

A dive into the global trade flow of Norwegian cod and haddock and salmon

UK Seafood Summit 2018

Ingrid K. Pettersen, analyst Norwegian Seafood Council

Value of Norwegian exports to the UK in 2017

5.2 billion NOK (-7 %)
495 million GBP (-1 %)



Salmon

3.5 billion NOK (-7 %)
333 million GBP (-2 %)



Cod

546 million NOK (-17 %)
51 million GBP (-12 %)



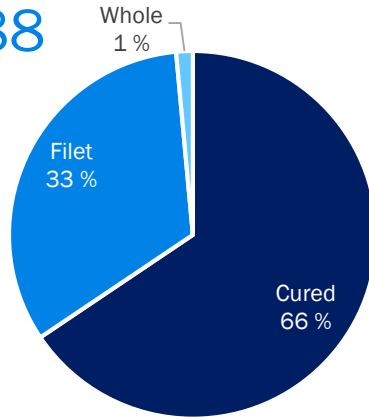
Haddock

519 million NOK (+6 %)
49 million GBP (+14 %)

**RECORD
HIGH**

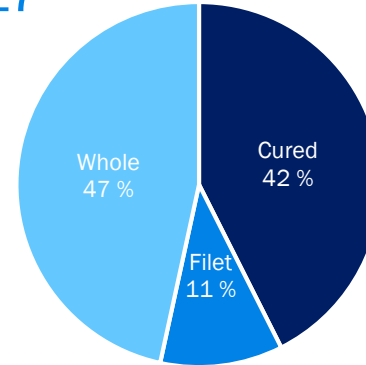
Product shares in total Norwegian exports

1988

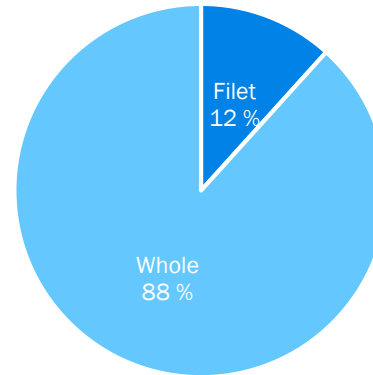
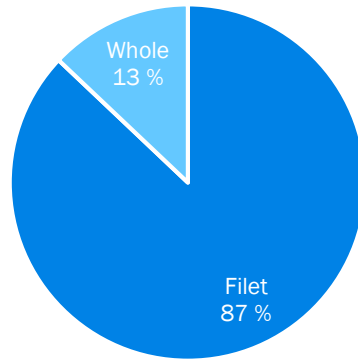


2017

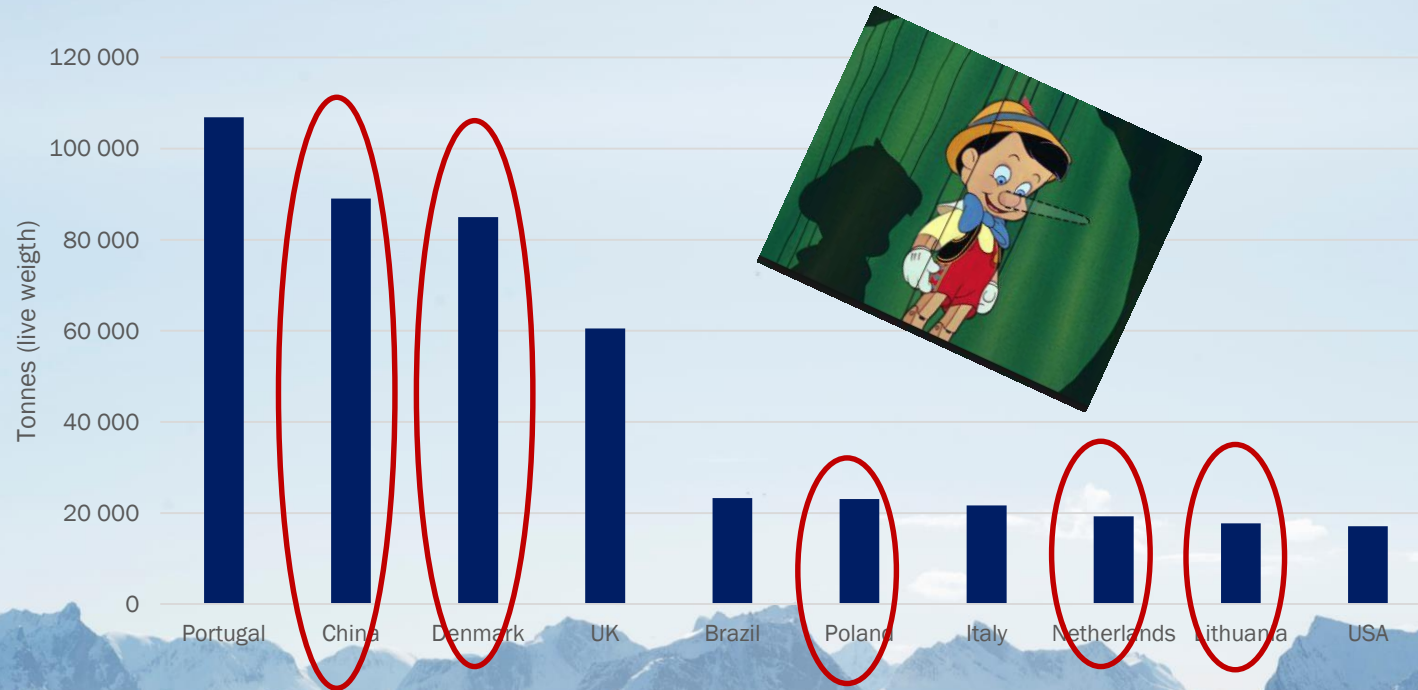
Cod



Haddock



Direct export of Norwegian Cod and Haddock to the ten largest markets in 2017



Trade flow analysis of Norwegian cod, haddock and salmon

2016

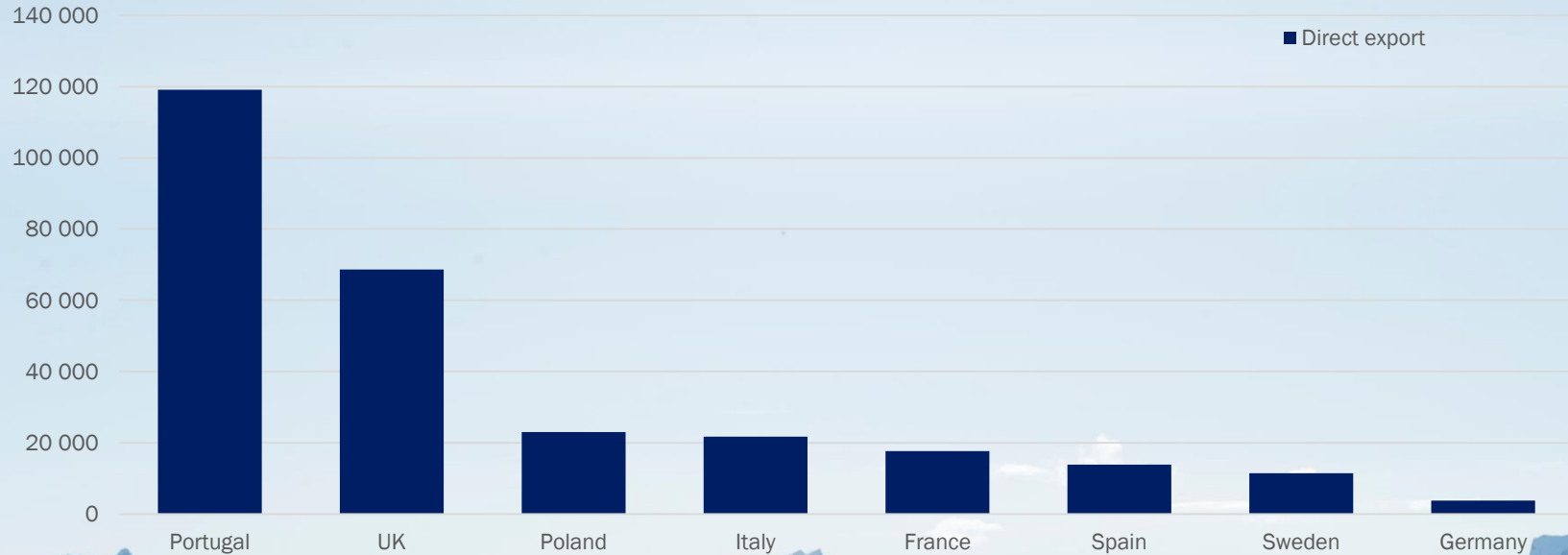
Live fish equivalent



09.02.2018



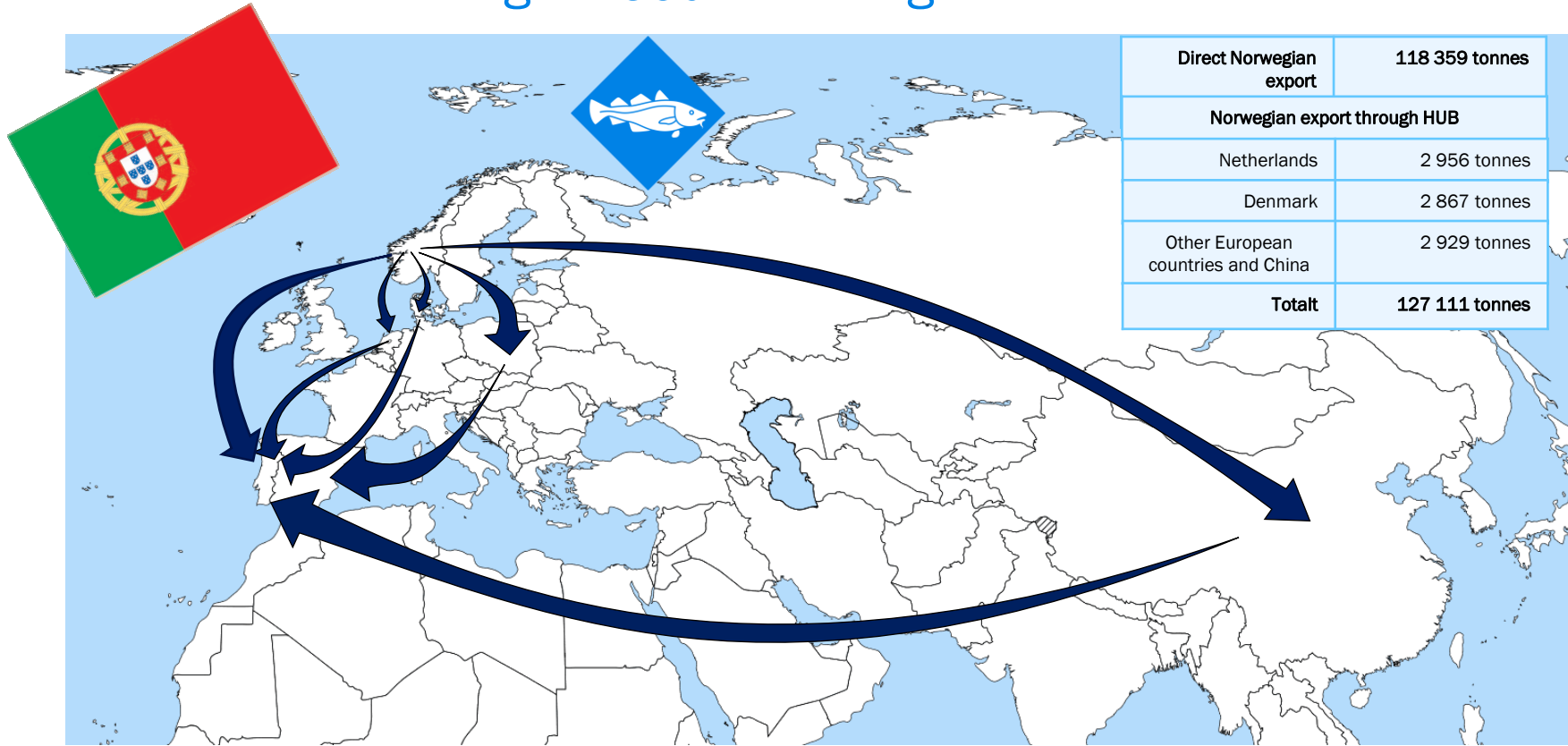
Norwegian Cod and Haddock exported **directly** to selected markets in 2016



All numbers are live fish equivalent

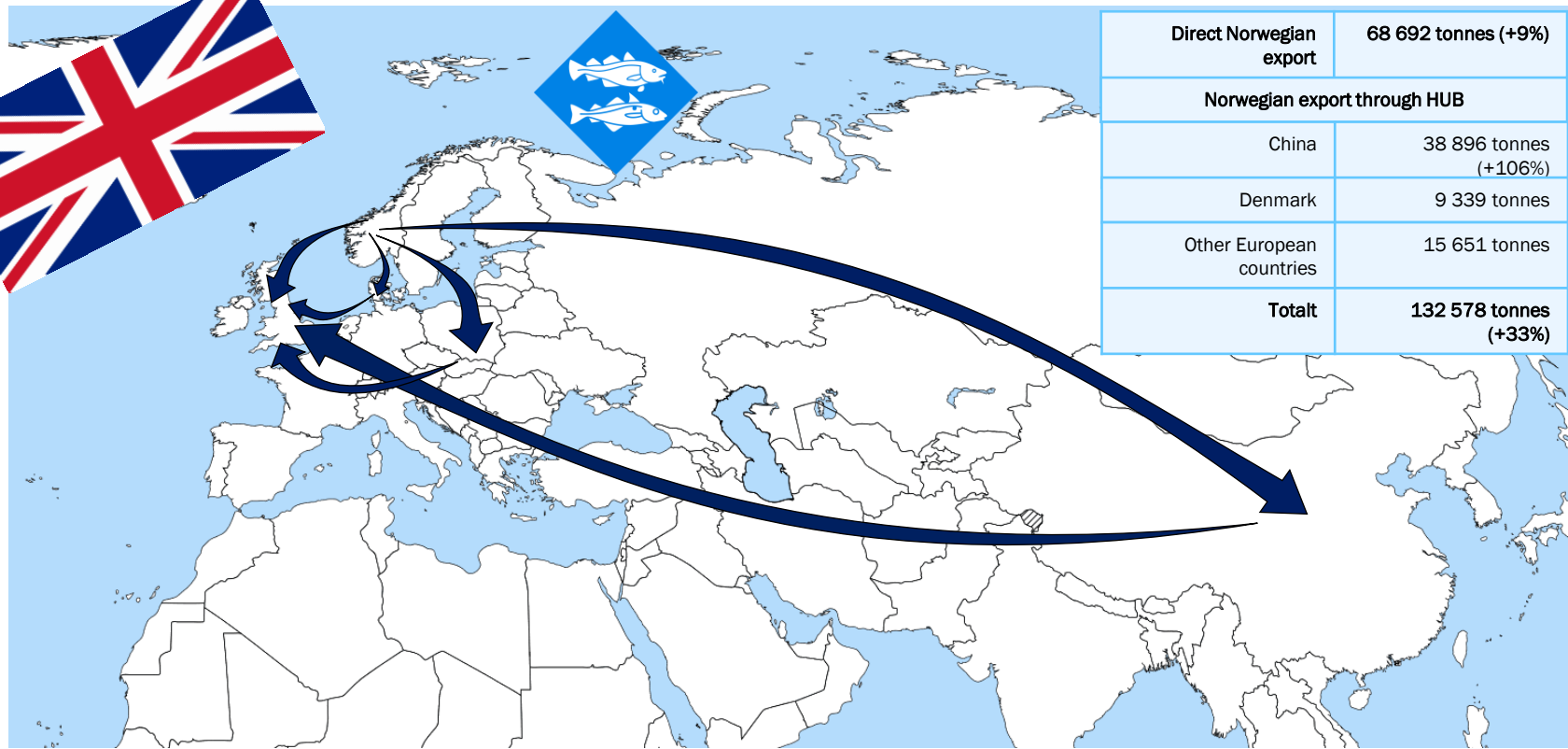
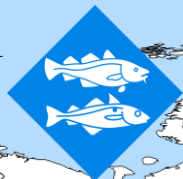
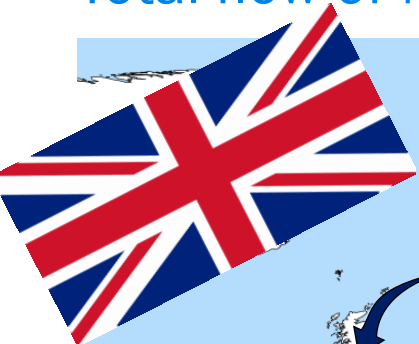
09.02.2018

Total flow of Norwegian Cod to Portugal 2016



All numbers are live fish equivalent

Total flow of Norwegian Cod and Haddock to the UK 2016



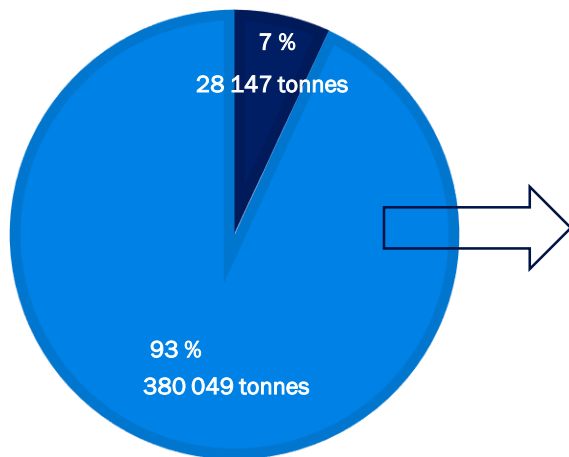
Direct Norwegian export	68 692 tonnes (+9%)
Norwegian export through HUB	
China	38 896 tonnes (+106%)
Denmark	9 339 tonnes
Other European countries	15 651 tonnes
Totalt	132 578 tonnes (+33%)

All numbers are live fish equivalent

Total input of **Cod** and **Haddock** in the UK – 408 196 tonnes (+ 4%)

DISTRIBUTION OF TOTAL INPUT

■ Export from UK ■ Total consumption



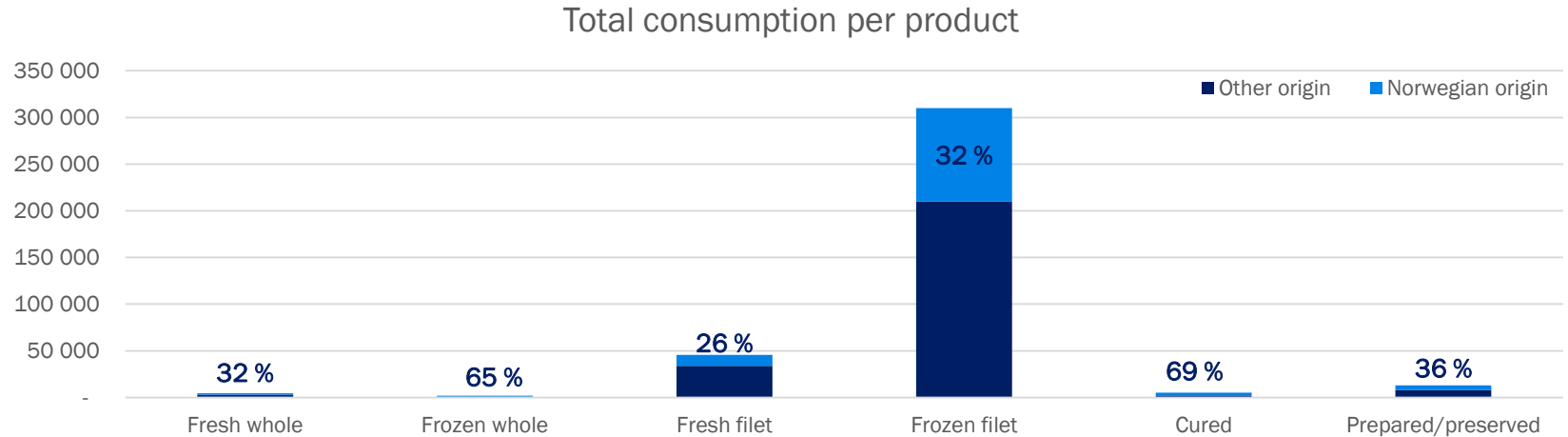
33% of total cod and haddock for consumption is Norwegian

(from 25 % in 2015)

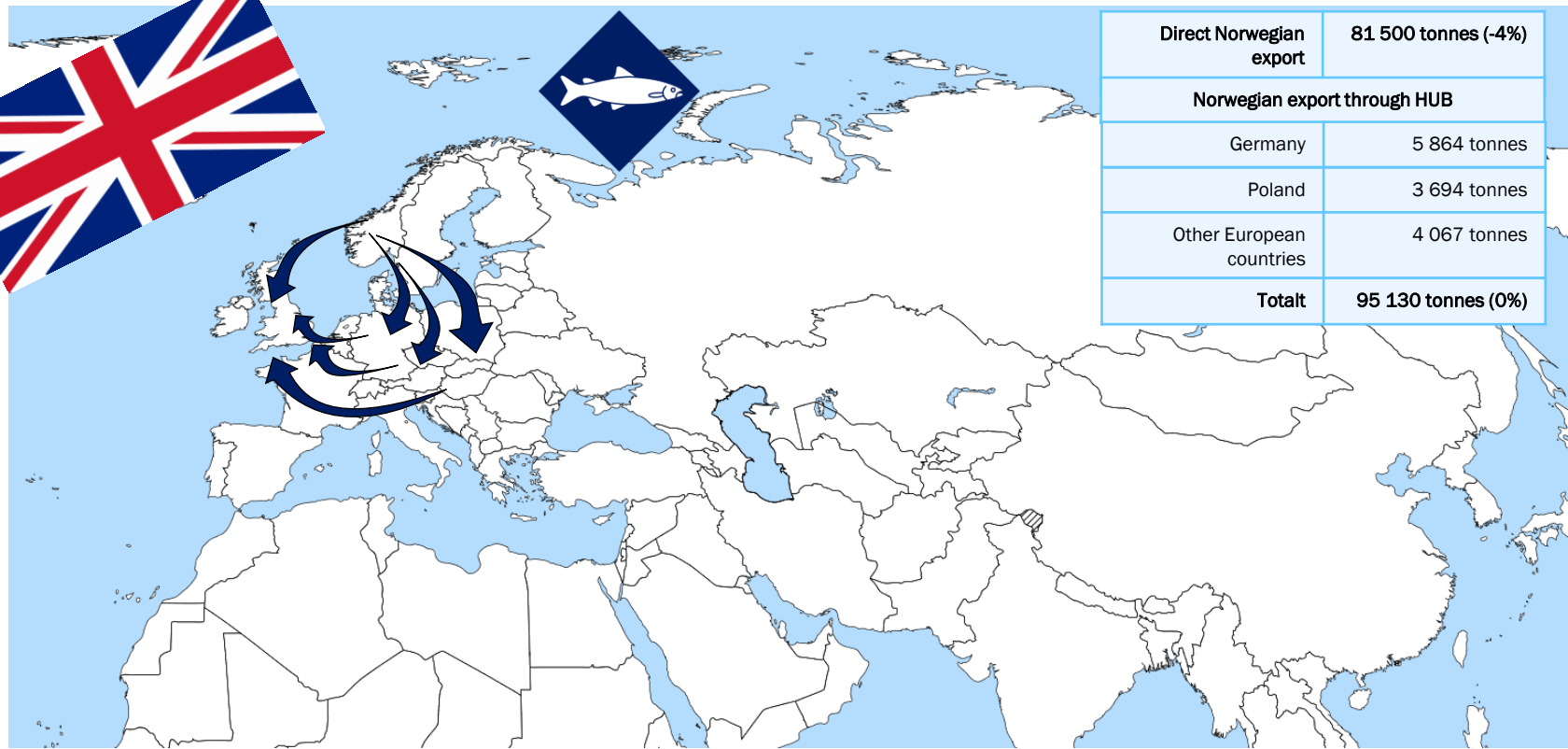
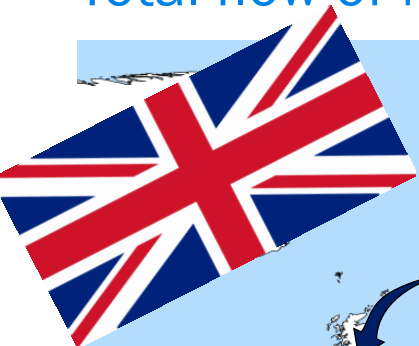


Total input = direct and indirect exports from Norway + Imports from other countries + own catch

32% of the frozen fillets of Cod and Haddock are Norwegian



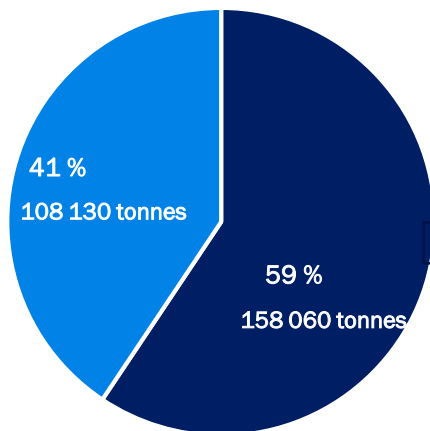
Total flow of Norwegian Salmon to the UK 2016



All numbers are live fish equivalent

Total input of **Salmon** in the UK – 266 190 tonnes (- 2%)

Distribution of total input



44% of total salmon for consumption is Norwegian

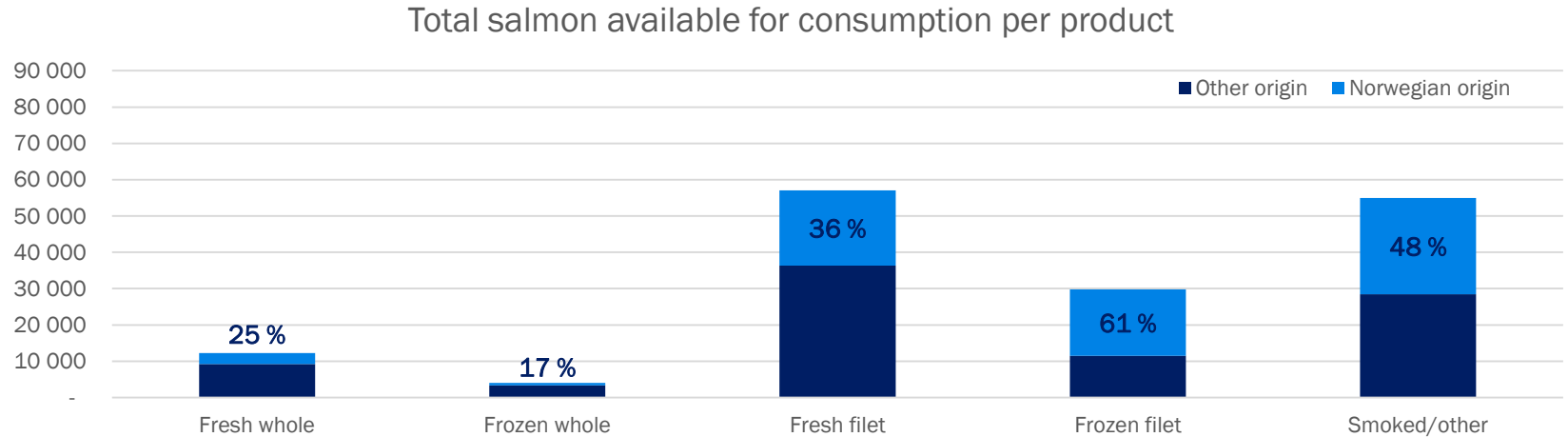
(from 42 % in 2015)



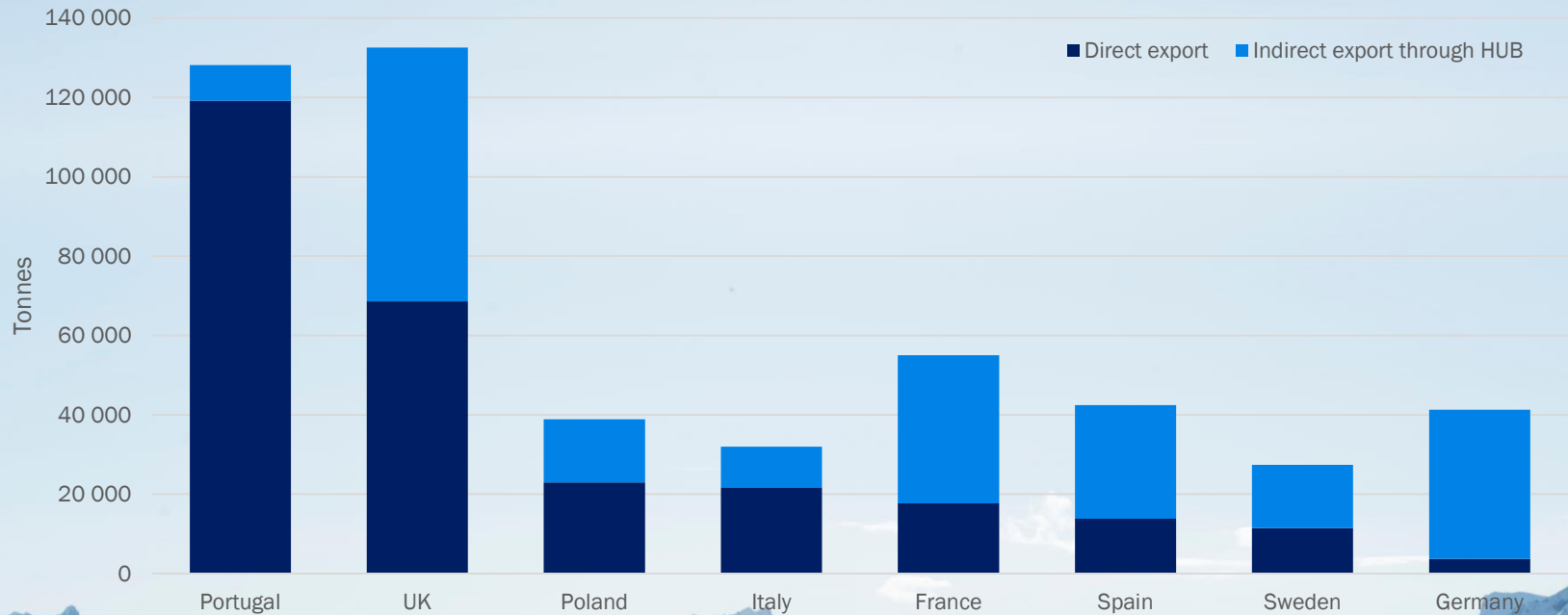
- Salmon for consumption
- Exports from UK

Total input = direct and indirect exports from Norway + Imports from other countries + own production

36 % of fresh fillets are Norwegian

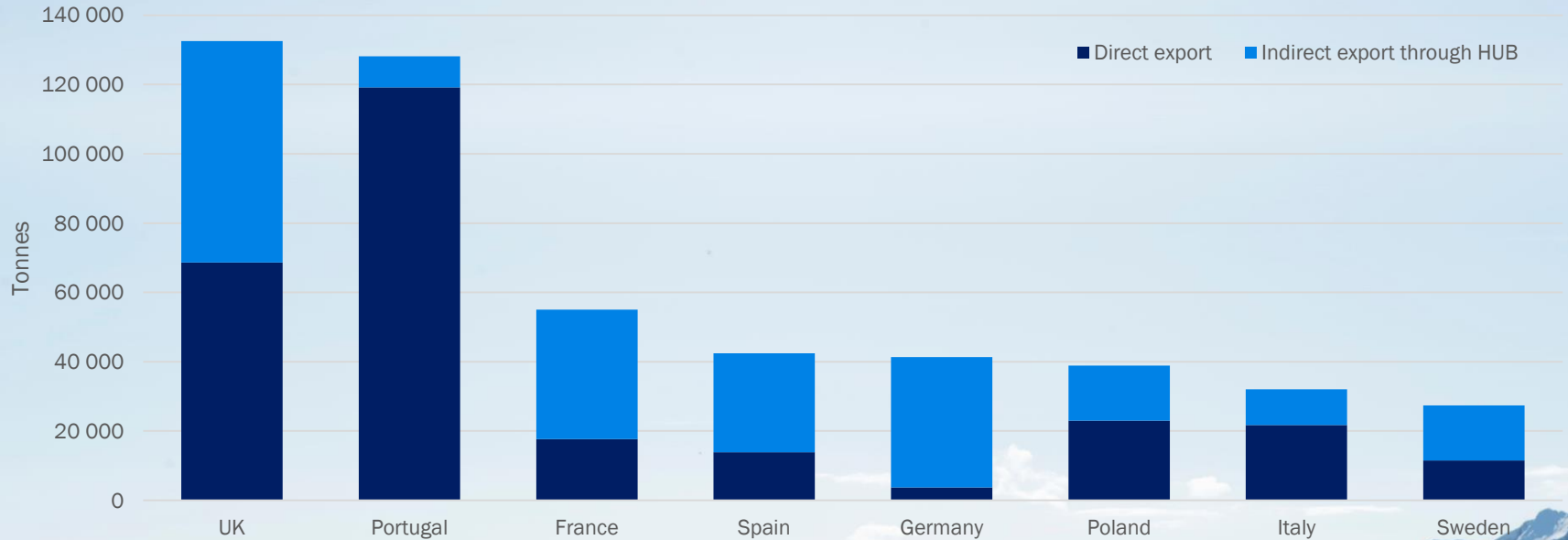


Norwegian Cod and Haddock exported **directly** and **indirectly** to selected markets in 2016



All numbers are live fish equivalent

UK is #1 export market for Norwegian Cod and Haddock

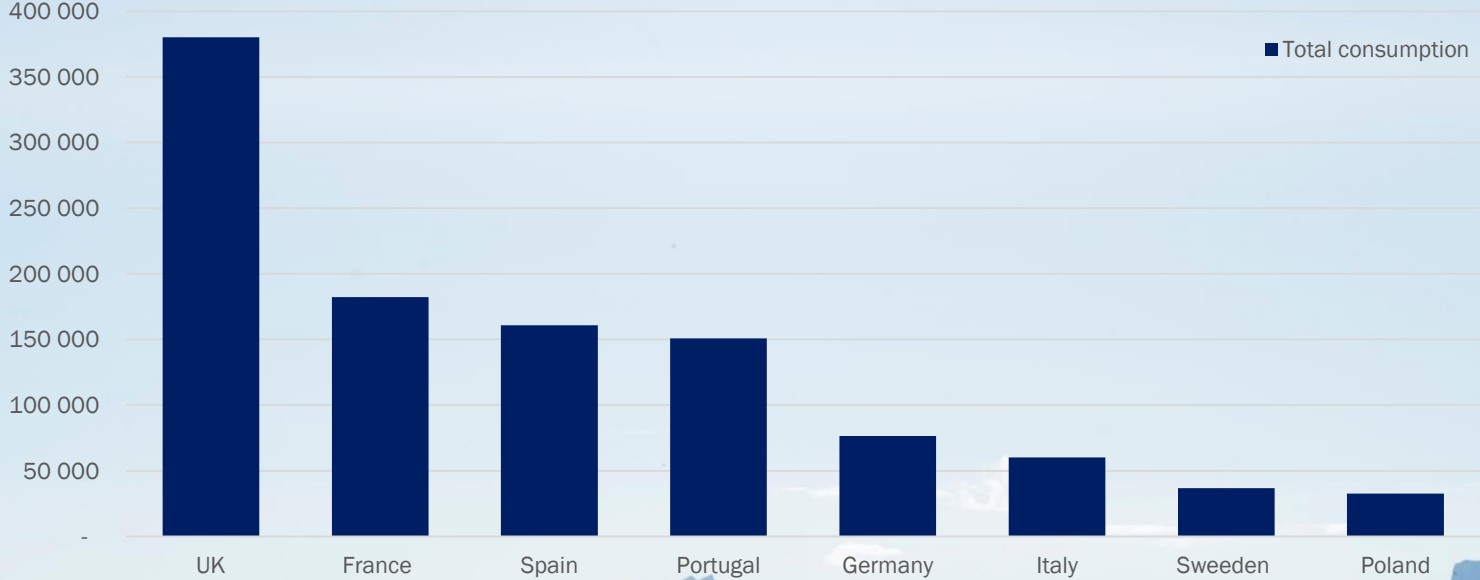


All numbers are live fish equivalent

09.02.2018

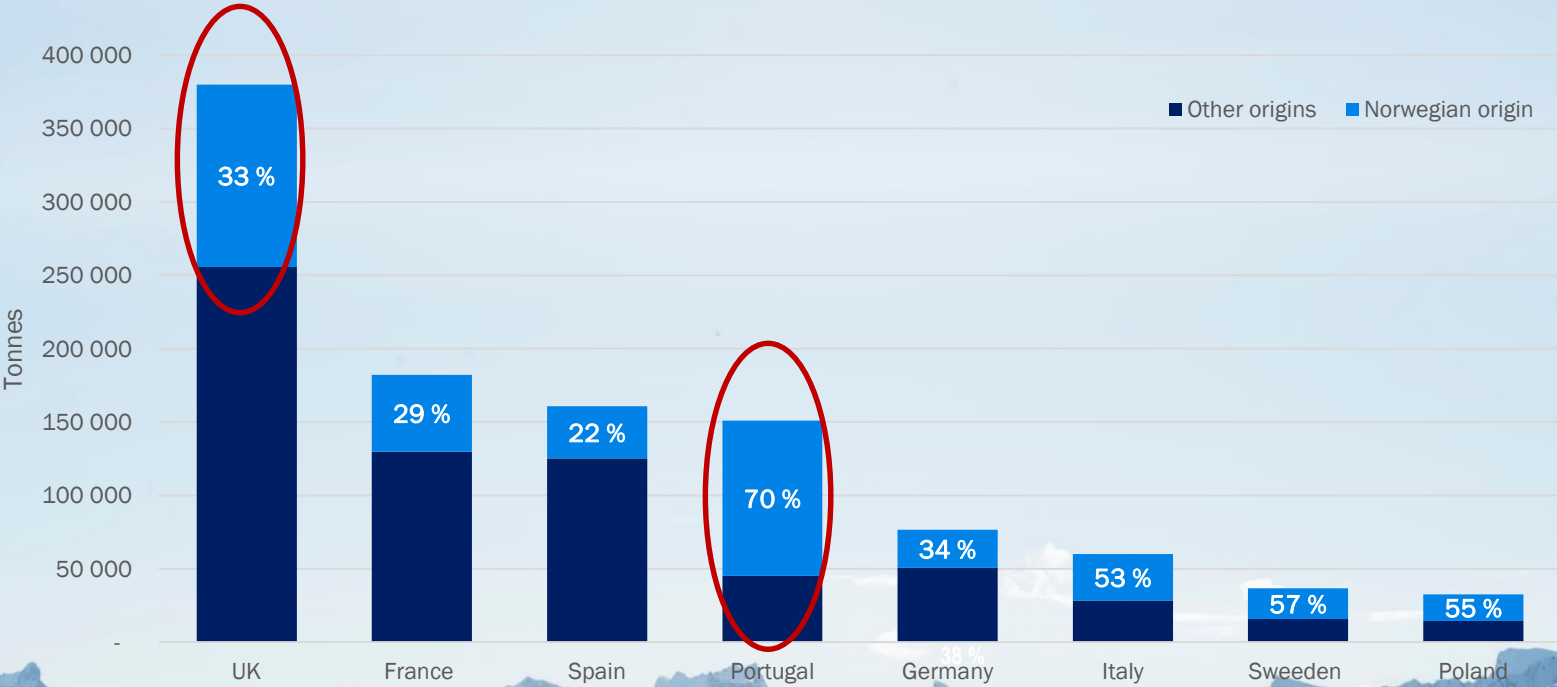
15

total Cod and Haddock available for consumption in selected markets



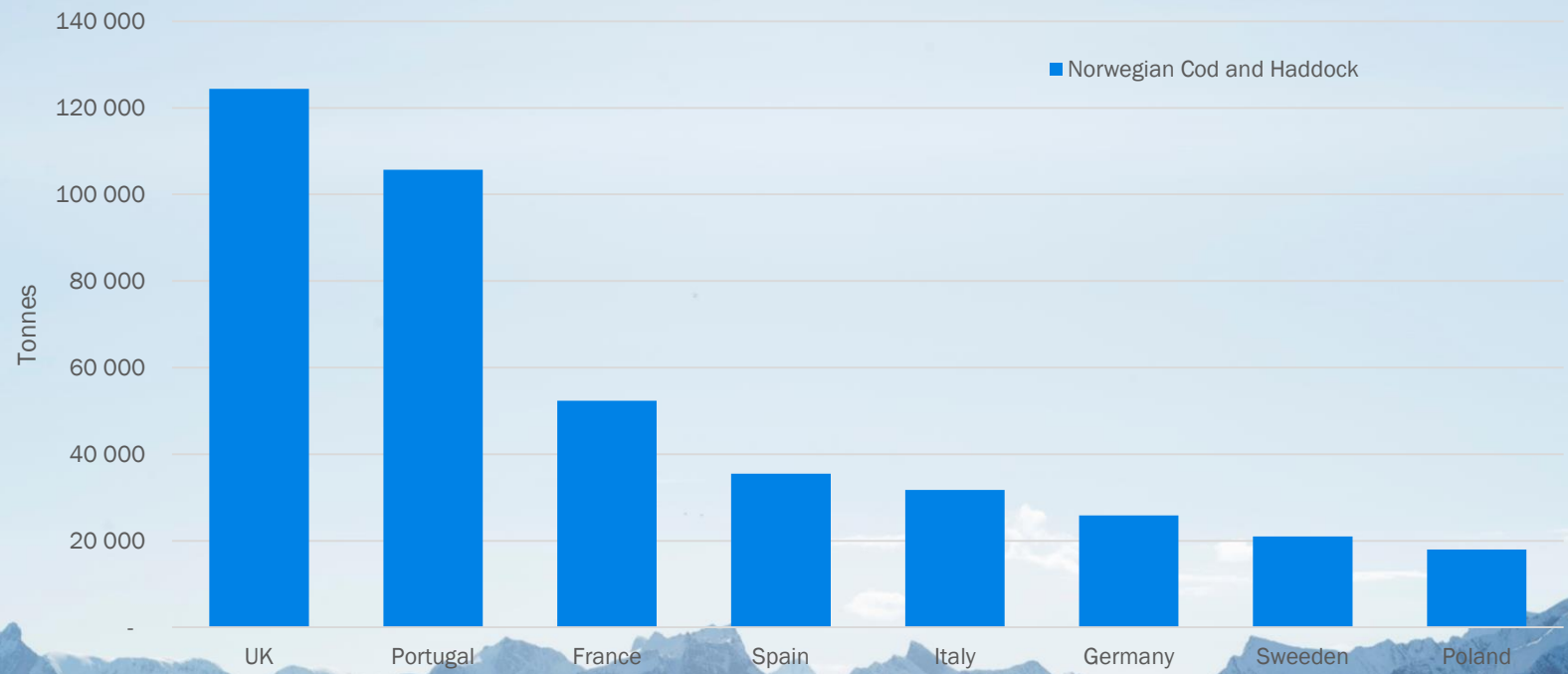
All numbers are live fish equivalent

Norwegian share of the Cod and Haddock available for consumption



All numbers are live fish equivalent

Brits are #1 consumers of Norwegian cod and haddock



All numbers are live fish equivalent

**NORWEGIAN
SEAFOOD
COUNCIL**

Thank you!