

Fryst blir ferskt – ny trend i Europa?

Sjømatdagene 2011

Hell, 18-19.01.11

Finn-Arne Egeness

Forsker

Nofima

Agenda

- Storbritannia
 - Supermarkedskjedene
 - Historisk utvikling for brettpakke torskprodukter
 - Situasjonen i de betjente fiskediskene
 - Hva har skjedd og hvorfor?
 - Forbruker
 - Fokusgrupper
 - Sensoriske tester
- Frankrike
- Sverige

Foredraget er basert på resultater fra prosjekter finansiert av Fiskeri- og havbruksnæringens forskningsfond (FHF)

MARKS &
SPENCER

fresh
never frozen

2 COD

FILLETS

No skin or bone

Chunky fillets of moist
and succulent cod,
just ready to cook.



FISH FROM

KEEP REFRIGERATED 0°C to +5°C

DISPLAY UNTIL	USE BY
21 OCT	21 OCT
£ PER kg	kg
13.49	0.258
PACK PRICE	£ 3.48




0 01 7762 703483 >

COOKING, CARE & STORAGE


This product is raw fish and must be cooked according to guidelines. As size and thickness of fish may vary, please note that larger, thicker pieces may take longer to cook.

Preheat oven. Remove packaging. Place on oiled foil. Season with salt and pepper. Dot with butter. Close foil loosely over product. Place on a baking tray.

 Oven	190°C Fan 165°C 375°F Gas 5	12-15 min
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The fillet will begin to flake when cooked.

Microwave ovens vary. The following is a guide only. Remove outer film and pad. Cover with microwaveable film. Pierce film. Cook on full power.

 Microwave	2½-3 min Cat B - 650W	2-2½ min Cat D - 750W
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After cooking leave to stand for 1 minute. Two or more packs will require longer cooking time. Check that product is piping hot before serving. The fillet will begin to flake when cooked.

Do not reheat.



Fish caught in the North East Atlantic
Packed in the UK.
© Marks and Spencer plc
Baker Street London
W1U 8EP 2000
www.marksandspencer.com



Freeze on day of purchase. Use within one month. Defrost thoroughly before use.



Although extra care has been taken to remove all bones, some small ones may remain.



Our fresh cod is fished from the deep waters of the Atlantic, then airfreighted to the UK within hours of landing.



Cod's large, succulent flakes taste delicious in a fish pie or baked with Mediterranean vegetables. Makes a great alternative to haddock.

Packaged in a protective atmosphere for freshness.

NUTRITION

Typical Values Per 100 g:
Energy 335kJ/80kcal · Protein 18.3g · Carbohydrate Nil, of which sugars Nil · Fat 0.7g, of which saturates 0.1g · Fibre Nil · Sodium 0.06g · Equivalent as salt 0.1g.



READY TO COOK	
KEEP REFRIGERATED 0°C TO +5°C	
DISPLAY UNTIL	USE BY
19 MAR	19 MAR
PRICE PER Kg	
14.99	0.244kg
PACK PRICE	£3.66
	
0 01 7762 703667 >	

MARKS &
SPENCER

2 Fresh **Cod** Fillets

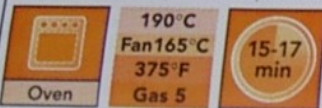
NO SKIN OR BONE	NATURALLY LOW IN	 SUITABLE FOR FREEZING
	FAT	

COOKING, CARE & STORAGE

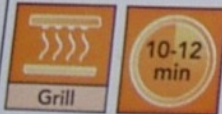
This product is raw fish and must be cooked according to the cooking instructions. As size and thickness of fish may vary, please note that larger, thicker pieces will take longer to cook. Remove all packaging.

For best results oven bake.


Preheat oven. Place product on foil. Dot with butter and season with salt and pepper to taste. Wrap product loosely in foil and place on baking tray.




Domestic grills vary. The following is a guide only. Preheat grill to medium. Coat fillets lightly in seasoned flour. Place product directly on base of grill pan. Dot with butter. Turn once during cooking.



Do not reheat.

 Freeze on day of purchase. Use within one month. Defrost thoroughly before use.

 Although extra care has been taken to remove all bones, some small ones may remain.

NUTRITION

Typical Values	Per 100g
Energy kJ	335
Energy kcal	80
Protein g	18.3
Carbohydrate g	Nil
of which sugars g	Nil
Fat g	0.7
of which saturates g	0.1
Fibre g	Nil
Sodium g	0.06
Equivalent as salt g	0.1

GUIDELINE DAILY AMOUNTS

Recommended by nutrition professionals for average adults

	Per 100g	Woman	Man
Calories	80	2000	2500
Fat g	0.7	70	95
Salt g	0.1	5	7

Packed in the UK with North East Atlantic cod.

© Marks and Spencer plc
PO Box 3339 Chester
CH99 9QS 2000

M 0177 627 S

UKBB011FE
EC



find out more

www.marksandspencer.com

for the love of
food...

All of our fresh cod is caught in the deep, icy cold water around Iceland.



We work in partnership with the best boats and fishermen who pride themselves on catching the finest cod every day. It is line caught, not trawled, which means that there is less damage to the fish therefore maintaining quality, texture and colour. The cod is then hand filleted and flown daily to the UK ensuring fantastic freshness. Olafur Bjornsson fishes cod for Marks and Spencer: "Icelanders have a passion for fish which is passed down for generations. For this reason we ensure that we fish sustainably which means care for the environment goes hand in hand with managing fish stocks."

to make this even more
special...

Lightly season the cod fillets with salt and cracked black pepper and bake in buttered foil.

Serve with grilled tomatoes, garlic mushrooms and some

buttery mashed potatoes.

2 Fresh Cod Fillets

MARKS & SPENCER

2 Cod Loin Fillets

Our sustainably sourced Cod is delicious baked in the oven.

This medium flavoured fish has a large flaking texture



DISPLAY UNTIL USE BY	PRICE/Kg
22 Mar	£ 19.99

PACK WEIGHT	PACK PRICE
0.287 Kg	£ 5.74



0 055800 605740 >



KEEP REFRIGERATED 0°C TO +5°C
READY TO COOK

COD LOIN FILLETS


Fry, grill, bake or poach -


FOR BEST RESULTS BAKE

As size and thickness of fish may vary, please note that larger, thicker pieces will take longer to cook.

OVEN

Remove all packaging. Preheat oven. Place product on foil. Dot with butter and season with salt and pepper to taste. Wrap product loosely in foil and place on baking tray.

 190°C Fan 165°C 375°F Gas 5

 15-17 mins

Do not reheat.

STORAGE



Suitable for freezing.

This product may have been frozen and returned to chill temperature.

Further freezing will not affect quality.

Freeze on day of purchase.

Use within one month.

Defrost thoroughly before use.

NUTRITION		GDA	
Typical values	per 100g	adult	
Energy kJ	380		
Energy kcal	90	2000	
Protein	18.8g	45g	
Carbohydrate	0.3g	230g	
of which sugars	0.3g	90g	
Fat	1.5g	70g	
of which saturates	1.0g	20g	
Fibre	0.3g	24g	
Sodium	0.06g	2.4g	
Equivalent as salt	0.20g	6g	

GDA = Guideline daily amount

DISPOSAL

PACK



plastics

NOT CURRENTLY
RECYCLABLE

IMPORTANT



This product is raw fish and must be cooked according to the cooking instructions.

Although extra care has been taken to remove all bones, some small ones may remain.



Our cod is caught with hook and line by a small number of fishing boats, specially selected by M&S. Our fish is selected from the best of the daily catch and filleted by hand for outstanding quality.

Packed in Scotland with cod caught in the North East Atlantic. 2000

© Marks and Spencer plc
PO Box 3339 Chester CH99 9QS
marksandspencer.com

UK
BB 011
EC

TESCO Finest Quality Unsalted

COD FILLETS



Caught in **North East Atlantic - Norway**

Catch method

Long Line

Display until

17 Mar

Use by **7 70 16:17**

17 Mar

Weight (kg)

0.386

£/kg

8.00

Price

£ 3.09



0 297462 003094 >



A typical fillet contains



Suitable for home freezing

Calories	Sugar	Fat	Saturates	Salt
150	0g	1.7g	0.4g	0.5g
8%	0%	2%	2%	8%

of your guideline daily amount

Keep refrigerated. Once opened, use immediately.

**Cod (*Gadus morhua* or *Gadus macrocephalus*)
fillets, skin on, bone in.**

Oven: • Remove all packaging. • Place on a baking tray in the centre of a pre-heated oven 180°C/350°F/Gas Mark 4 for 15-22 minutes.
• Adjust times according to your particular oven. (For fan assisted ovens cooking times should be reduced). • All appliances vary, these are guidelines only. • Check food is piping hot throughout before serving.

• Not suitable for cooking from frozen.

Freezing guidelines: • Freeze on day of purchase. Use within one month.

Defrost: • Defrost thoroughly for a minimum of 10 hours in a refrigerator. **IMPORTANT: If food has thawed, do not refreeze.**

Caution: • This product will contain bones.

Storage: • Keep refrigerated. • Once opened, use immediately. • This product may have been previously frozen and has been restored to chill temperature under carefully controlled conditions. It is still suitable for home freezing. • Use by: see front of pack.

Nutrition

Additional information:

• Packaged in a protective

Storage: • Keep refrigerated. • Once opened, use immediately. • This product may have been previously frozen and has been restored to chill temperature under carefully controlled conditions. It is still suitable for home freezing. • Use by: see front of pack.

Additional information:

Sainsbury's

Taste the difference



Line caught Cod loin

skinless & boneless
chunky cod loin from the
clear waters of the
North East Atlantic ocean.

Keep refrigerated		
Use by	kg	£ / kg
17 MAR	0.268	15.99
Pack price		£ 4.29
Landed in		Iceland

0 275263 004298 >

Our cod loins are cut from large cod, which are line caught in the well managed fisheries off the Icelandic, Norwegian and Faroese coasts. The size of the fish produces chunky loins which are ideal for all types of recipe.

Nutrition information

Typical values (steamed as per instructions) Per 100g: Energy 350 kJ; 83 kcal; Protein 18.6g; Carbohydrate nil of which sugars nil; Fat 0.9g of which saturated 0.7g; Fibre nil; Salt 0.2g of which sodium 0.07g.

The Wheel of Health is based on guideline daily amounts. For more information call 0800 636262 or visit www.sainsburys.co.uk/health

Ingredients

Cod.



Allergy advice
Contains fish.



Safety Although extra care has been taken to remove all bones, some may remain.

We care...

...about our quality and what you think. If you have any comments, good or bad, please call us on our Careline 0800 636262 or visit www.sainsburys.co.uk
Packaged in a protective atmosphere. Caught in the North East Atlantic Ocean and packed in the UK for Sainsbury's Supermarkets Ltd, London EC1N 2HT.
See reverse for GDA information, storage and cooking instructions.

UK
GG199
EC

Try...

...sprinkling with herbs and lemon crumbs, serve with lemon wedges and parsley.

How to store and cook

Use by: see front of pack.



Keep refrigerated

For maximum freshness, store at less than 5°C and consume within 24 hours.

This product has been previously frozen - do not refreeze.



Oven cook from chilled

Electric	180°C
Gas	4

1 Preheat oven to the required temperature as shown. 2 Remove all packaging. 3 Place the fish in foil to form a parcel. 4 Place on a baking tray in the centre of the oven and cook for 25-30 minutes.



To grill

1 Pre-heat grill to a moderate heat. 2 Remove all packaging. 3 Place the fish onto the base of the grill pan. 4 Brush the top of the fish with oil or butter. 5 Place the grill pan in the middle position in the grill. Cook without turning for 15 minutes.



To poach

1 Remove all packaging. 2 Place the fish in a pan with enough milk or water to cover. 3 Bring to the boil and simmer gently for 10 minutes.



To shallow fry

1 Remove all packaging. 2 Coat the fish lightly in flour. 3 Heat 10ml of oil in a frying pan over a medium heat. 4 Gently lower the fish into the hot oil. 5 Cook for 10-12 minutes, turning occasionally.



To steam

1 Bring a pan of water to the boil on a medium heat. 2 Remove all packaging. 3 Place the fish on a plate and cover with foil. 4 When the water is boiling, place the plate on top of the pan. 5 Continue to cook on a medium heat for 20-24 minutes.

As the natural thickness and size of the fish and the performance of cooking appliances may vary, these are guidelines only. Always check that the product is piping hot before serving.



All fish on our counter is fresh and never frozen

FISH OF THE DAY

Fish of the day
Fresh King Salmon
50p
90c
Save £1
£18.99
Lovely fresh fish!

All fish on our counter is fresh and never frozen

All fish on our counter is fresh and never frozen

Brettpakkede produkter

- Variasjon i tidligere behandling av råstoffet (may have been previously frozen, previously frozen, fresh, never frozen)
- Større fokus på bærekraft og fangstredskap, enn ferskhet
- Skifte fra ferskt til tint, hos alle de største kjedene, slik som Tesco (31 %), ASDA (17 %) og Sainsbury`s (12 %)
- Morrisons (12 %) forsøker å differensiere seg og tilbyr kun genuint ferske produkter
- (% = markedsandel av det totale dagligvaremarkedet)

Hvordan ser det ut i ferskvaredisken?

- Waitrose
- Tesco
- ASDA
- Morrisons



Council Standard
www.msc.org

Fresh Hake Fillets

£15.99
kg
£7.25/lb

Quality
12/21

Fresh Haddock
Prime Haddock
Live Caught

FISH OF THE DAY

Fresh Icelandic Prime Cod Loins

Line caught in the North East Atlantic Ocean
Offer ends 31/10/14

SAVE 1/3

£17.99
kg
£11.99

~~£9.44/lb~~



**Skinless and
Boneless
Atlantic Cod
Loin**

£1.47 100g

£14.67 kg

Juicy, firm white fish, caught by line or seine net.

Responsibly Sourced from
Well Managed Fisheries

Guide price per loin is

£2.93

Based on an average weight of 200g

May have been previously frozen, however, is still suitable for home freezing. Wild caught in the North West Atlantic, the North East Atlantic. Equivalent to £6.65/lb.

Responsibly Sourced from
Well Managed Fisheries

£2.93

Based on an average weight of 200g

May have been previously frozen, however, is still suitable for home freezing. Wild caught in the North West Atlantic, the North East Atlantic. Equivalent to £6.65/lb.

Fresh Fish



Our collection of fresh fish - just ask!

Haddock & Cod Fillet Portions

2 for £3

Cod Fillet

Your delicious fish
in 3 easy steps

1. Pick your fish and choose your portion
2. We'll put it in the oven ready bag
3. Just pop it in the oven!



Salmon

£4

delicious source
for fish

Cod Fillet

Cod Fillet	
£5.00	Per Kg
£8.70	£5.00

Caught in NE Atlantic.
Previously frozen.
May contain nuts, seeds & other allergens.

All fish on our counter is **fresh** and **never frozen**

100% of the time!

**Save
£2**

Fresh Smoked Haddock Loin
Melanogrammus aeglefinus
Contains codlin

~~£12.29~~
£10.29

£4.67

Net Caught in North East
30 21st March

Smoked **£9.99**

Bakgrunn for markedsendringer

- Aktørene i verdikjedene opplevde en varierende og uforutsigbar tilgang på ferske torskeprodukter i perioder av året (sommer)
- Hvordan løse denne utfordringen?
- Leverandører fant det hensiktsmessig å forsøke tinte produkter
- Akseptert av supermarkedskjedene etter vareprøver



Leverandører

- Selvstendige økonomiske aktører (Seachill, The Seafood Company)
- Avgjør hvilket råstoff som skal brukes (ferskt eller tint)
- Ingen sammenheng mellom tidligere behandling av råstoffet og utsalgspris
- Profittmaksimering styrer valg av råstoff
 - Lavere råstoffpris gir større marginer
 - Substitusjon hele året

Leverandører

- Mange produktalternativer for innkjøper;
 - Fersk filet
 - Fryst filet
 - Sløyd og hodekappet fisk
- Tint fisk gir (ofte) lavere transaksjonskostnader;
 - Mindre svinn
 - Enklere logistikk
 - Færre uforutsette hendelser



Supermarkedskjedene

- Stabilt og forutsigbart utvalg av alle fiskeprodukter hele året, som bidrar til større lønnsomhet





OUR NEW FISH COUNTER

Welcome to our Fish counter. Fish counter gives you the option of purchasing fresh fish to be delivered directly to your door. Use our Fish Counter Option tool to easily browse our fresh fish range and provide you with suggestions for filleting, wine matches and reasons to buy fish.

Browse our fresh fish range, using our [Fish Counter tool](#) >

Reasons to buy fresh fish from tesco.com:

- Fresh fish delivered straight to your door
- Over 50 fresh fish and shell fish to purchase
- Low in calories and packed with goodness
- Download and print our preparation guides



WINE AND FOOD MATCHING



REASONS TO EAT FISH

"Tesco take care to maintain the quality of our fish at every stage from the boat or the farm to our stores. As soon as the fish are brought aboard the fishing boats or taken from the farm they are chilled down in ice (or ice cold water for smaller fish like mackerel and herring) and kept at that temperature all the way to the factory that processes and

packs our fish. To give a full range of fish all year some of our fish and shellfish has to be frozen in peak condition and carefully defrosted to preserve the flavour and texture that we demand for our customers. The

emphasis with all our fish is on the speed of processing in a temperature controlled factory, and the fish is soon in a chilled lorry on route to our store. We keep your fish in the best possible condition to preserve the delicate flavours and texture."

OUR FRESHNESS STATEMENT



PREPARATION GUIDE

"We know you love fish and shellfish..."

...which is why we work daily to ensure we source products in a Responsible manner"

RESPONSIBLE FISHING



Find out more about Tesco's sourcing policies at Greener Living

SOURCING POLICIES

Fokusgruppeundersøkelser i UK

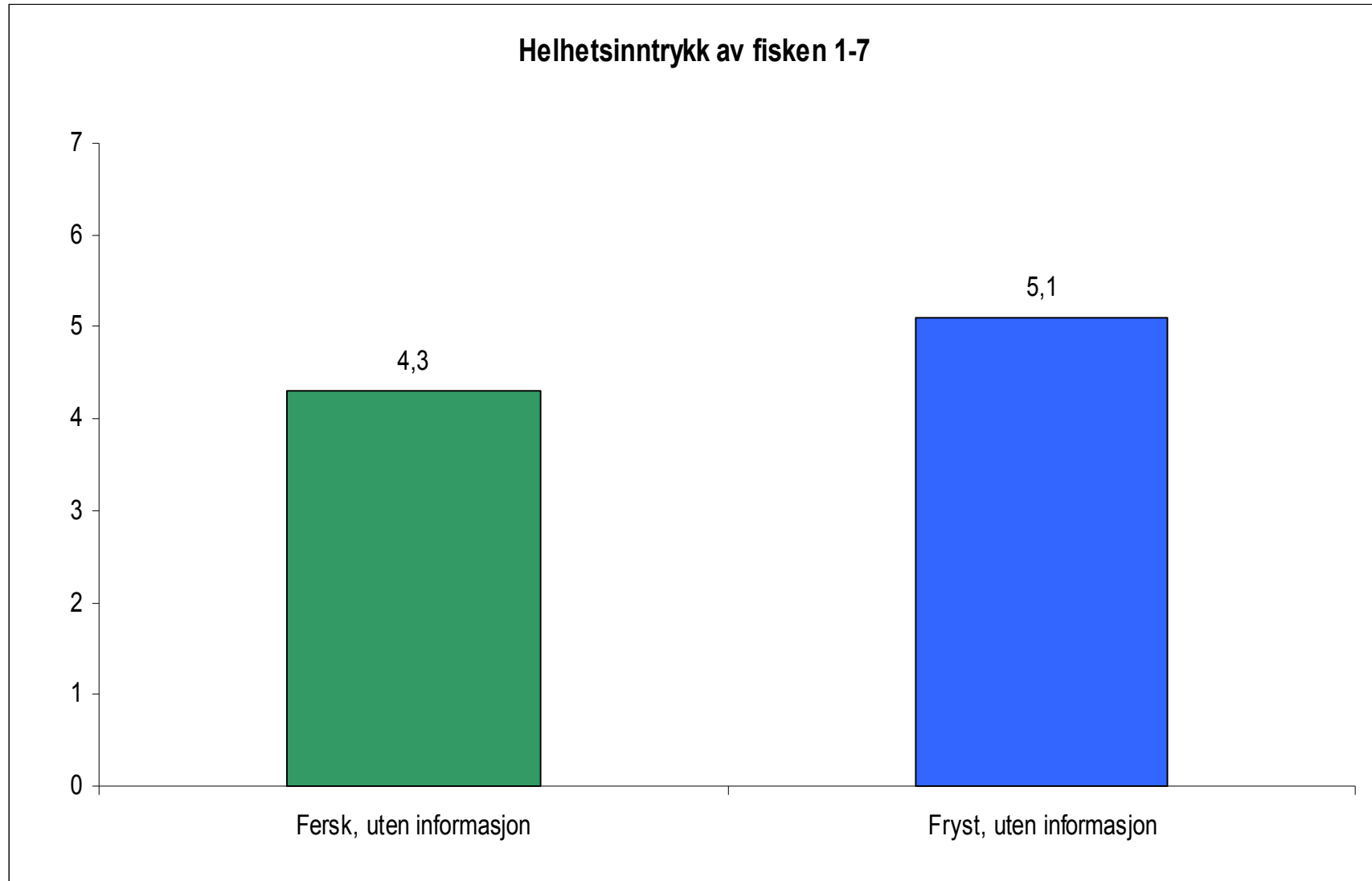
- Britiske forbrukere oppfatter “chilled” som ferskt
- Liten eller ingen kjennskap til endringene i kategorien
- Er det grunnlag for differensiering slik vi har sett hos Morrisons?



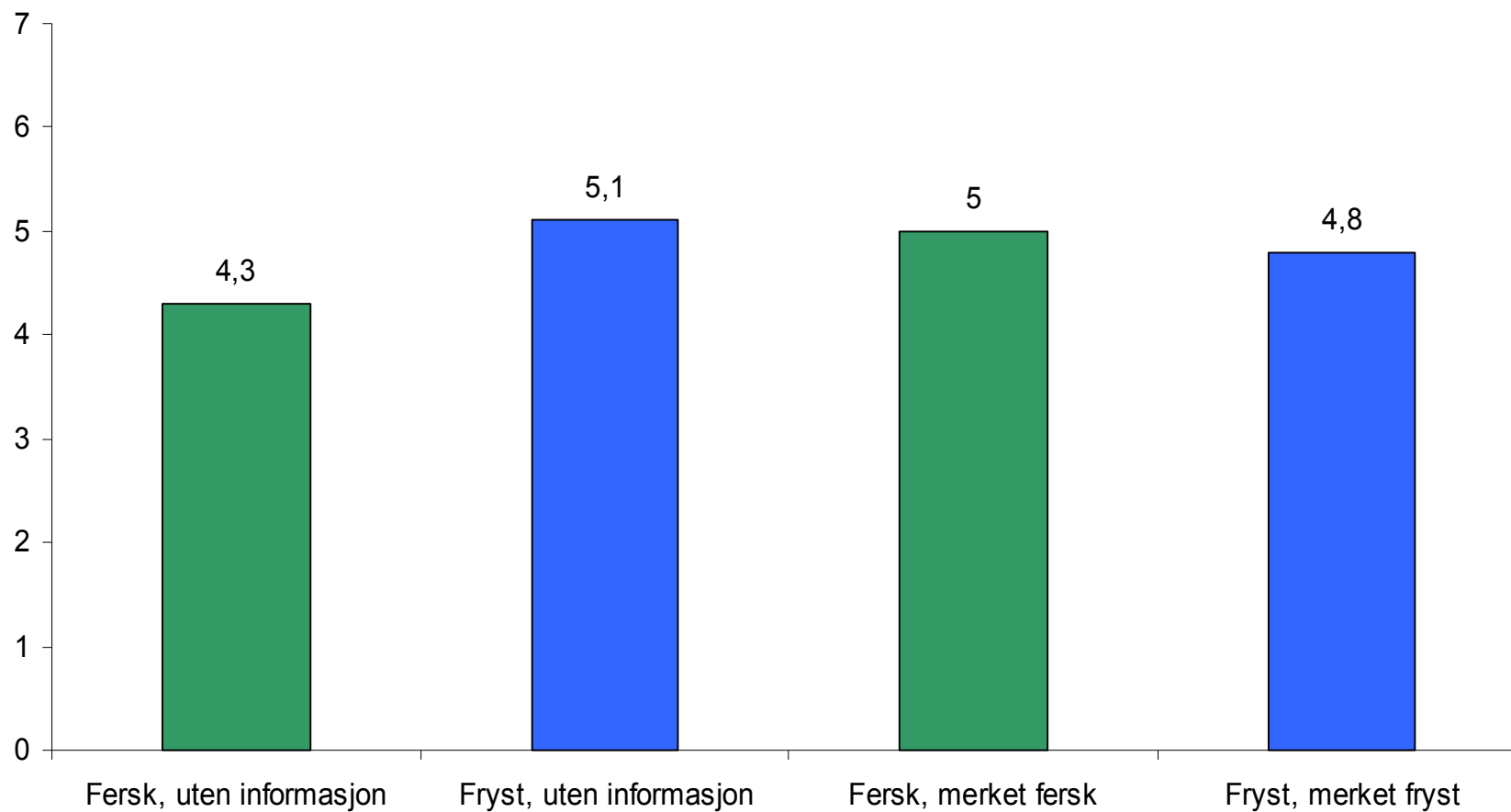
Forbrukertest i UK - forbrukers oppfatning av tinte og genuint ferske fiskeprodukter

- Reading, England
- 136 personer, 70 % kvinner og 30 % menn
- Helt eller delvis ansvar for innkjøp av mat
- Råstoff - levendelagret (ufôret) torsk. Halvparten fryst i 2 uker, andre sendt fersk til markedet
- Prøvene ble servert kokt, naturell
- Første par uten informasjon, andre par med informasjon og tredje par med uriktig informasjon
- Hver runde bestod av en fersk og tint prøve
- Forbruker rangerte produktene på en skala fra 1-7

Helhetsinntrykk av fisken 1-7



Helhetsinntrykk av fisken 1-7



Oppsummering

- Tint fisk har fått innpass i etablerte kanaler for fersk fisk i det britiske markedet
- Lønnsomhet og stabil tilførsel er drivkrefter for endring
- Indikasjon på at konsumentene i liten grad er klar over denne endringen
- Tint fisk aksepteres av forbrukere
- Informasjon om ferskhet gir bedre helhetsinntrykk for fersk fisk
- Hvordan er utviklingen i andre markeder?
 - Frankrike
 - Sverige

Frankrike

- Ingen tinte torskeprodukter i de største supermarkedskjedene (Auchan, Carrefour, Super U, Leclerc, Monoprix, Intermarche)
- Er tilførselen av fersk torsk tilstrekkelig?
- Liten informasjon om råstoffet til forbruker, særlig sammenlignet med Storbritannia (fangstområde FAO-27)

Produit de France
N° LOT: 1028510158 02 #7
CONSERVATION: 0 à 2°C
A CONSOMMER JUSQU'AU:
POIDS NET 10
PRIX AU KG 0,250 kg €
Marine Harvest Boulogne
1 Rue Maréchal
82200 Boulogne sur Mer

Produit décongelé
ne peut être récongelé
Conseils pratiques, recettes : www.auspechetsuisselapies.fr
Matière sèche: 99,0 %
Emballage le: 05/11/2010
42/11/2010 jusqu'au 0,250 kg
Poids: 10,389
Lot N°: []
PRIX/KG

Filet de Cabillaud SA
Gadus morhua (sous atmosphère protectrice) Pêché en: ATLANTIQUE NORD EST
Congélation possible
A consommer cuit à cœur
A conserver entre 0°C et +2°C
Transformation en France
LOT: 44 C KB 056 / 101104047D
Date d'emballage: 04/11/10
A consommer jusqu'au: 10/11/2010
Poids net à l'emballage: 0,280 Kg
Prix / kg: 19,65 €/kg
Prix à payer: 5.50 €
2 831986 036077

F
62 180 264
CE

POISSONNERIE
4,00€
3 000030 500003

Malgré tous nos soins quelques arêtes
SANS ARÊTE
Peuvent se trouver exceptionnellement dans ce produit

Produit de France
N° LOT: 1028510158 02 #7
CONSERVATION: 0 à 2°C
A CONSOMMER JUSQU'AU:
POIDS NET 10
PRIX AU KG 0,250 kg €
Marine Harvest Boulogne
1 Rue Maréchal
82200 Boulogne sur Mer

Filet de Cabillaud SA
Gadus morhua Pêché en: ATLANTIQUE NORD EST/FA027
Congélation possible

Frankrike

- Liten produktinformasjon gir stor fleksibilitet i kjøp av råstoff (Norge, Island, Færøyene, Danmark, Frankrike)
- Hvitfisk er bredere definert enn i det britiske markedet
- Stor intern substitusjon mellom artene
- Forbruker har ikke alltid bestemt seg før han eller hun skal handle
- Fravær av torsk noen dager i året er kanskje mindre kritisk?

Frankrike

- Salgskampanjer står for en stor del av omsetningen av torskeprodukter i supermarkedskjedene (30-50%)
- Råstofftilgang er naturlig kritisk i forbindelse med slike kampanjer
- Hvordan har franske aktører løst tilførselsproblematikken?



Loïc, poissonnier et mousquetaire

du 19 au 23 octobre
Intermarché

Harée

Noix de pétoncles
11,90 € Le kg
Noix de pétoncles corallées
Aequipecten opercularis

Dos de cabillaud
15,90 € Le kg
Dos de cabillaud

Pêche en
ATLANTIQUE NORD-EST
ou élevé
EN NORVÈGE

Pêchées en
ATLANTIQUE
NORD-EST

Cabillaud à la coupe
9,90 € Le kg
Cabillaud à la coupe

Tourteau
3,90 € Le kg
Tourteau vivant issu d'une pêche responsable**

**Pêché en*
ATLANTIQUE NORD-EST
ou élevé en
NORVÈGE

Pêché en
ATLANTIQUE



sole tropicale

Frankrike

- Tint pangasius har vært en stor suksess i det franske markedet
 - Lav pris, hvitt fiskekjøtt og skinn- og beinfritt
 - Gode marginer, forutsigbar tilførsel
- Paradoks at en ikke bruker tinte torskefileter i det franske markedet?
- Fersk fisk har en stor status i det franske markedet
- Suksessen til pangasius kan forklares med at den er et billig og tilgjengelig alternativ for de som ønsker å kjøpe fisk?

Oppsummering - Frankrike

- Mange er klar over muligheten for å selge tint som ferskt, men ingen har foreløpig forsøkt dette
- Viktig at norske aktører følger med på situasjonen framover
- Naturlig å anta at eventuelle markedsendringer først vil skje i forbindelse med salgskampanjer



Sverige

- Mange fellestrekk med det franske markedet
- Liten informasjon til forbruker
- Torsk er torsk (Nordsjøen, Nordøst-Atlanteren, Kattegat, Østersjøen, Skagerrak eller norsk oppdrettstorsk)



LERØY

TORSKFILE KRAV

GADUS MORHUA
PACKAD I KONTROLLERAD ATMOSFÄR

FISKAD I NORDOSTATLANTEN

Sista förbr.dag

23.07.2010

16.07.2010

Förp.dag

Batch nr: 10197



Kylvara 0-+4°C

0,401

Nettovikt Kg

150,00

Kr/kg

60,15

Ord. pris



2 084269 760156

Sverige

- Mer informasjon (differensiering) gir færre valgmuligheter.





Torskrygg
Ekologisk
Vildfångad
199 00 /kg
ICA

Laxfile
Ekologiskt odlad
Salmo salar
209 00 /kg
ICA

Liten Kålfile
Finsk
Färdig
219 00 /kg
ICA

Rödspättafile
Finsk
Pleuronectes platessa
169 00 /kg
ICA

Torskfile
Gadus Morhua
Ökad i Nörge
149 00 /kg
ICA

Svartfiskfile
Oceanen
Plus
100 00 /kg
ICA

ödeli
dchips

Mörsjödeli
tunnbrödchips

Torskrygg

Ekologisk
Vildfångad

199⁰⁰
/kg

Största pris 199,- /kg

ICA

Laxfile

Ekologiskt odlad
Salmo salar

209⁰⁰
/kg

Största pris 209,- /kg

ICA

ICA

Ekologisk Torskrygg

Gadus morhua
Vildfångad med lina och krok
Har varit fryst

Oppsummering

- Fryst blir fersk – nye trend i Europa?
- Tint fisk har fått innpass i britiske supermarkedskjeder
- Liten kunnskap om hvordan situasjonen er i andre kanaler i UK
- Fersk fisk er enerådende i det franske markedet
- Stor fleksibilitet sikrer råstoff og løser tilførselsutfordringer
- Kan tint fisk vinne markedsandeler i forbindelse med salgskampanjer?
- Sverige har mange av de samme trekkene som Frankrike, hvor stor fleksibilitet sikrer tilgangen på ferskt råstoff
- Flere funn av tint fisk i ”ferskvaredisken” i fjor sommer, med begrenset informasjon til forbruker

Takk for oppmerksomheten.

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