



# BARENTS 2033

The Norwegian Seafood Council  
Ingelill Jacobsen, Marketing Manager Herring, Mackerel  
& Capelin





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# NORWEGIAN SEAFOOD

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**NOK 53 billion**  
export value in 2011

**Seafood is Norway's**  
**third biggest export item**

**Norway is the second biggest**  
**seafood exporter in the world**

**Exports to over 130**  
**countries in 2011**



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# SEAFOOD

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**33 million**

**meals of Norwegian seafood  
- every day!**

Norwegian Seafood Council

Seafood.no





## NSC market Norwegian seafood on behalf of the seafood industry

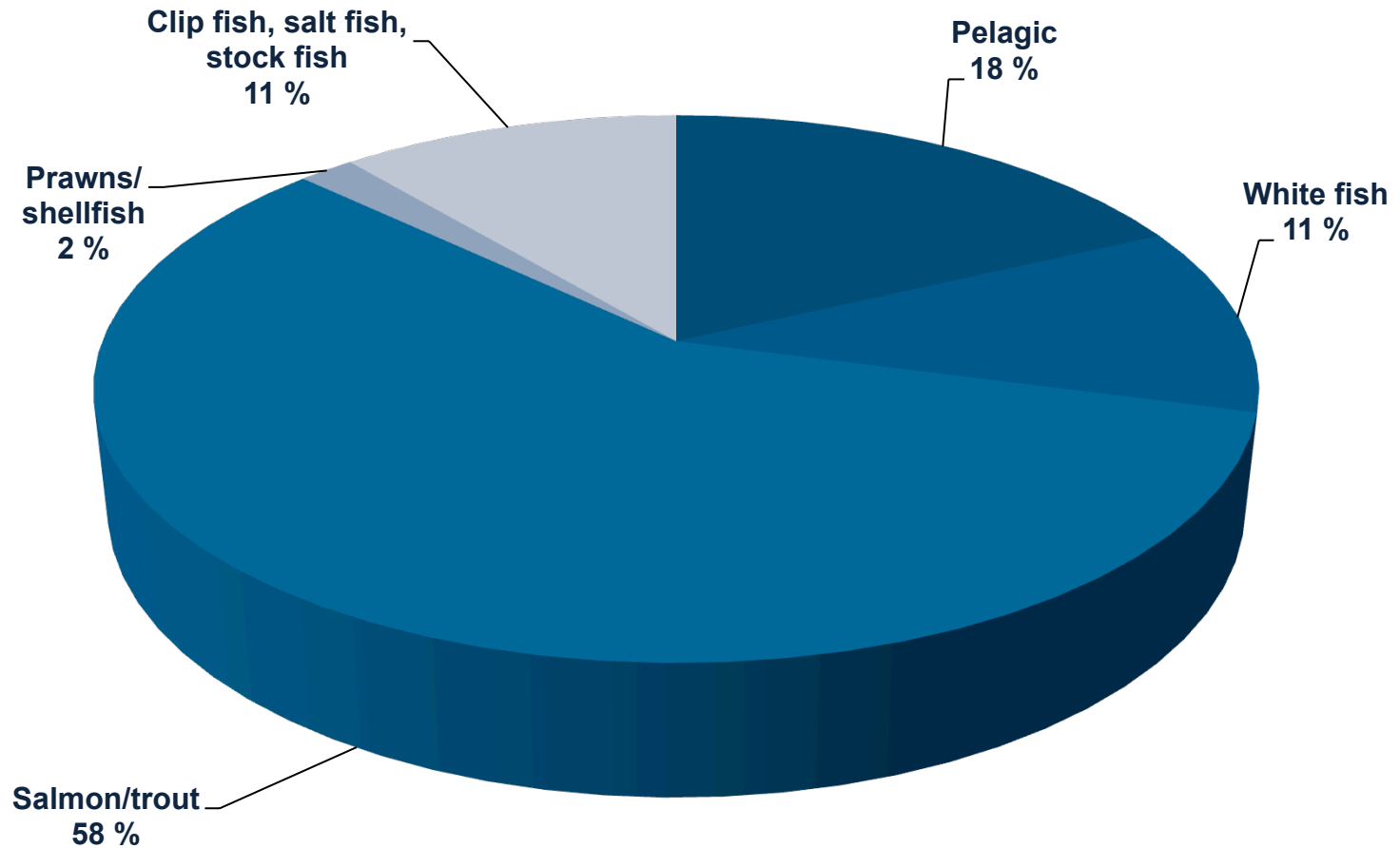


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- **Established in 1991**
  - **Formed into a limited company in 2005**
  - **Owned by the Norwegian Ministry of Fisheries and Coastal Affairs**
  - **The General Assembly is formed by the Minister for Fisheries and Coastal Affairs**
  - **The Board of Directors comprises representatives from the seafood industry**
  - **Budget 2012: NOK 414 million, 56 employees**
  - **New name as of 1.1.12: Norwegian Seafood Council/  
Norges Sjømatråd**

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# SECTOR INVESTMENTS NSC 2012

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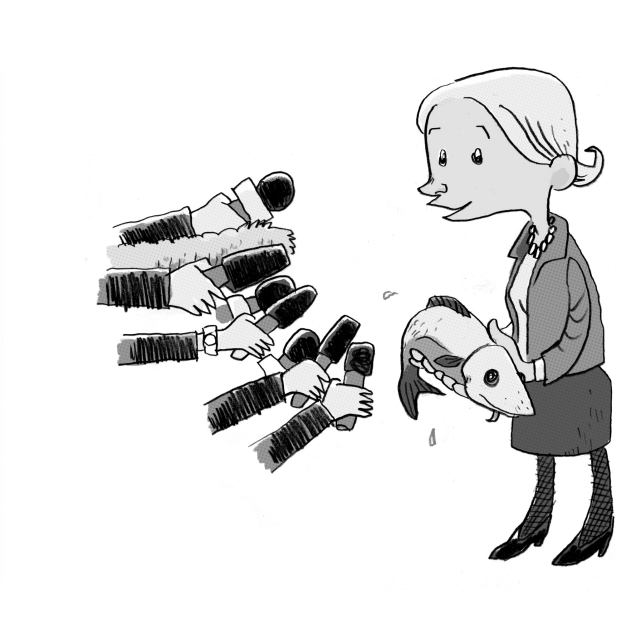
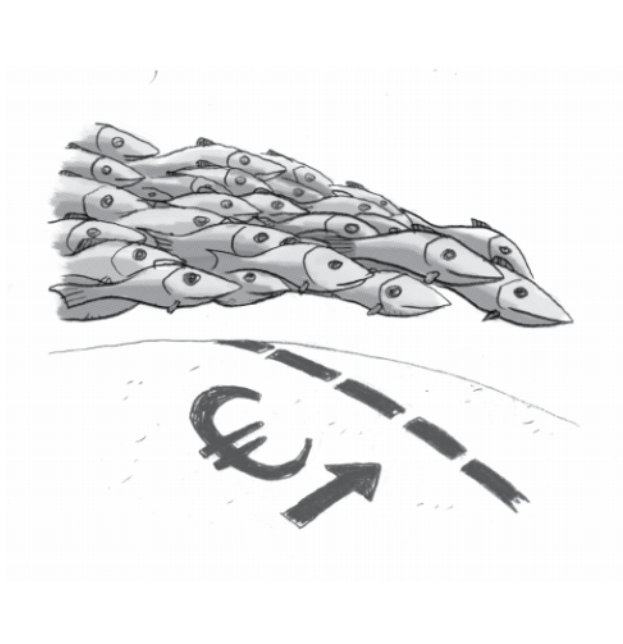


# AREAS OF OPERATIONS

**Marketing**

**Market information**

**Communication**





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# THE SEAFOOD FROM NORWAY BRAND

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# THE SEAFOOD FROM NORWAY BRAND

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**Conditions  
endowed by nature**



**The man and the sea**



**Sustainable  
management**



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# VISION

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**NSC shall win the world over to Norwegian seafood**



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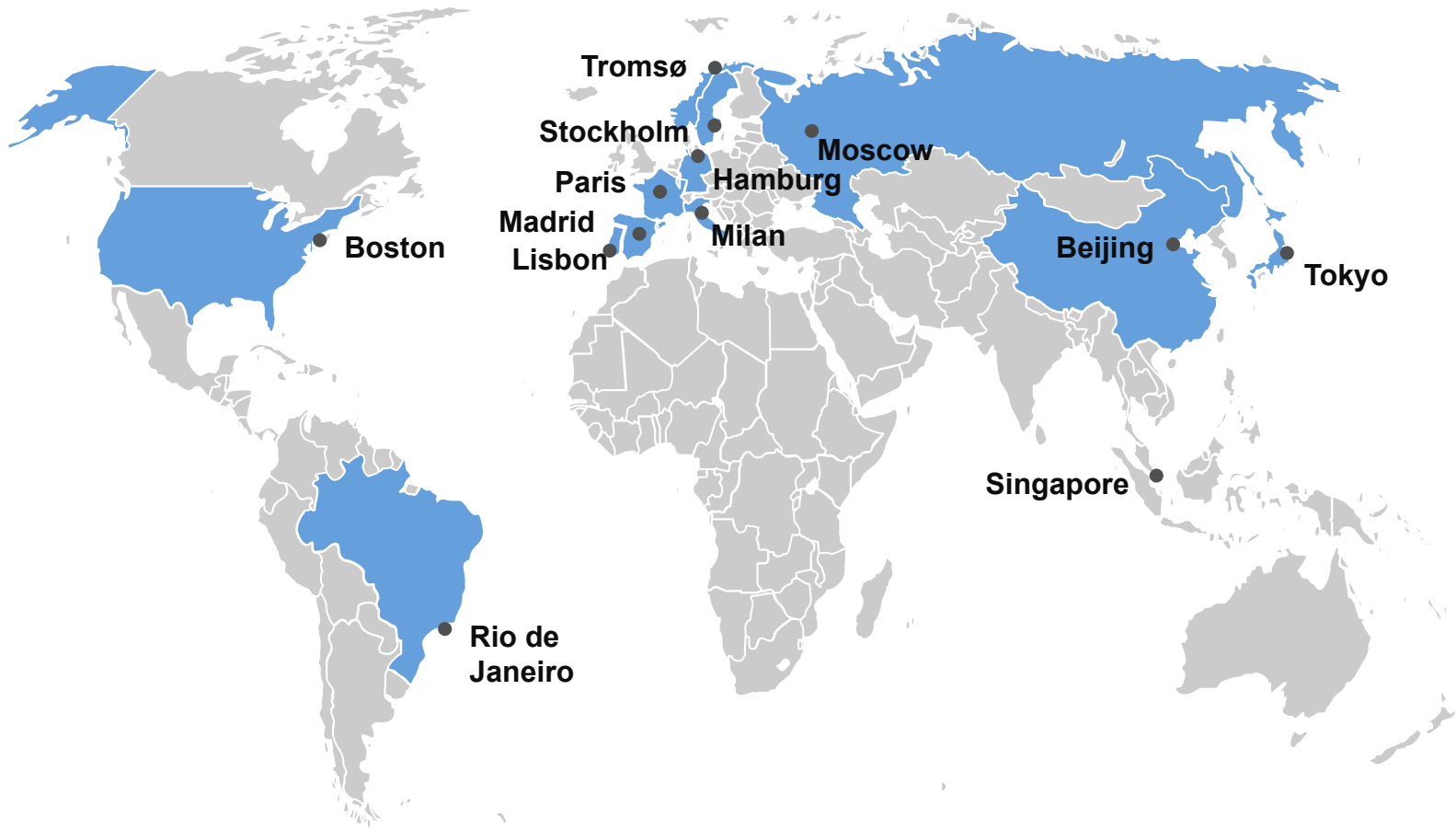
# OBJECTIVE

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**NSC shall strengthen the value of Norwegian seafood**



# NSC AROUND THE WORLD

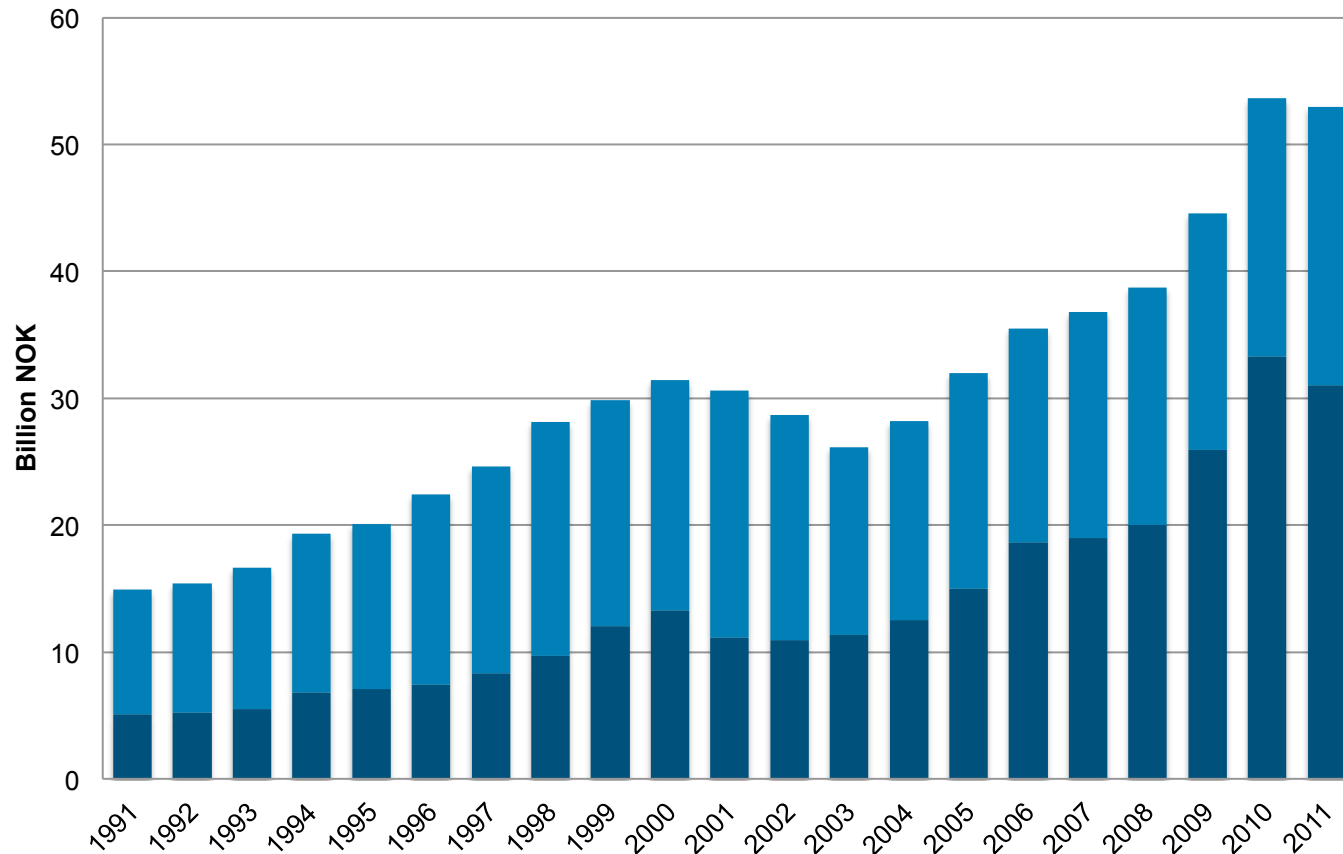


# NORWEGIAN SEAFOOD EXPORTS

Key figures



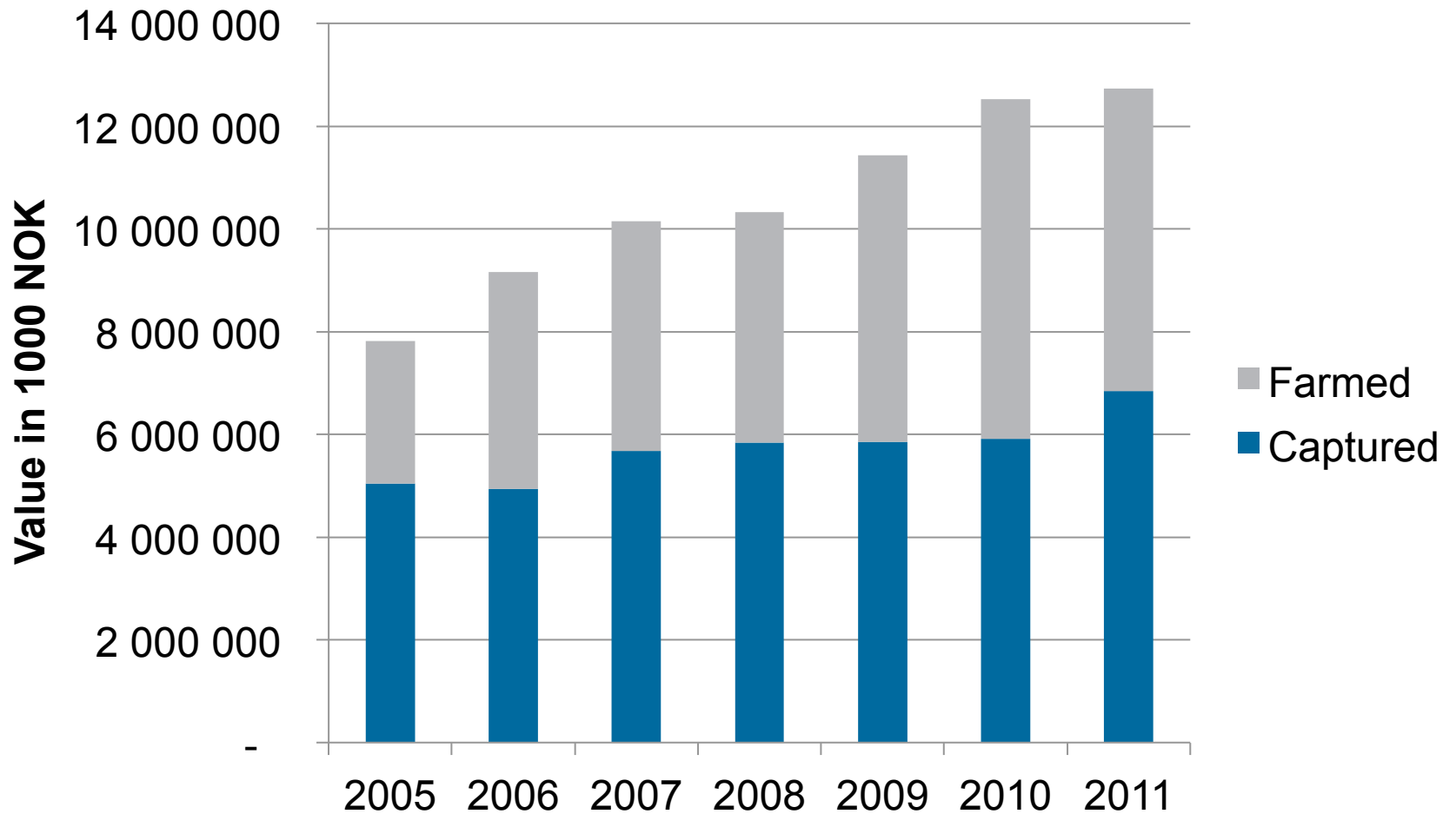
# NORWEGIAN SEAFOOD EXPORTS 1991-2011



**Fisheries in 2011: 41,5 % 22 billion**

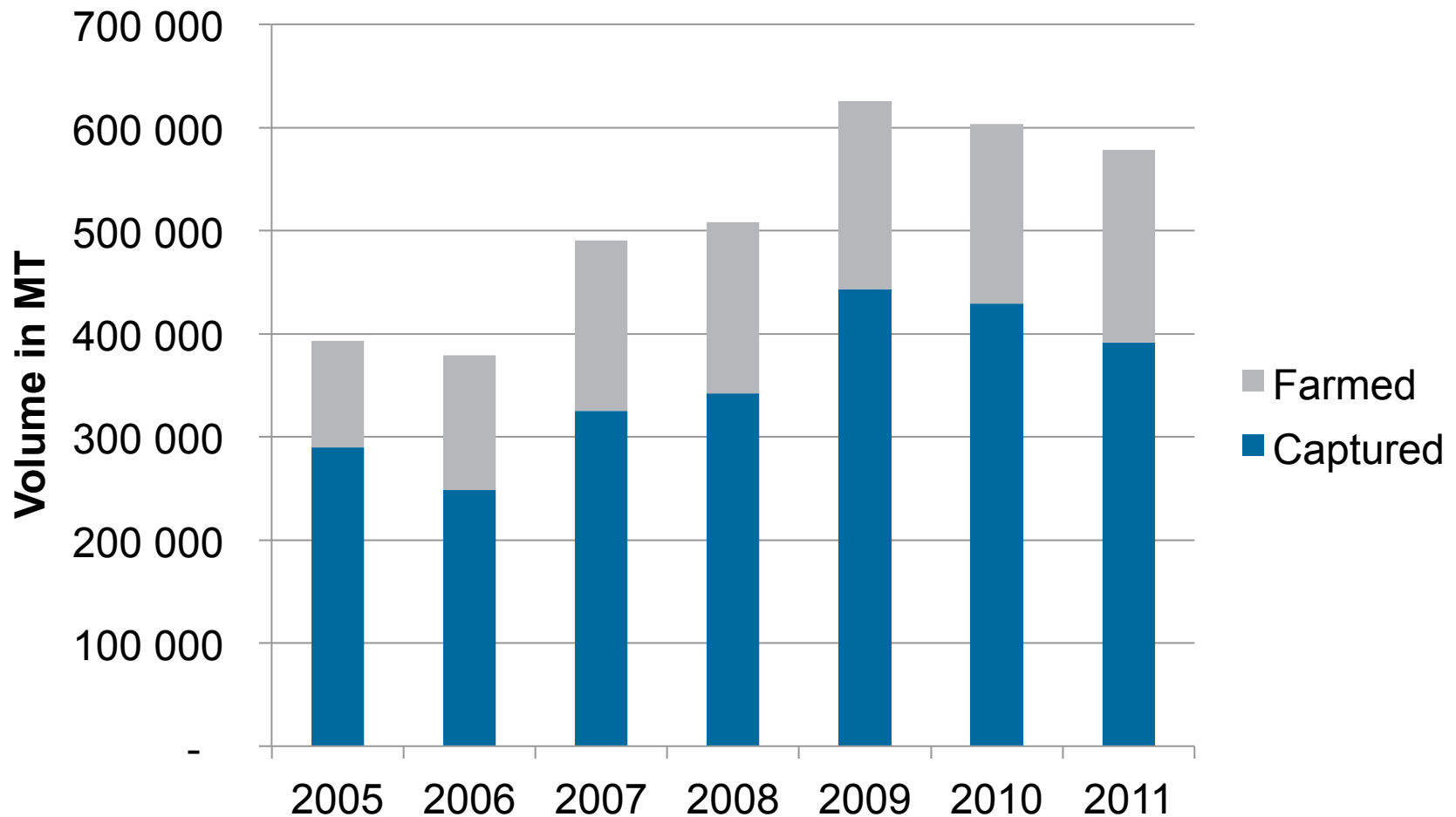
**Aquaculture in 2011: 58,5 % 31 billion**

# TOTAL EXPORT VALUE FOR NORDLAND, TROMS AND FINNMARK

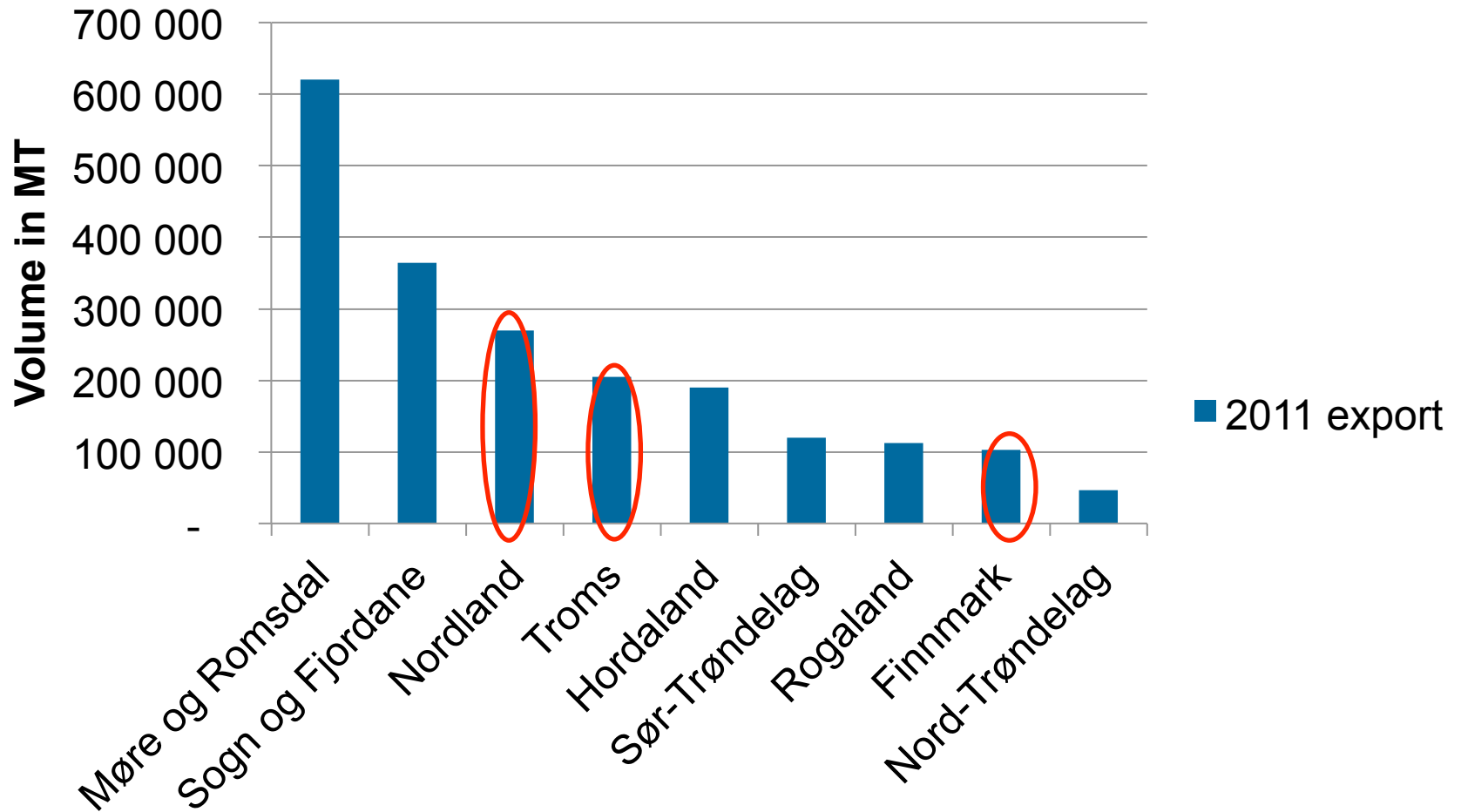




# TOTAL EXPORT VOLUME FOR NORDLAND, TROMS AND FINNMARK

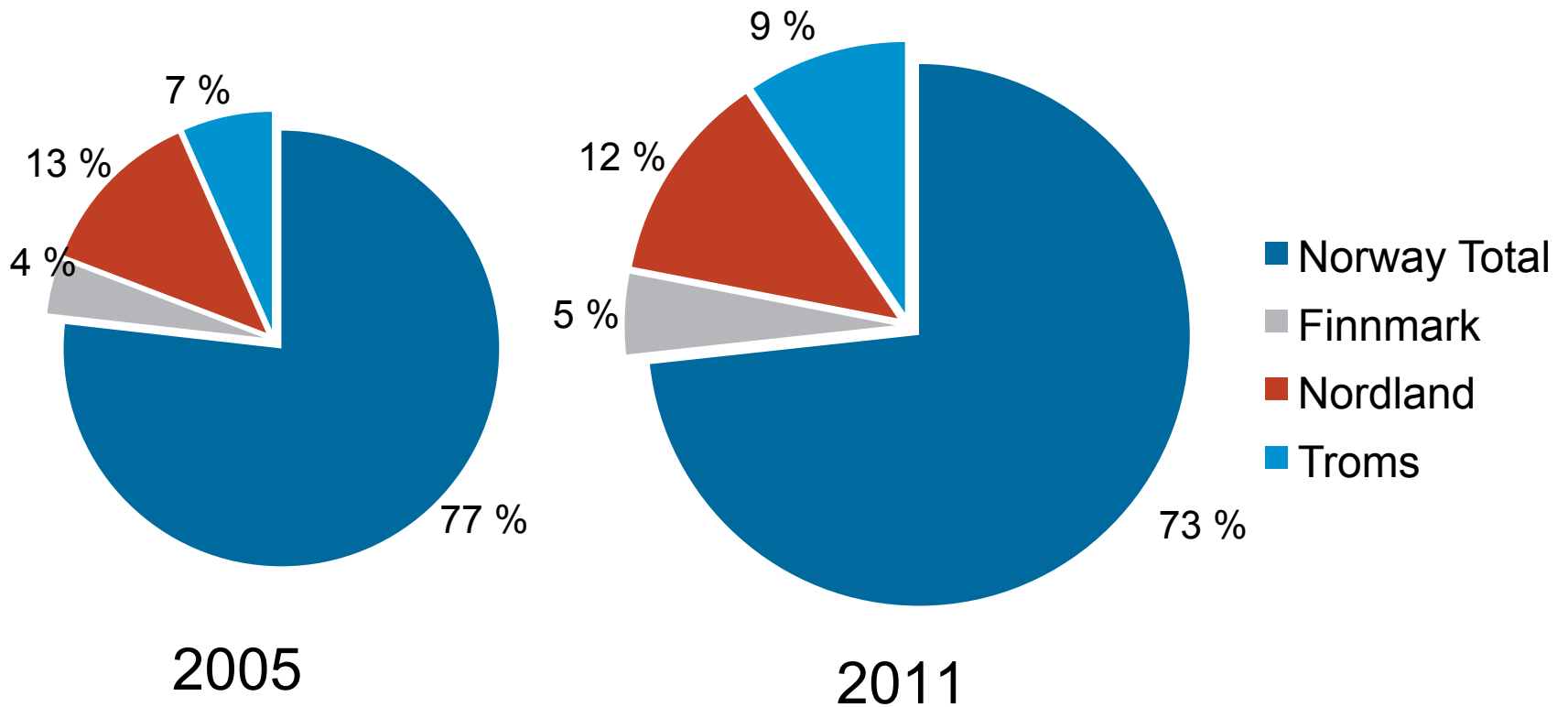


# EXPORT 2011 BY COUNTIES

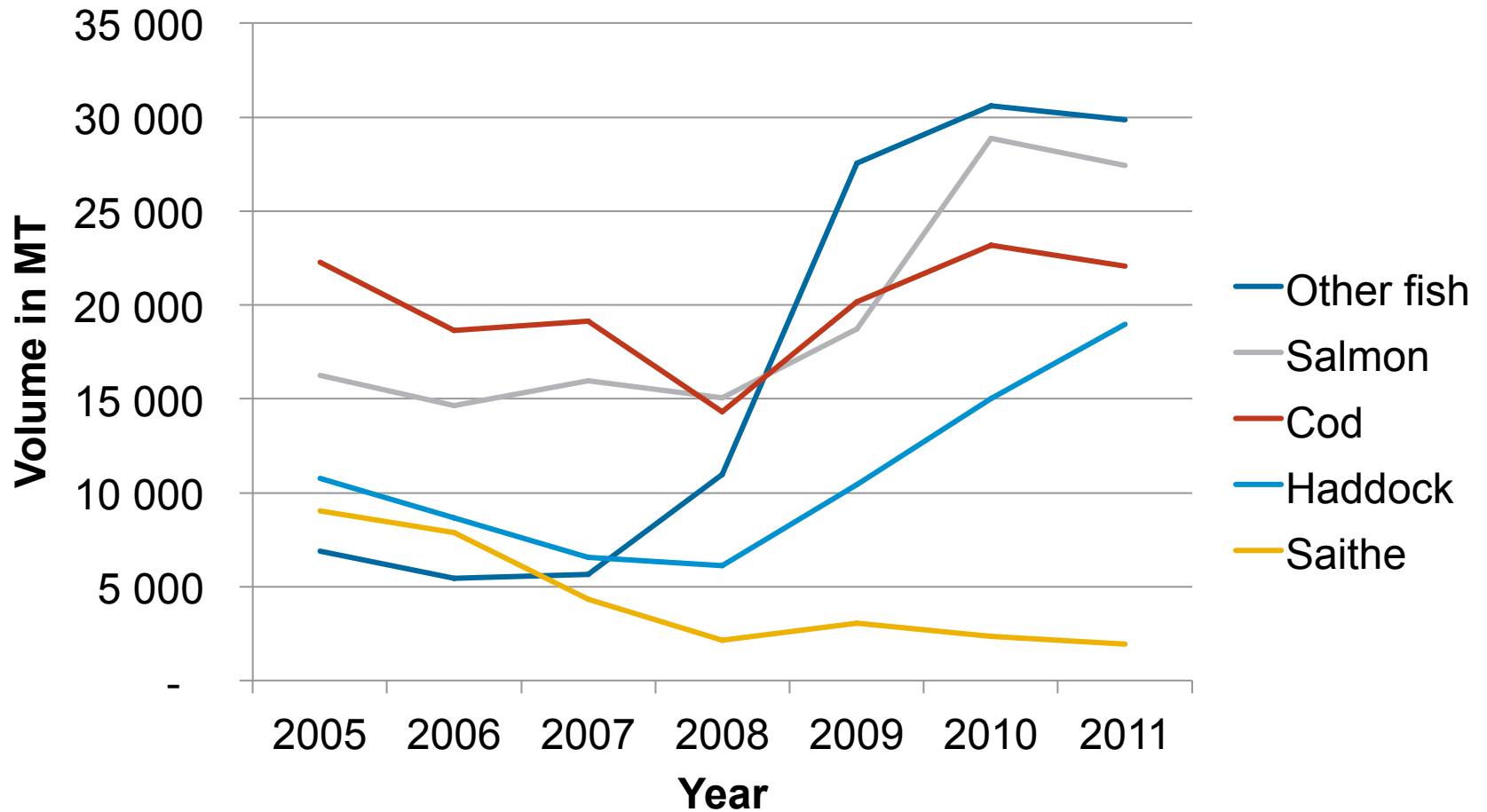


# EXPORT FOR NORDLAND, TROMS AND FINNMARK COMPARED WITH TOTAL 2005 AND 2011

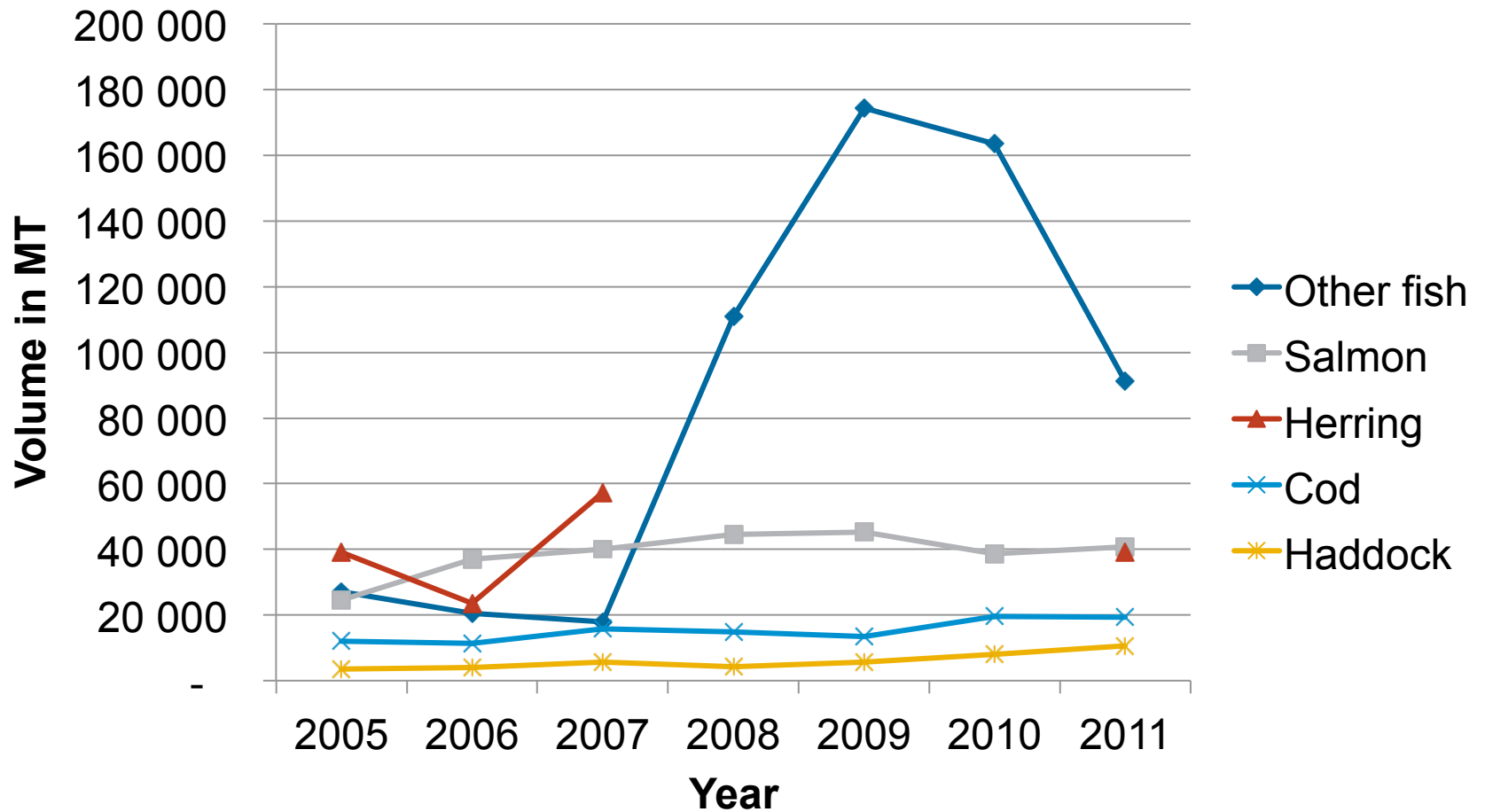
Volume in %



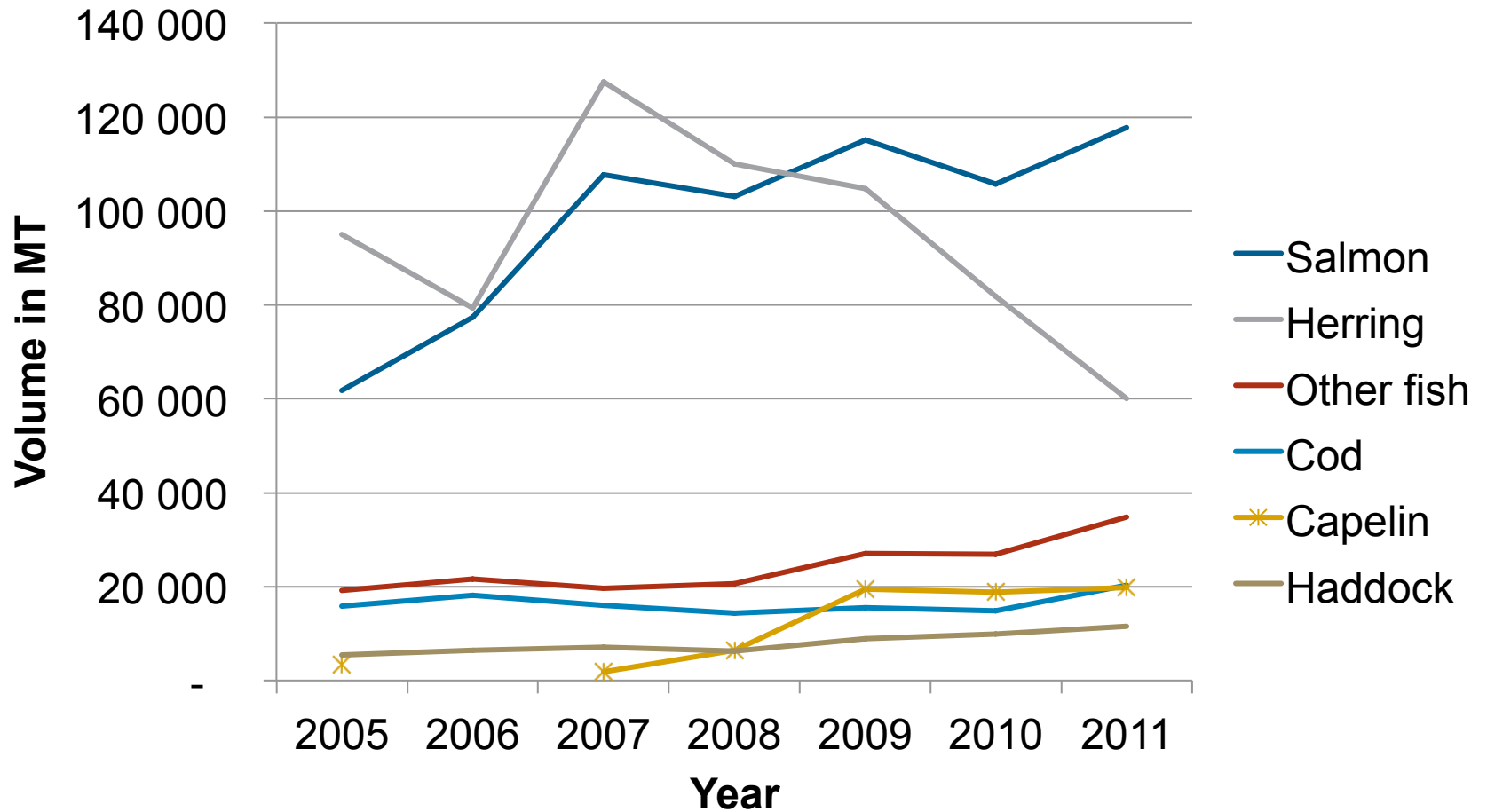
# FINNMARKS EXPORT BY SPECIES



# TROMS EXPORT BY SPECIES



# NORDLANDS EXPORT BY SPECIES

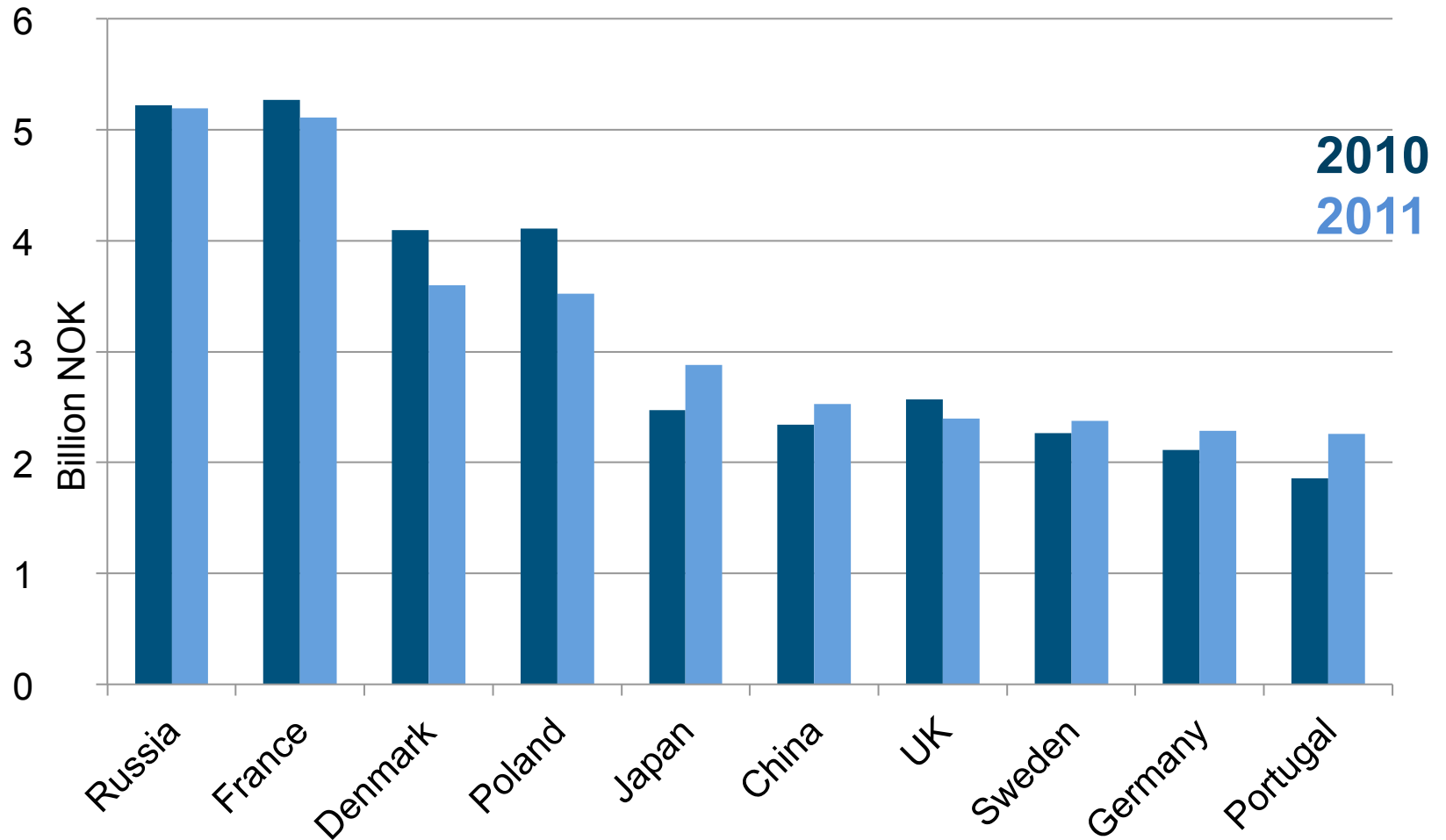


# MARKETS FOR NORWEGIAN SEAFOOD

Norwegian seafood for the world



# NORWEGIAN SEAFOOD EXPORTS 2011

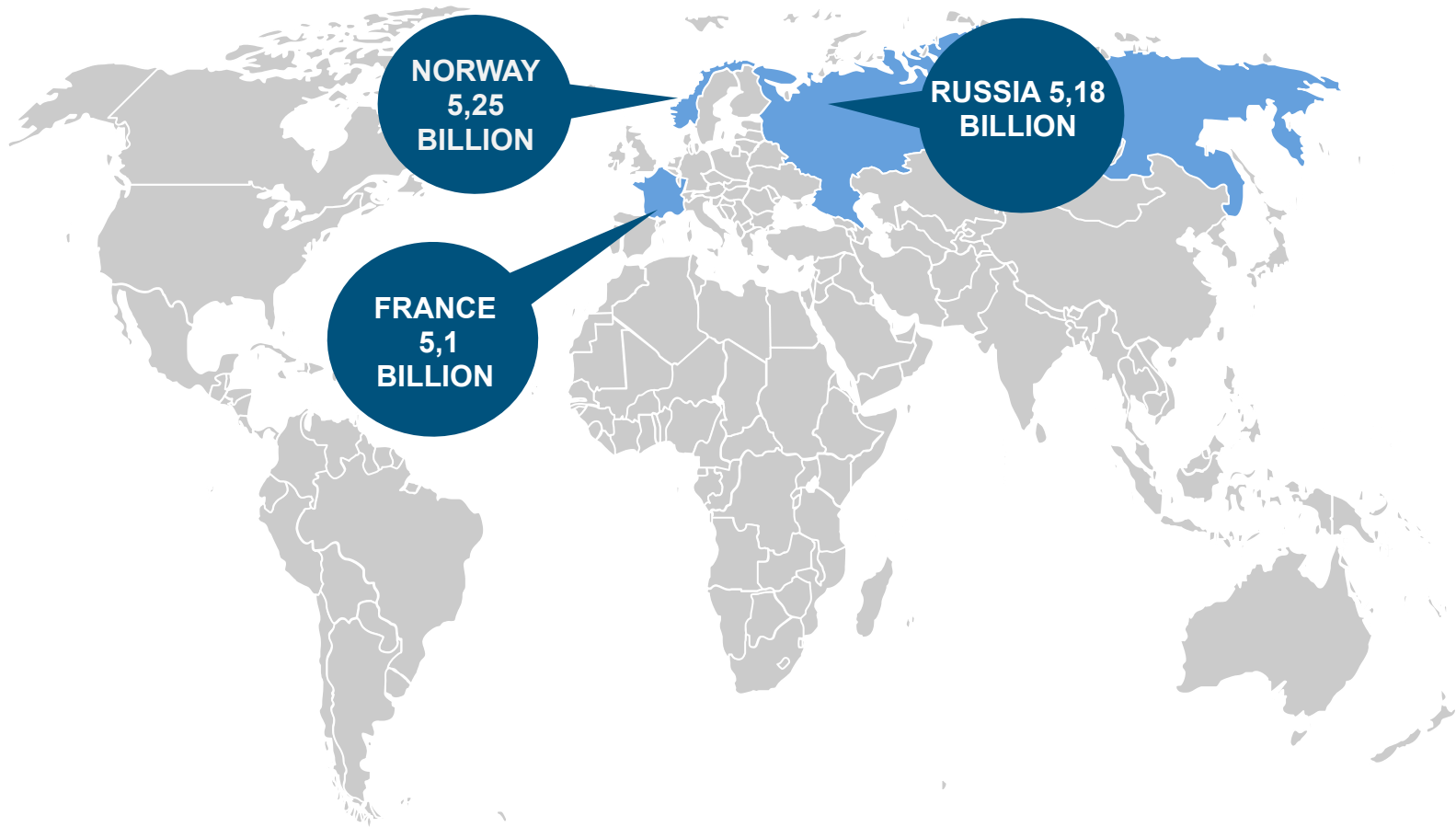




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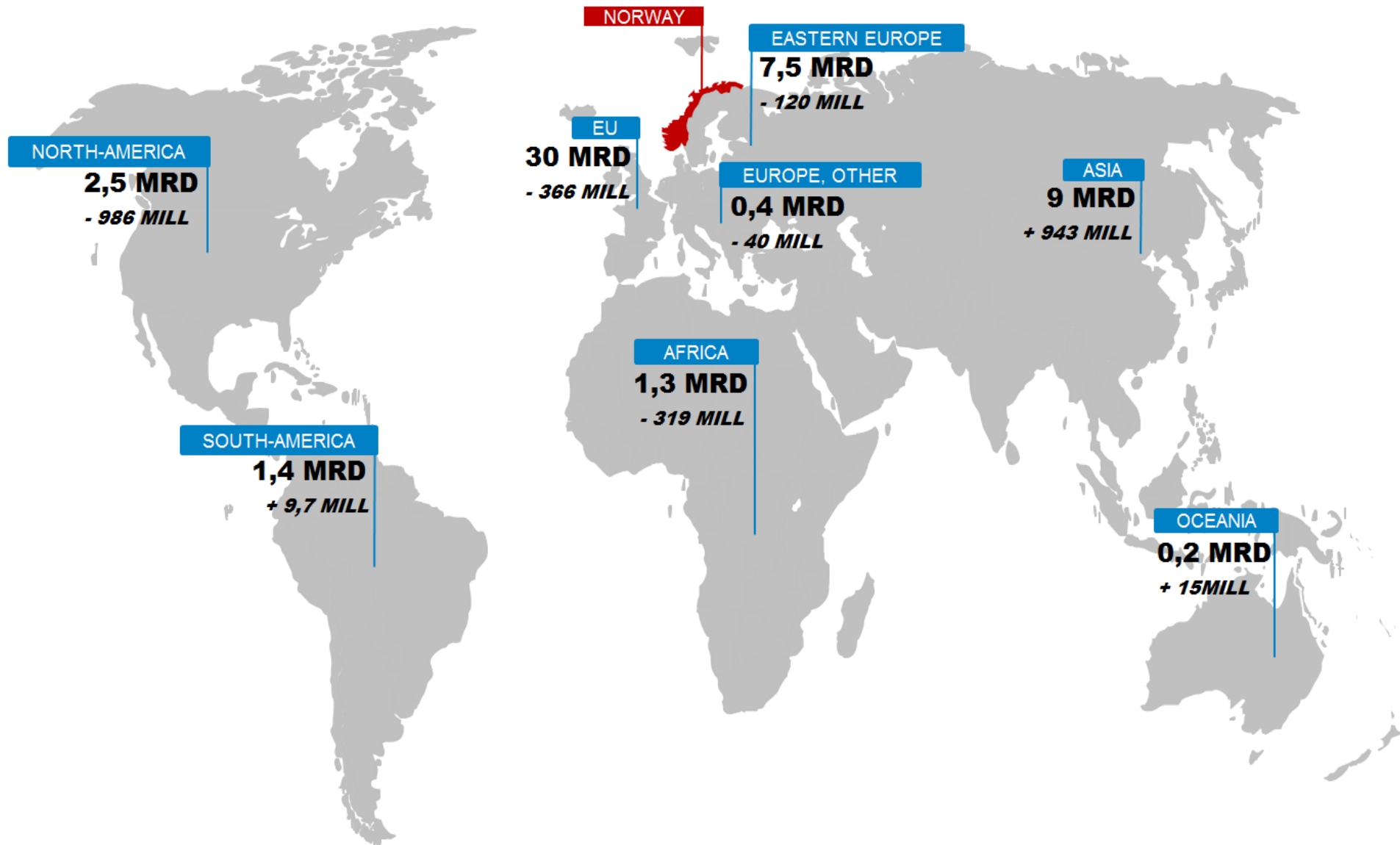
# BIGGEST MARKETS FOR NORWEGIAN SEAFOOD

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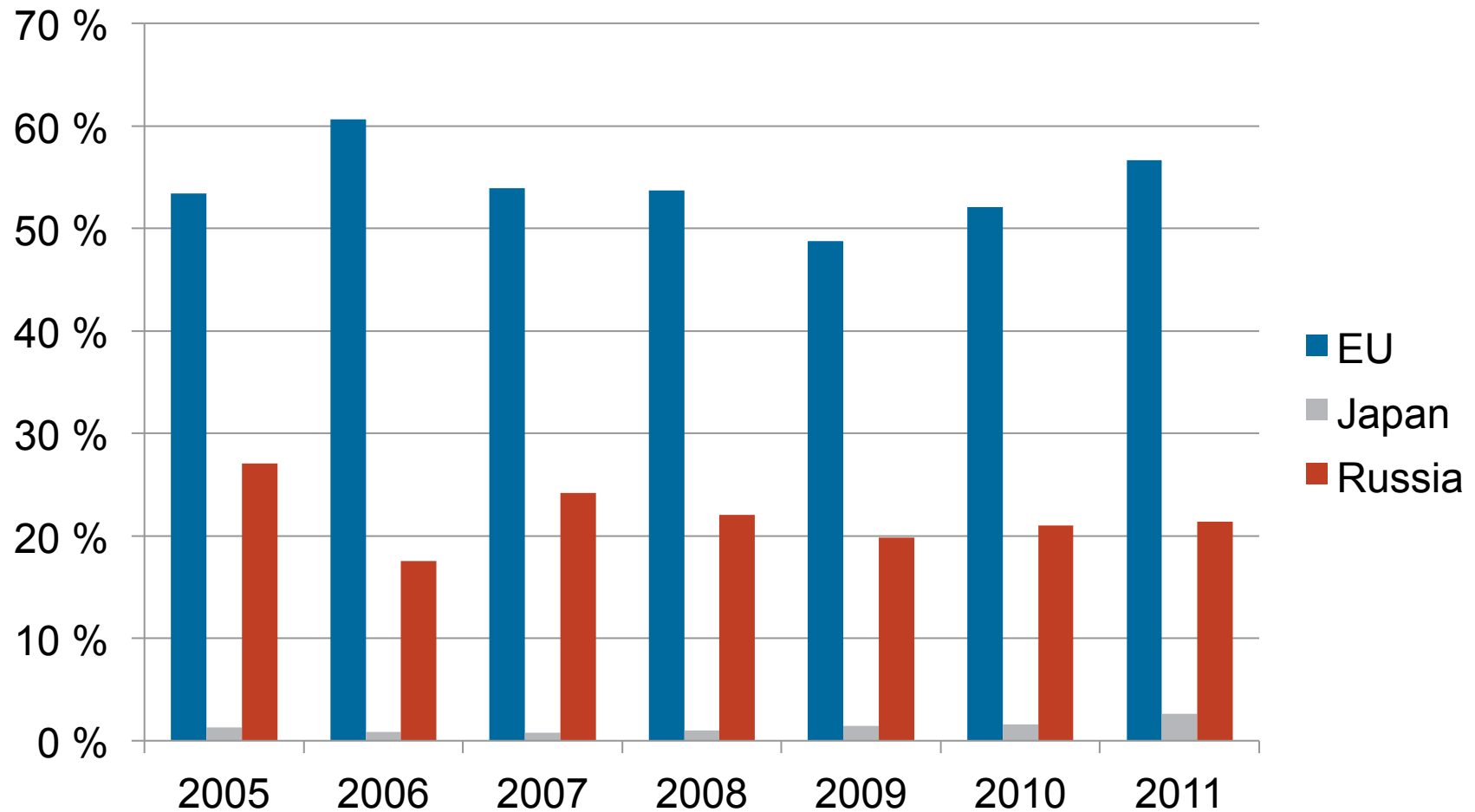




# NORWEGIAN EXPORT OF SEAFOOD 2011



# THE BIGGEST MARKETS FOR NORDLAND, TROMS AND FINNMARK





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# ENVIRONMENTAL CERTIFICATION

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Norwegian fisheries are managed in a sustainable way, as shown by the fact that Norwegian fisheries have the biggest share of environmental certifications in the world.

Friend of the Sea



KRAV



Marine Stewardship Council



Norwegian Seafood Council

Seafood.no



Seafood from Norway  
raised in cold, clear waters.

