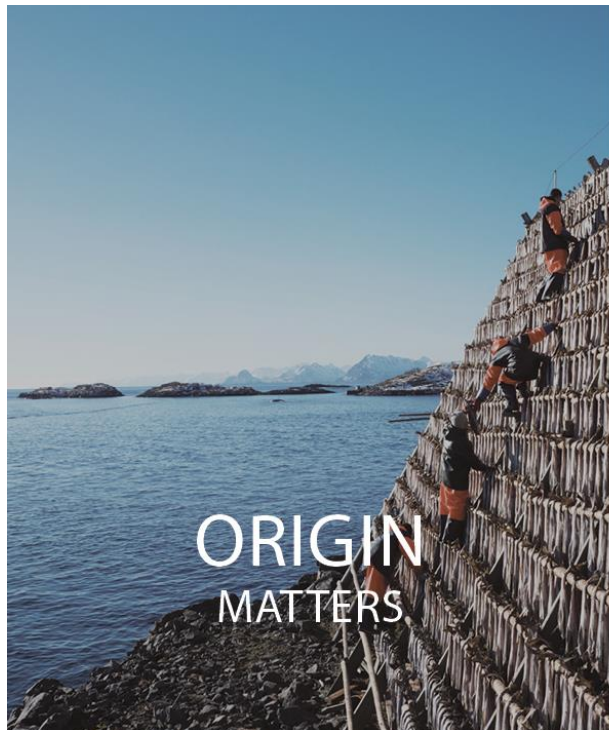
PEOPLE



PEOPLE  
MATTER



# Pillars of Norwegian seafood

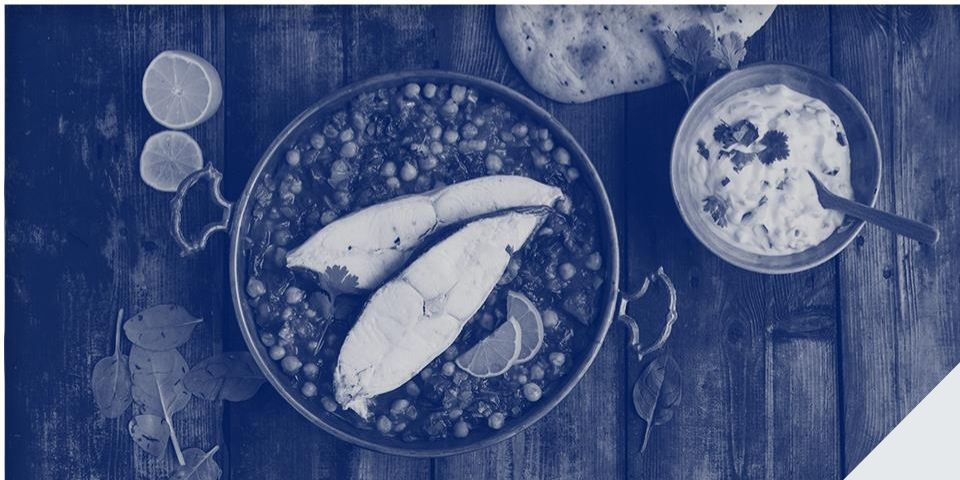




A close-up photograph of several vertical salmon fillets, showing their characteristic orange-pink color and white marbling. The background is dark, making the fish stand out.

94,5 billions

↗ 3%



NORGES SJØMATRÅD





94,5 billions

↗ 3 %



NORGE NOREG  
NORWAY

PASS  
PASSPORT



2,6 million tonnes

↗ 7 %







94,5 billions

↗ 3 %



140 countries



2,6 million tonnes

↗ 7 %







94,5 billions

↗ 3 %



140 countries



2,6 million tonnes

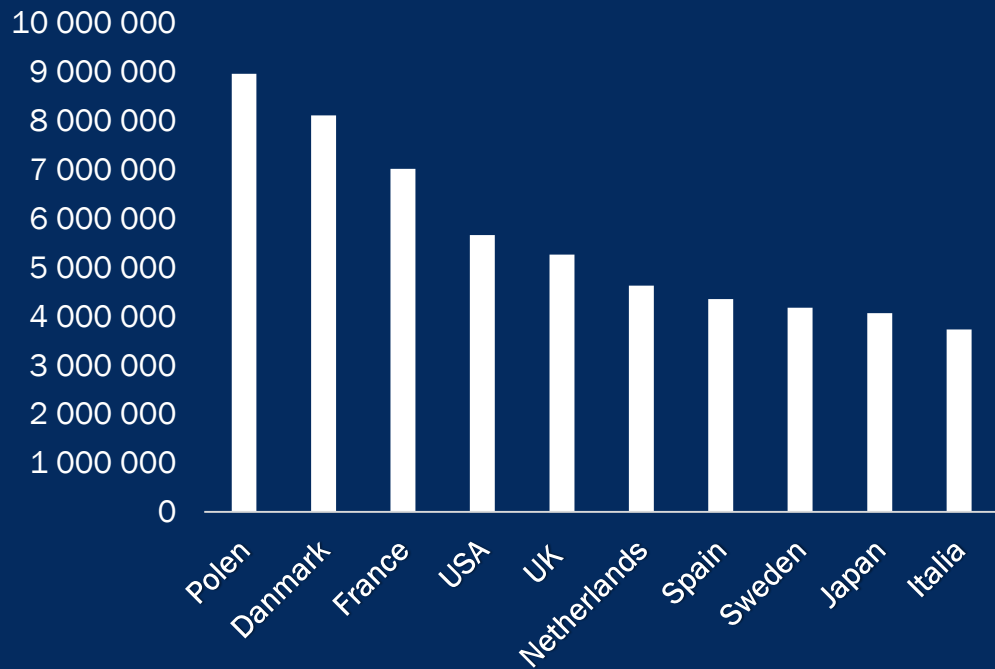
↗ 7 %



36 million  
daily meals

# SEAFOOD FROM NORWAY

## Biggest export markets in 2017





# CHANGE IN FOOD TRENDS

Healthy and clean food ✓



Authenticity ✓



Storytelling ✓



Traceability ✓



Sustainability ✓



## CONVENIENCE



Your favourite restaurants,  
delivered fast to your door.

Enter your postcode

e.g. EC4R 3TE



## What's on the menu?



No need to throw your diet into disarray. These nutritious and delicious dishes will put a major spring in your step.

[View Healthy Food →](#)



Big or small, old or young, these crowd pleasers are perfect for family gatherings.

[View Family favourites →](#)



ALWAYS CONNECTED



Photo: The Verge

## SEAFOOD FROM NORWAY

‘Seafood from Norway’ has all the right attributes to satisfy the consumer trends with the right execution and product development





**SEAFOOD FROM NORWAY**  
A brand to be proud of

