



# FAGSEMINAR FOR TØRRFISKNÆRINGEN



SØRVÅGEN  
23. MAI 2014

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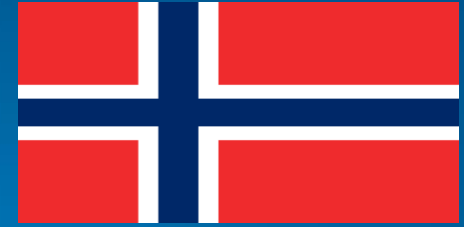
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# AGENDA

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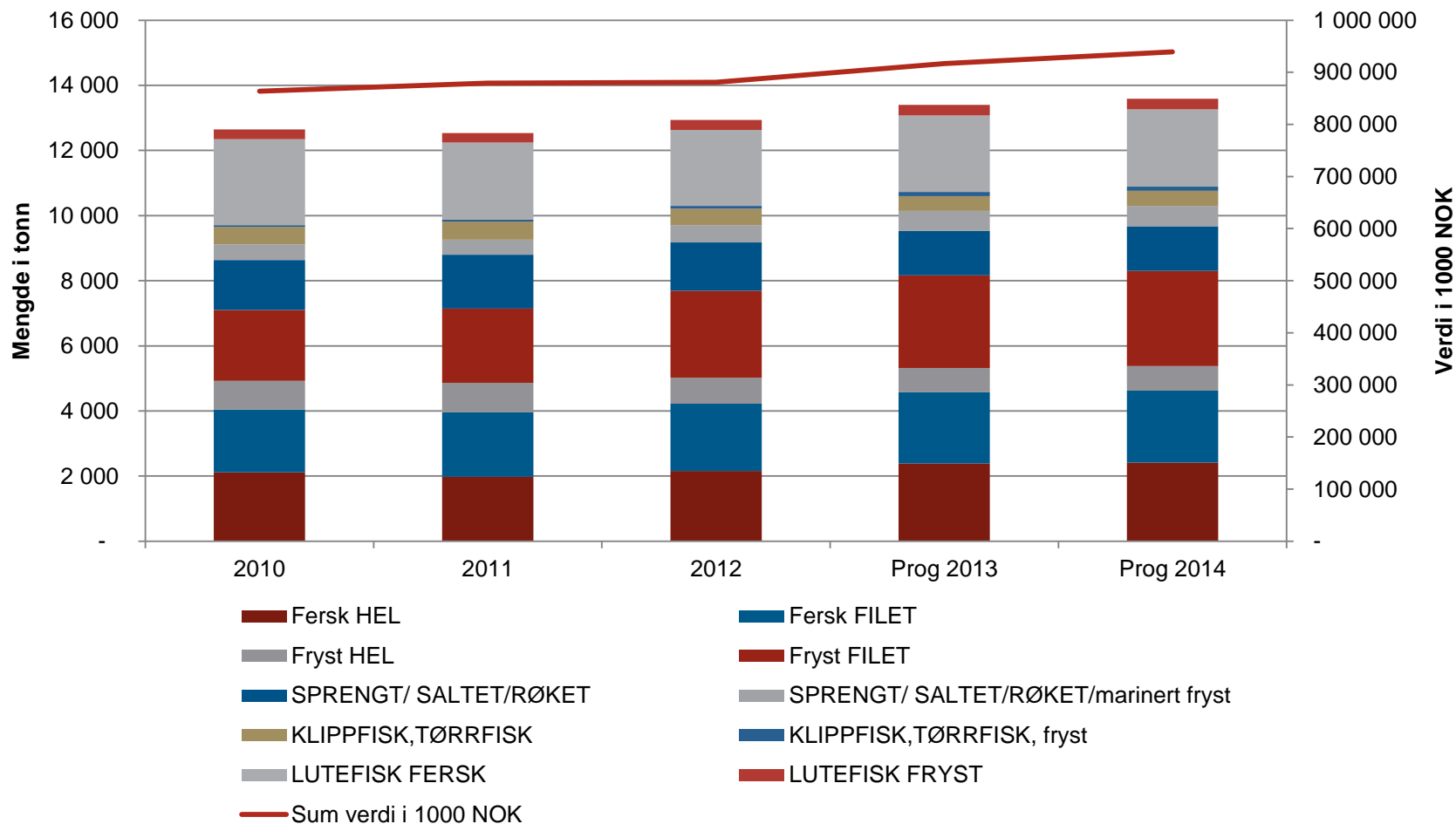
- Norge
  - Torskekonsum og lutefiskomsetning
  
- Tørrfiskeeksport
  - Sesongen hittil juli/april
    - Nigeria
    - USA
    - Kroatia
    - Italia

# NORGE



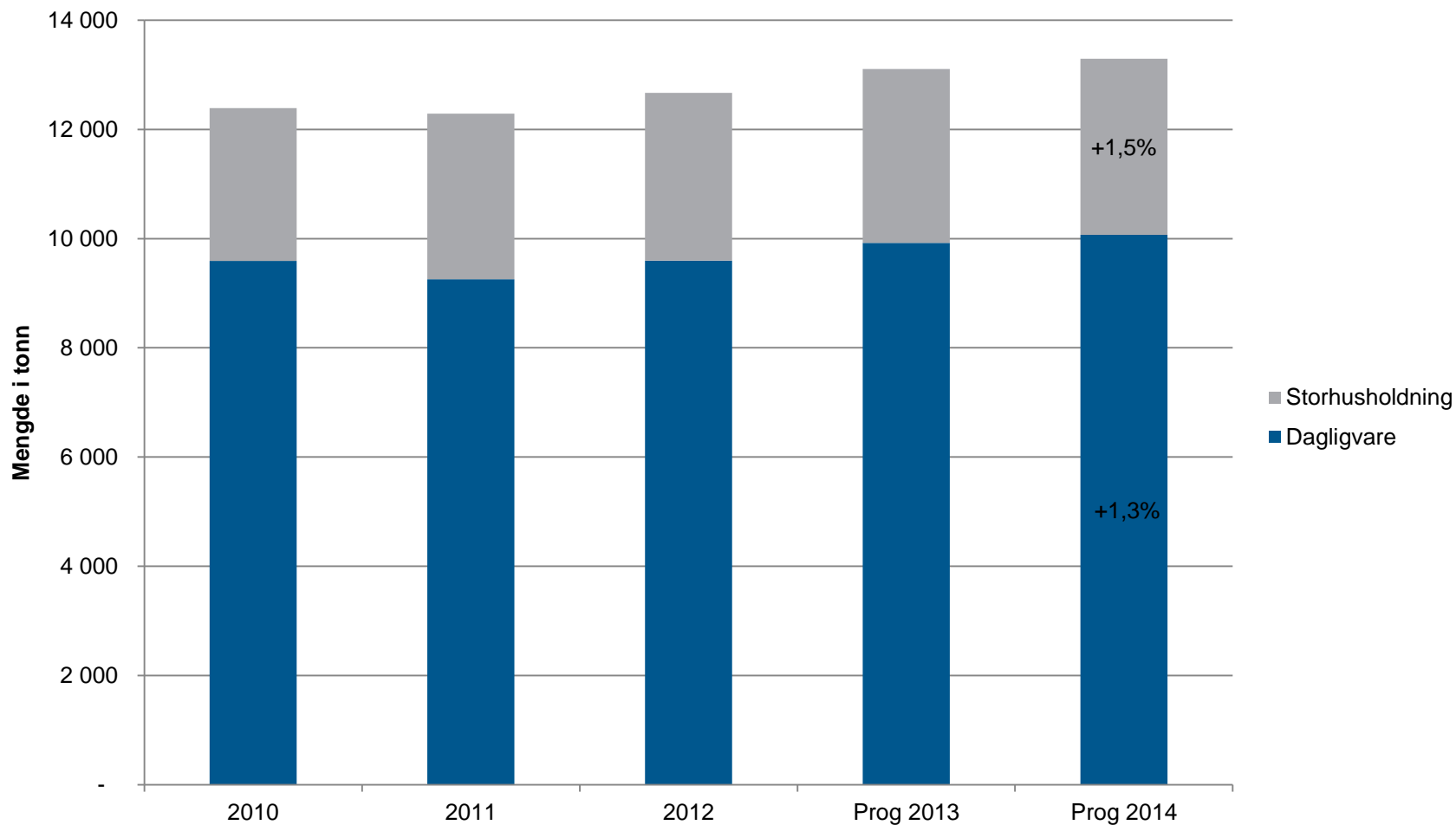
# TORSKEKONSUM I NORGE

Mengde +2%  
Verdi +1%



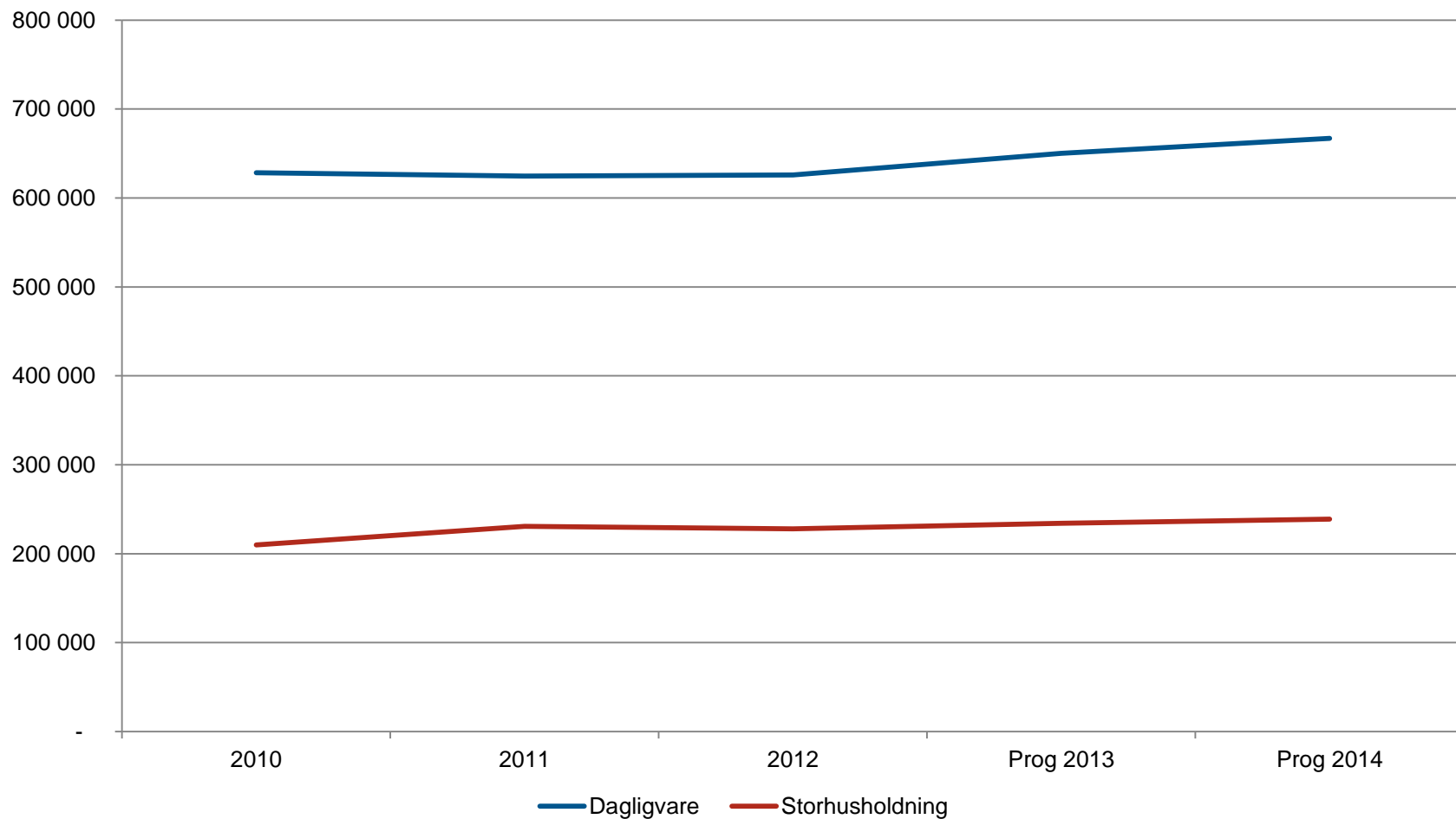
# TORSKEKONSUM I NORGE

Dagligvare +2,6%  
Storhusholdning +2,0%



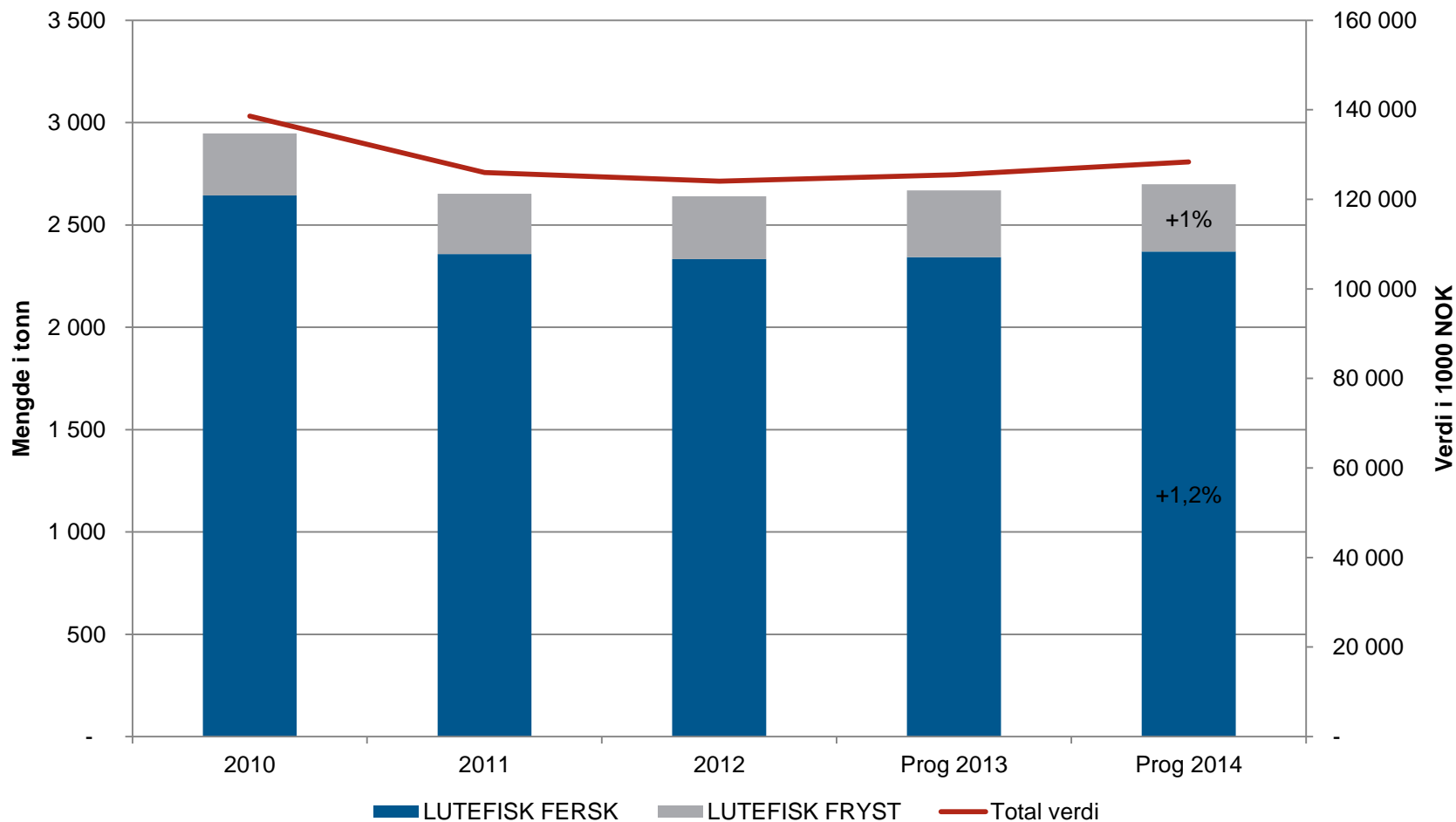
# TORSKEKONSUM I NORGE

Dagligvare +3,9%  
Storhusholdning +2,8%



# LUTEFISK I NORGE

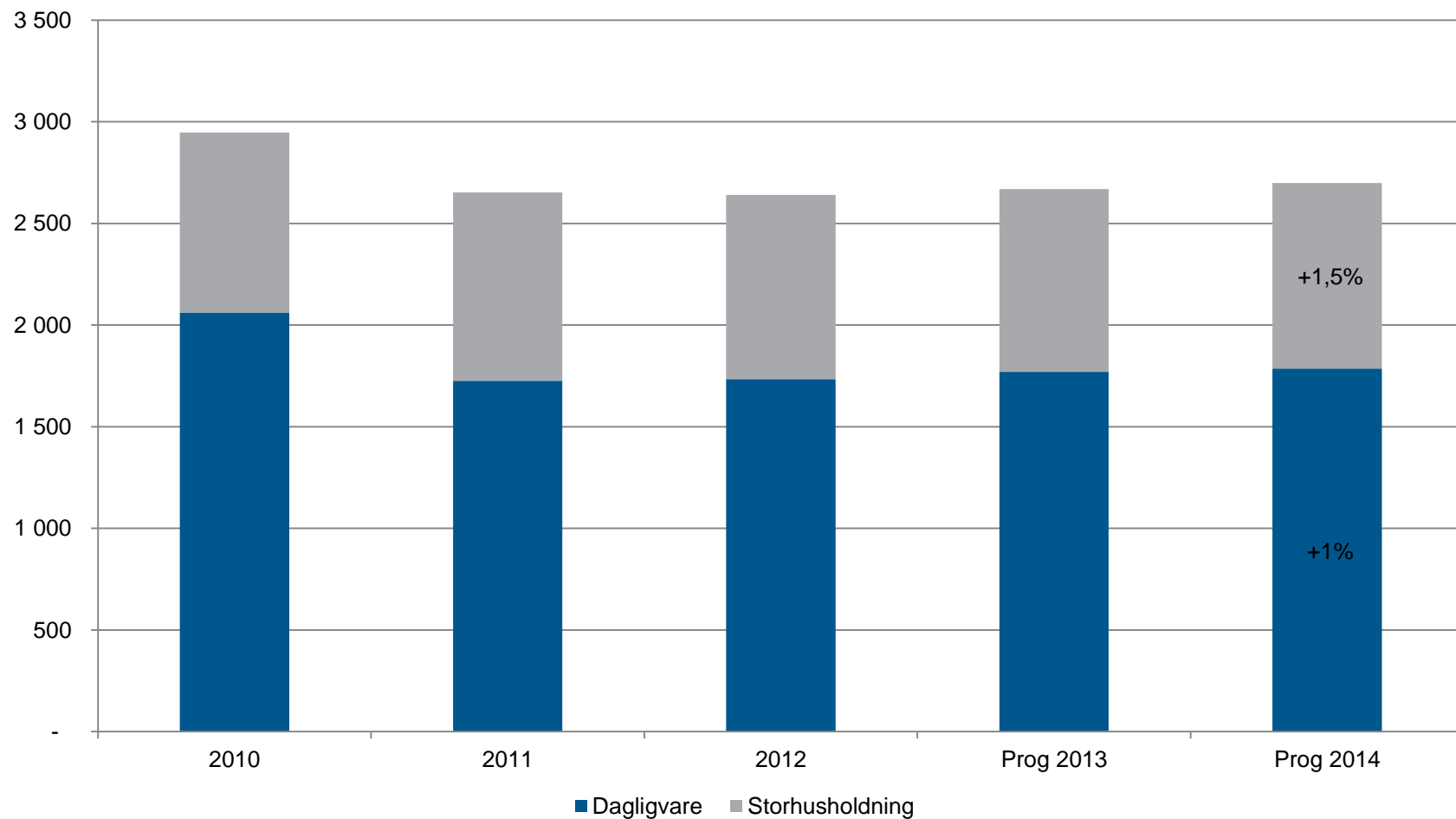
Mengde +1,2%  
Verdi +2,3%





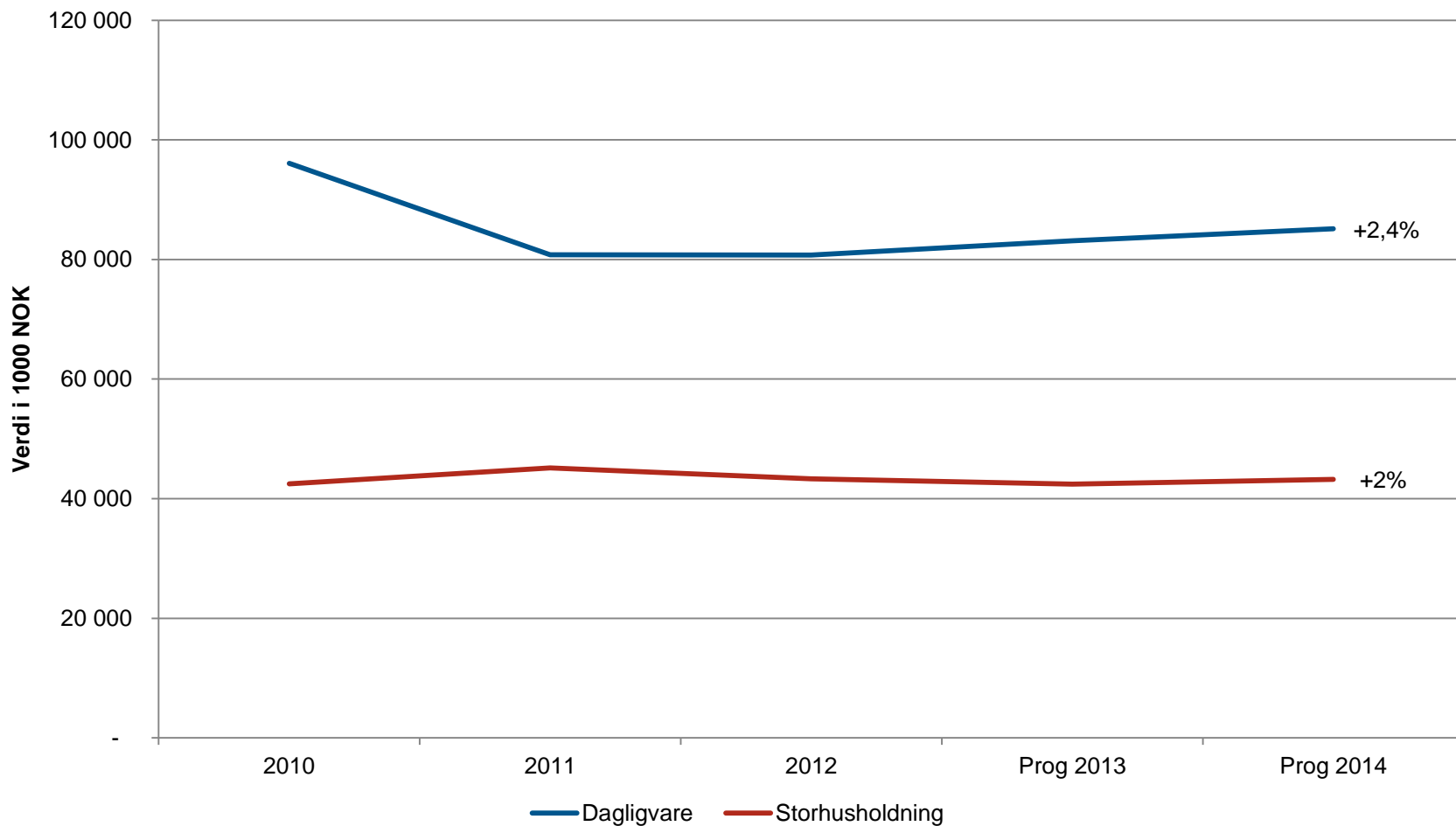
# LUTEFISK I NORGE

Dagligvare +2,0%  
Storhusholdning -0,7%



# LUTEFISK I NORGE

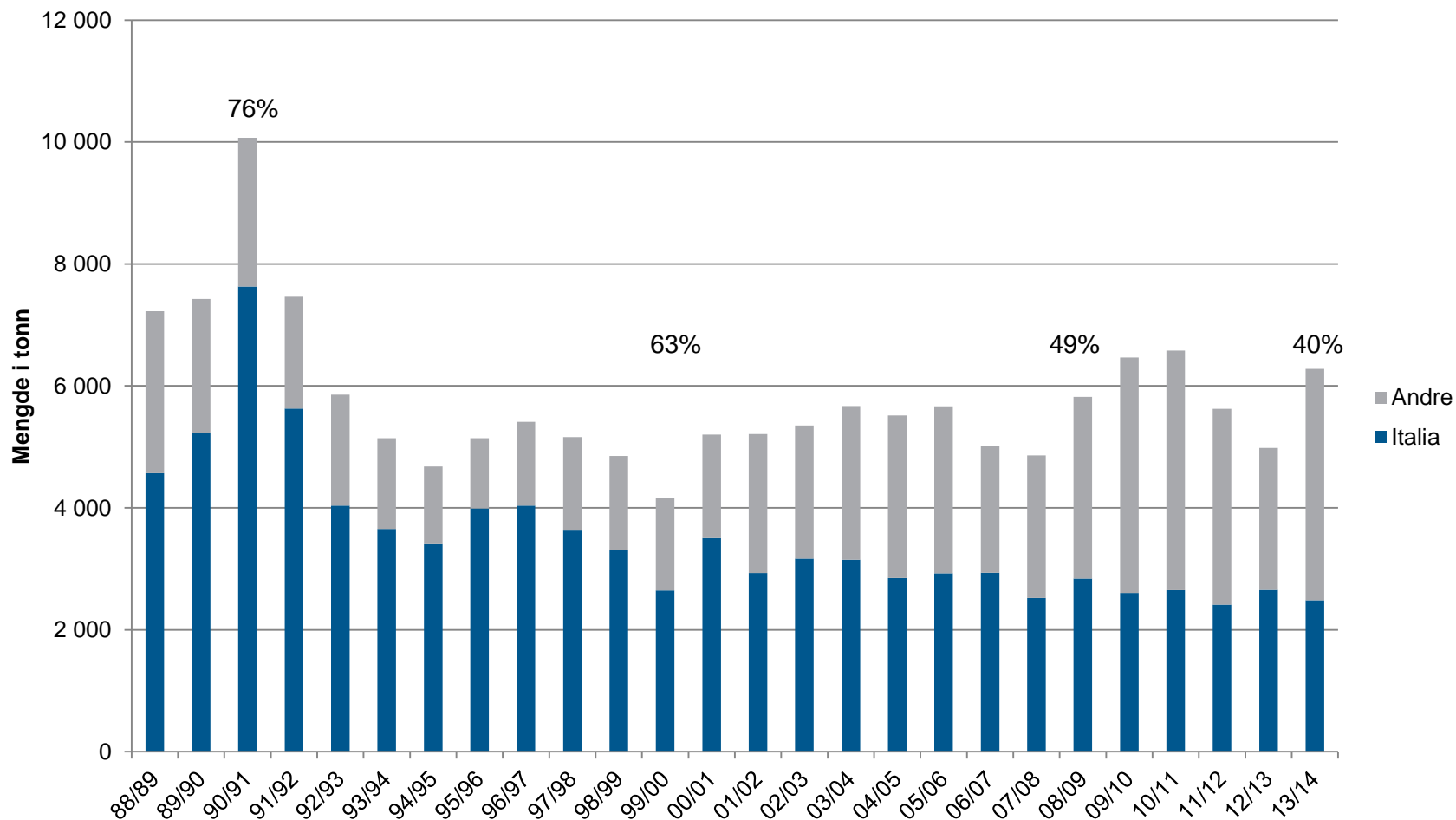
Dagligvare +3,0%  
Storhusholdning -2,1%



# TØRRFISKEKSPORT

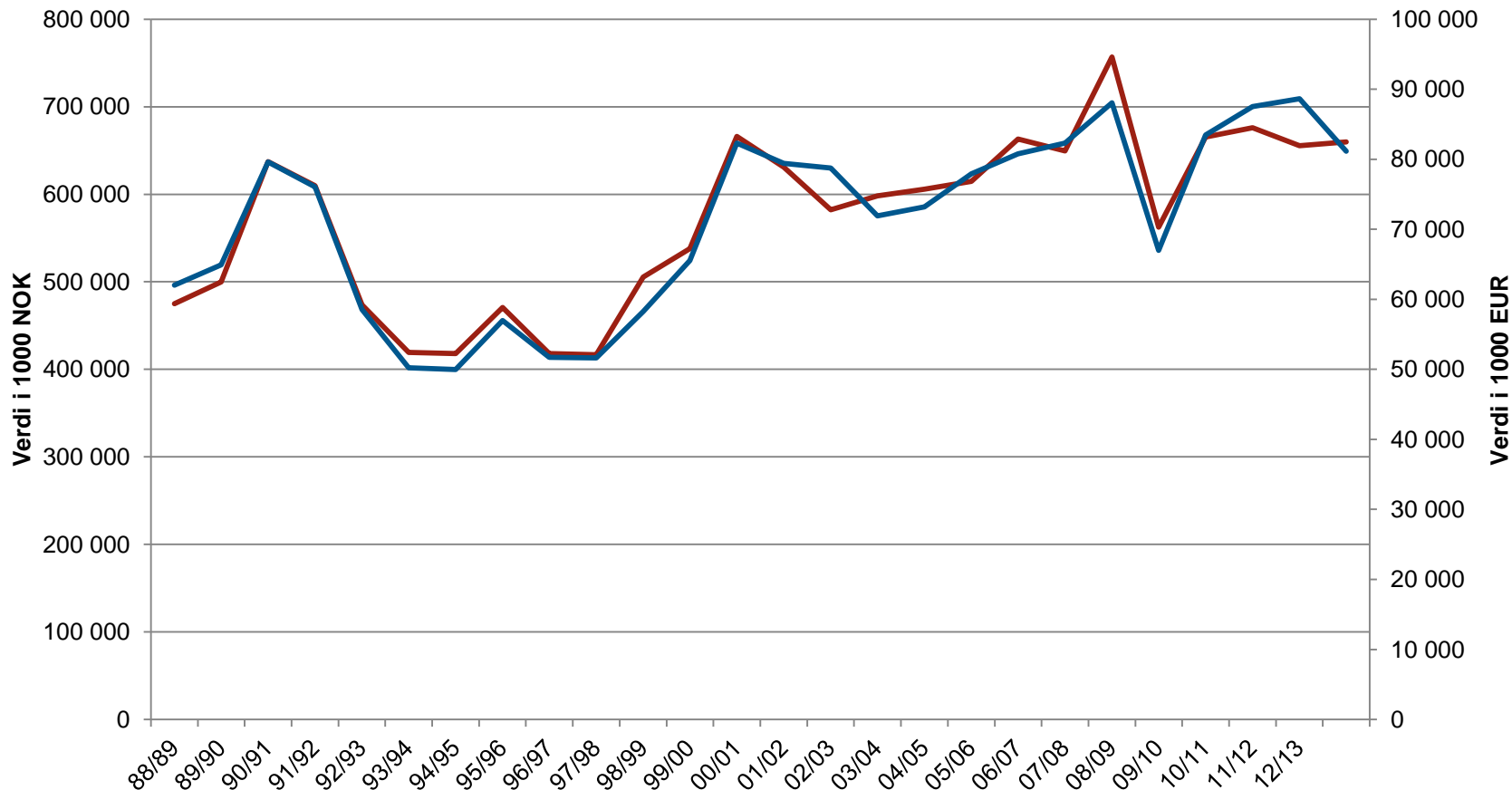


# NORSK TØRRFISKEKSPORT HEL FISK



# TØRRFISKEKSPORT JULI-APRIL

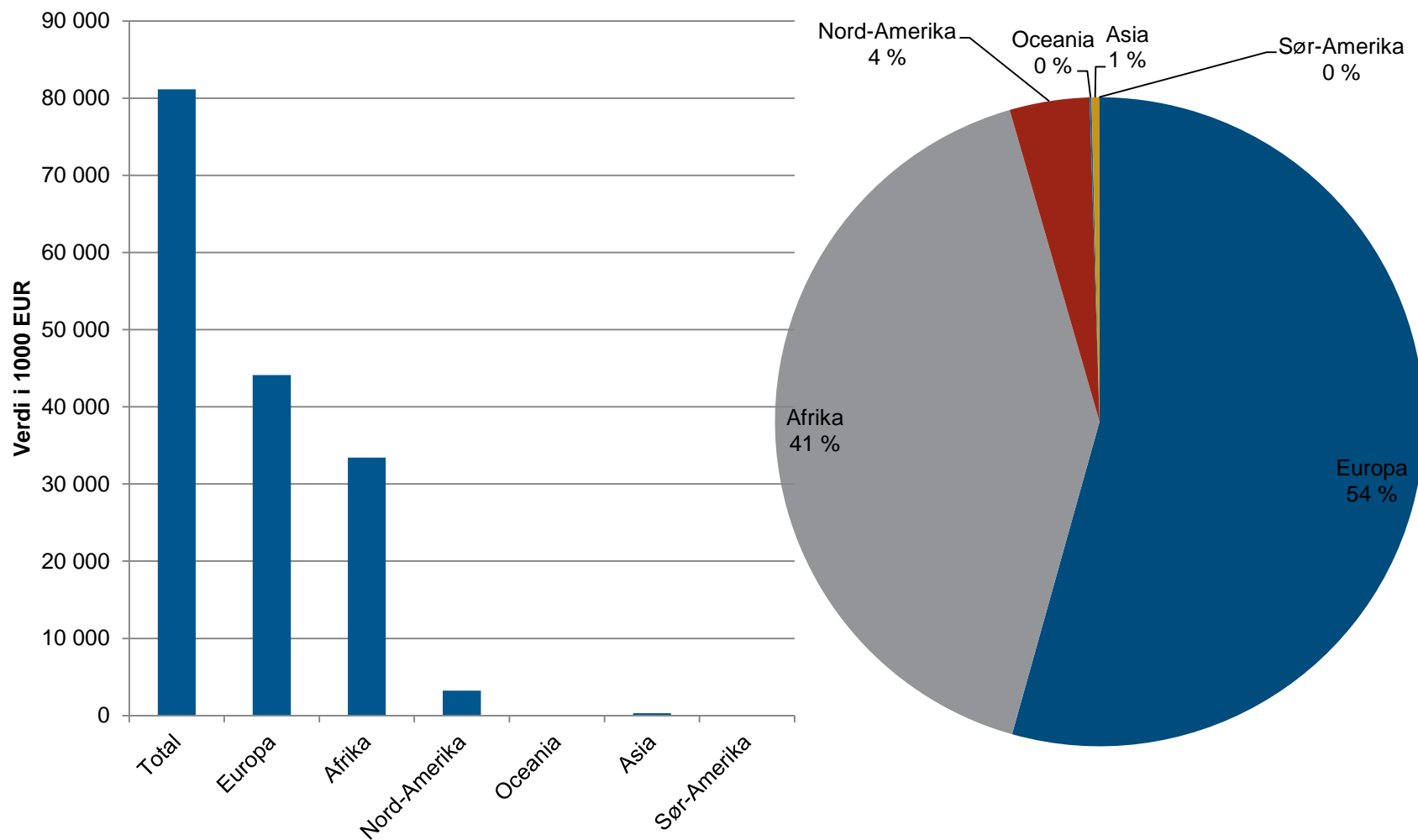
659,9 mill NOK  
81,2 mill EUR



Nok: 655,6 mill 12/13 vs 659,9 mill 13/14 = +1%

Eur: 88,6 mill 11/12 vs 81,2 mill 13/14 = -8%

# TØRRFISKEKSPORT JULI-APRIL 2013/2014



Norwegian Seafood Council

Seafood.no

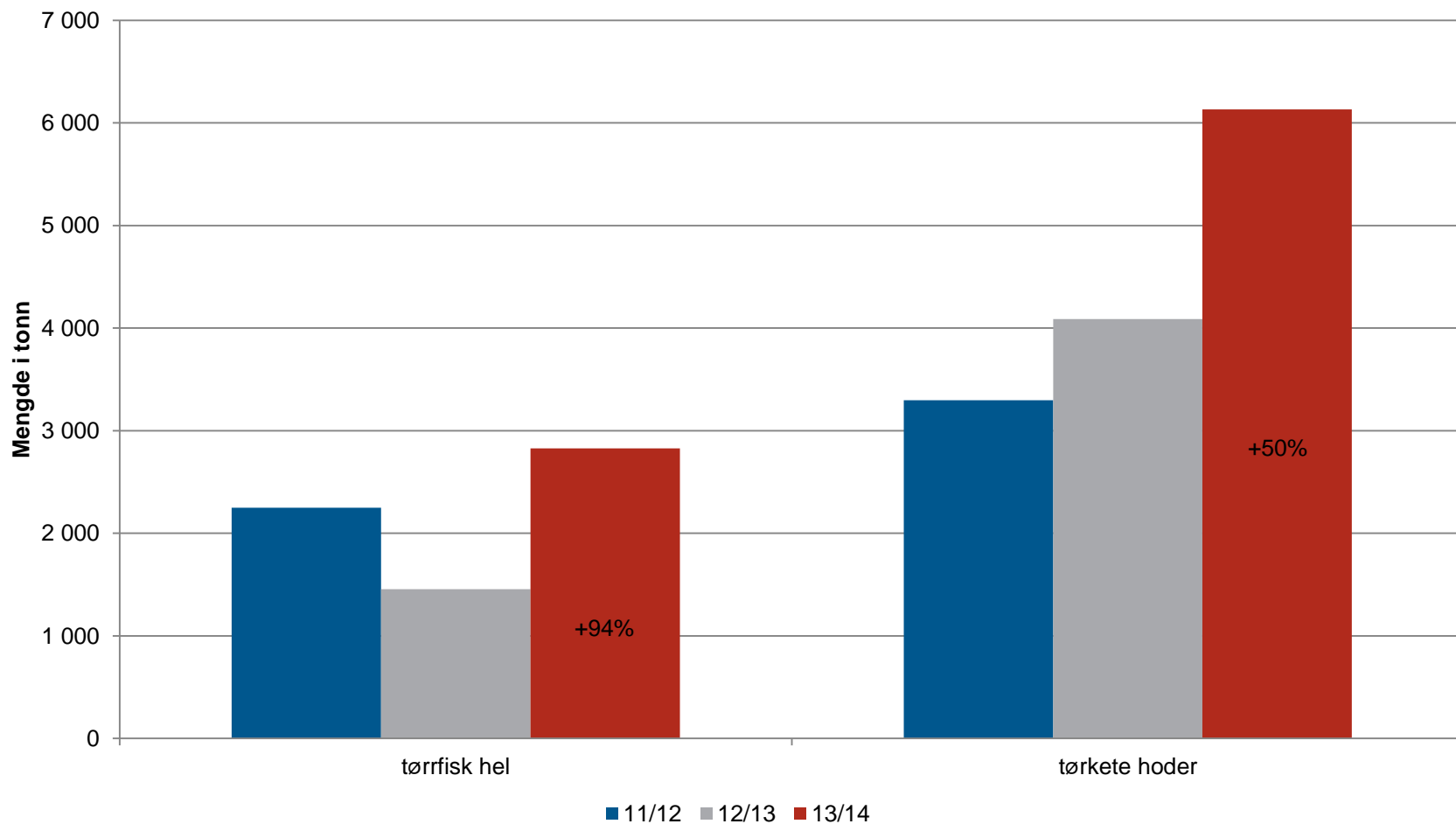


# NIGERIA



# NIGERIA JULI-APRIL

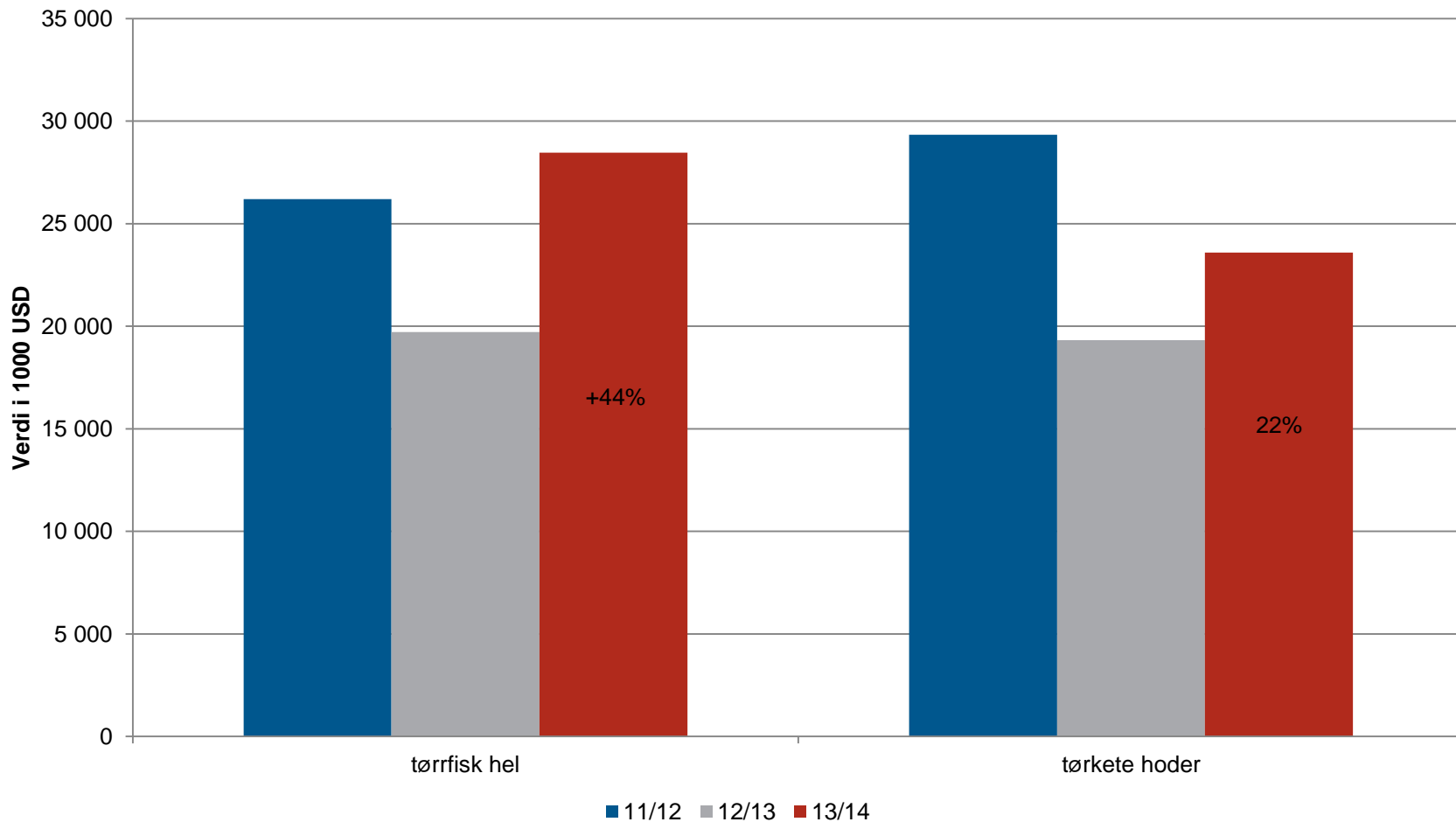
Hel tørrfisk +94%  
Tørkede hoder +50%





# NIGERIA JULI-APRIL

Hel tørrfisk +44%  
Tørkede hoder +22%

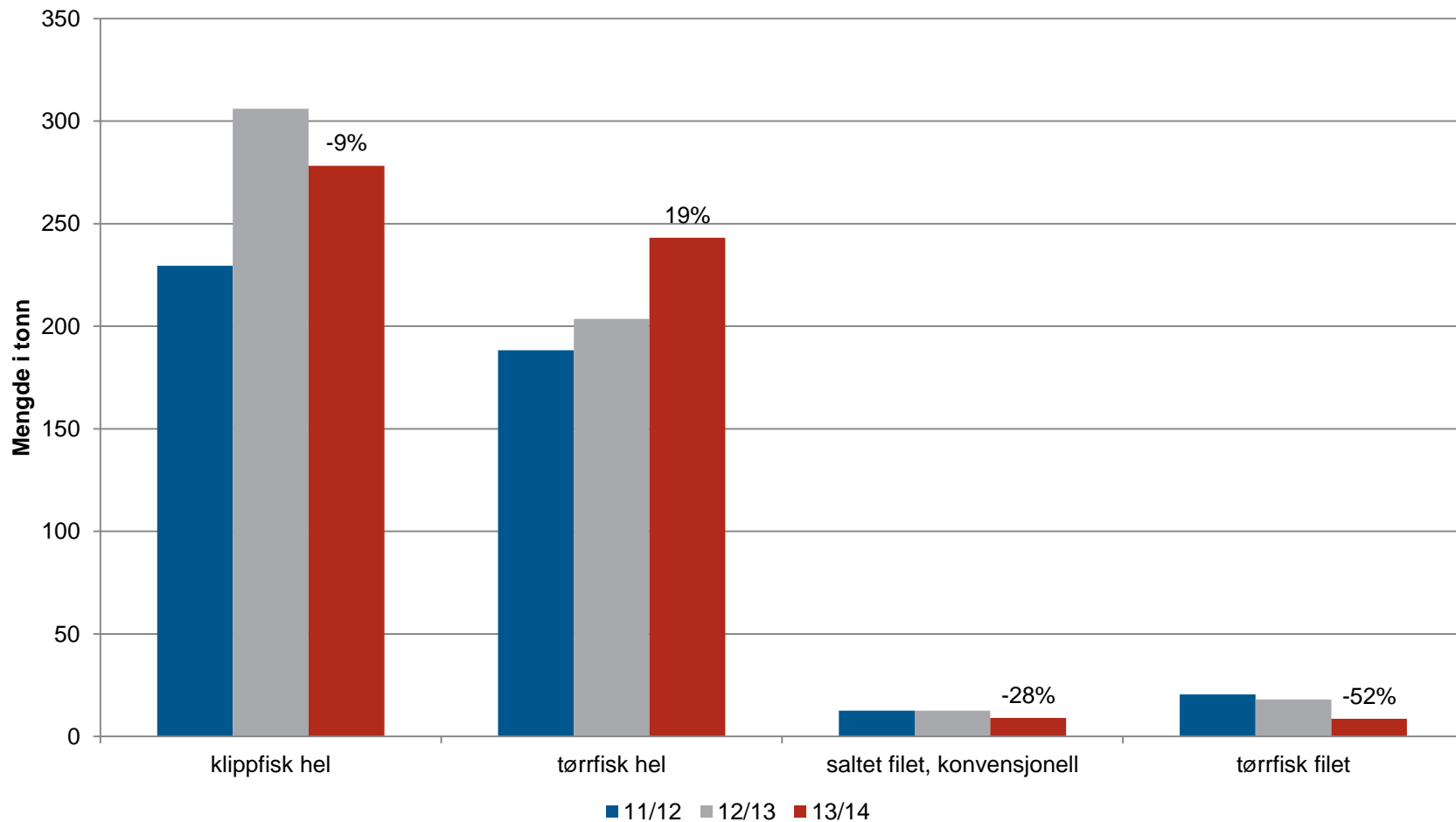


# USA



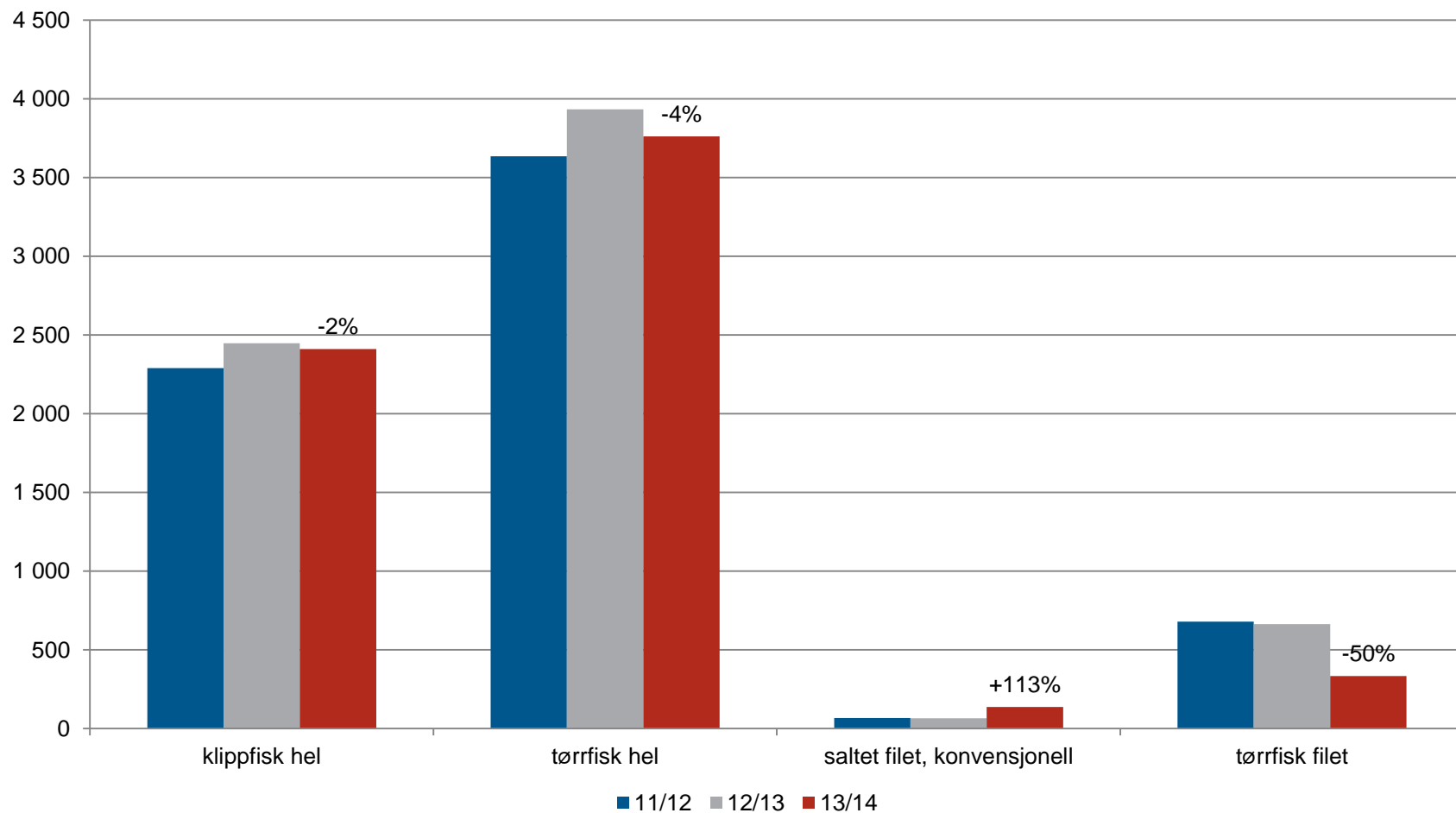
# USA JULI-APRIL

Total endring 0%  
Mengde -1 tonn



# USA JULI-APRIL

Total endring -7%  
Verdi -466 tusen USD

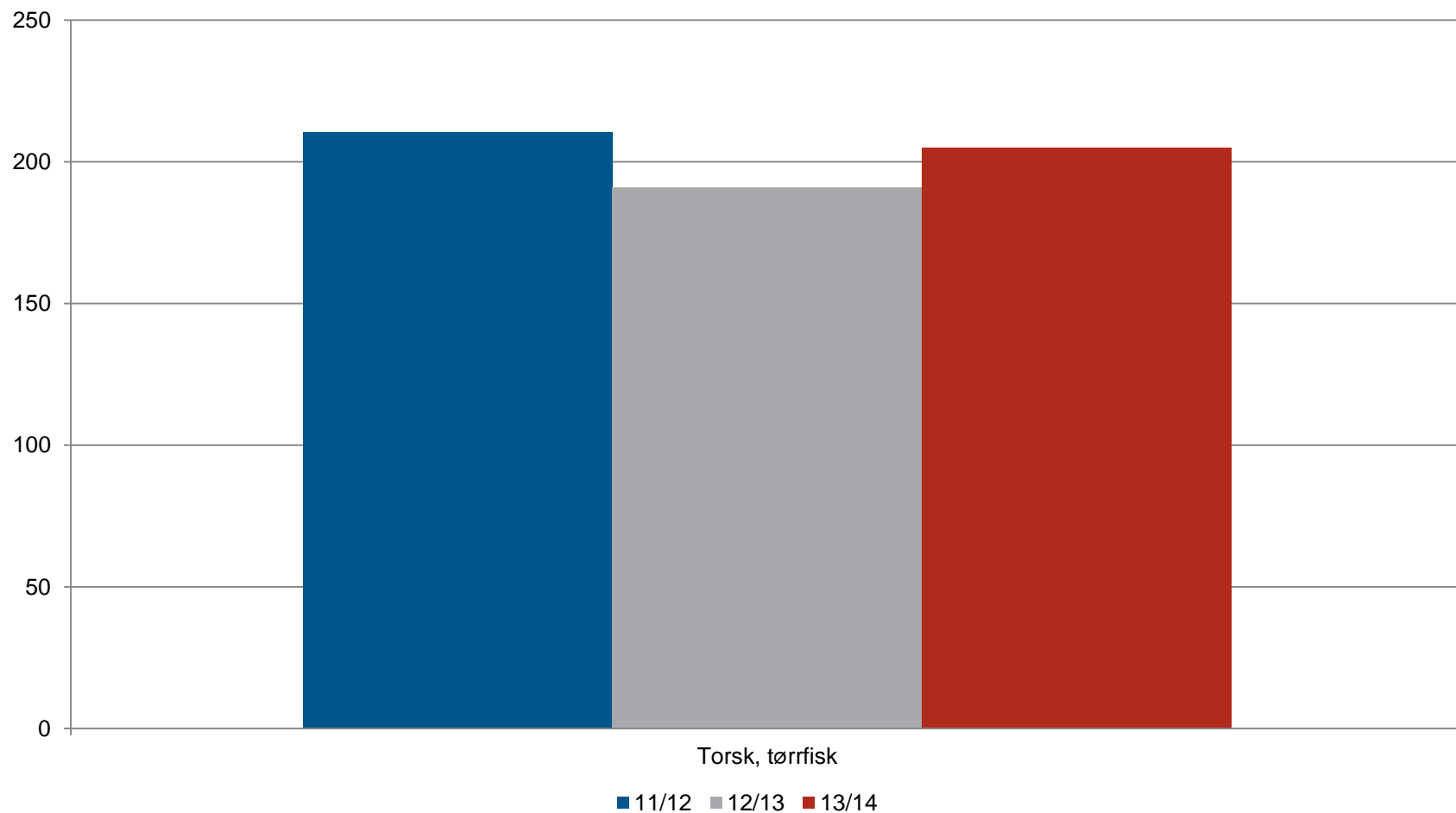


# KROATIA



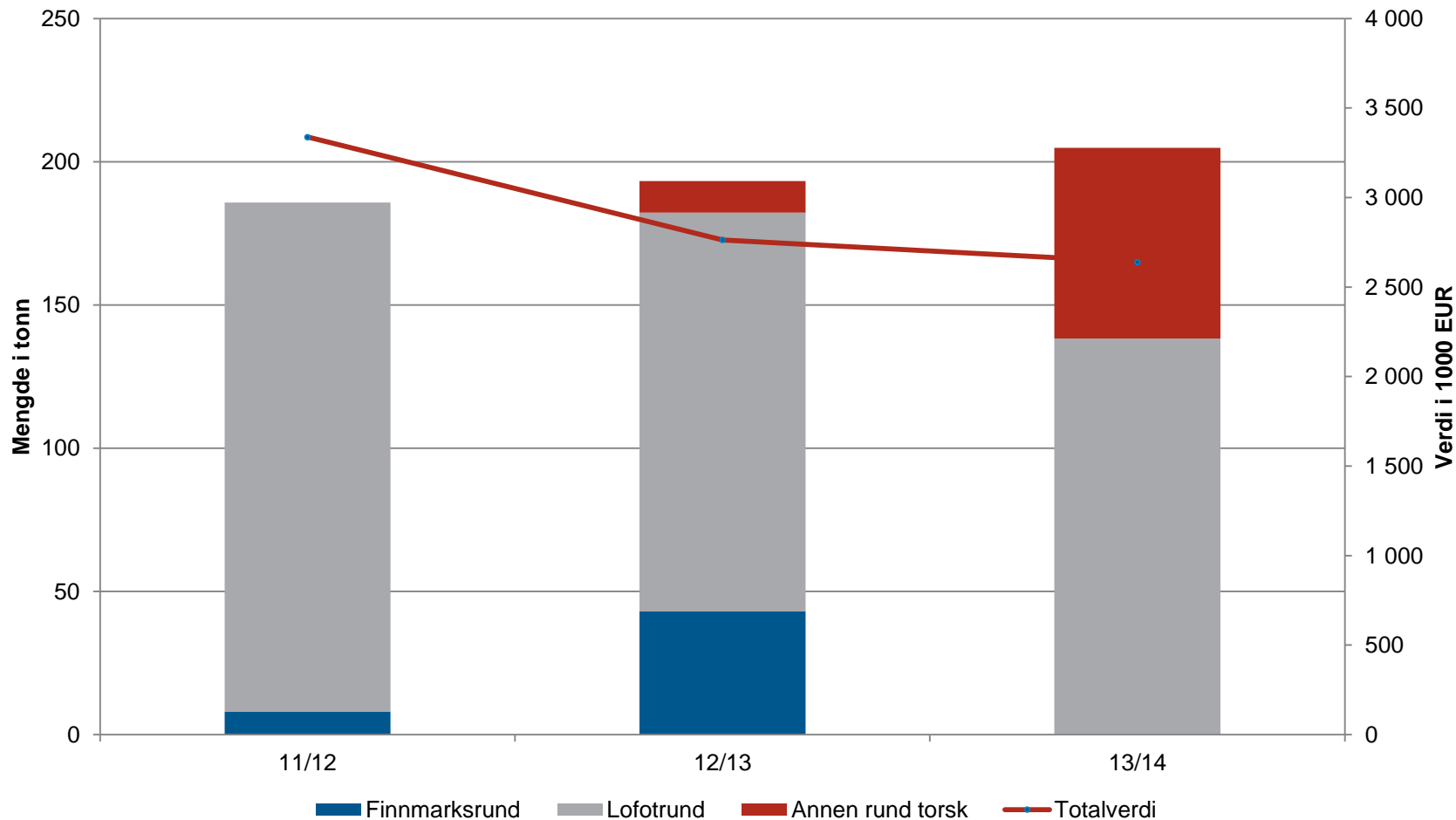
# KROATIA JULI-APRIL

Total endring +7%  
Mengde +14 tonn



# KROATIA JULI-APRIL

Total endring -4%  
Verdi -124 tusen EUR



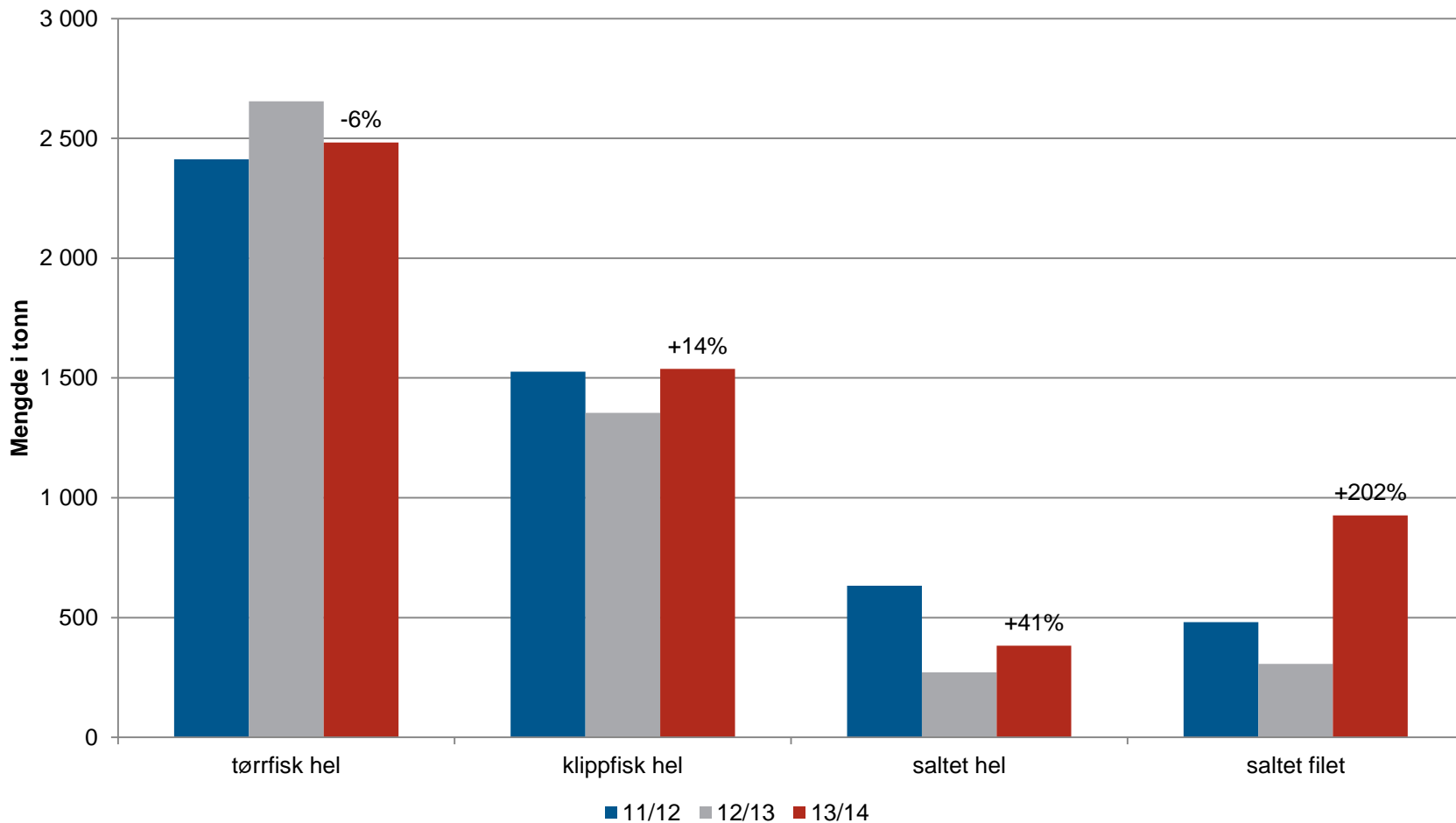
# ITALIA





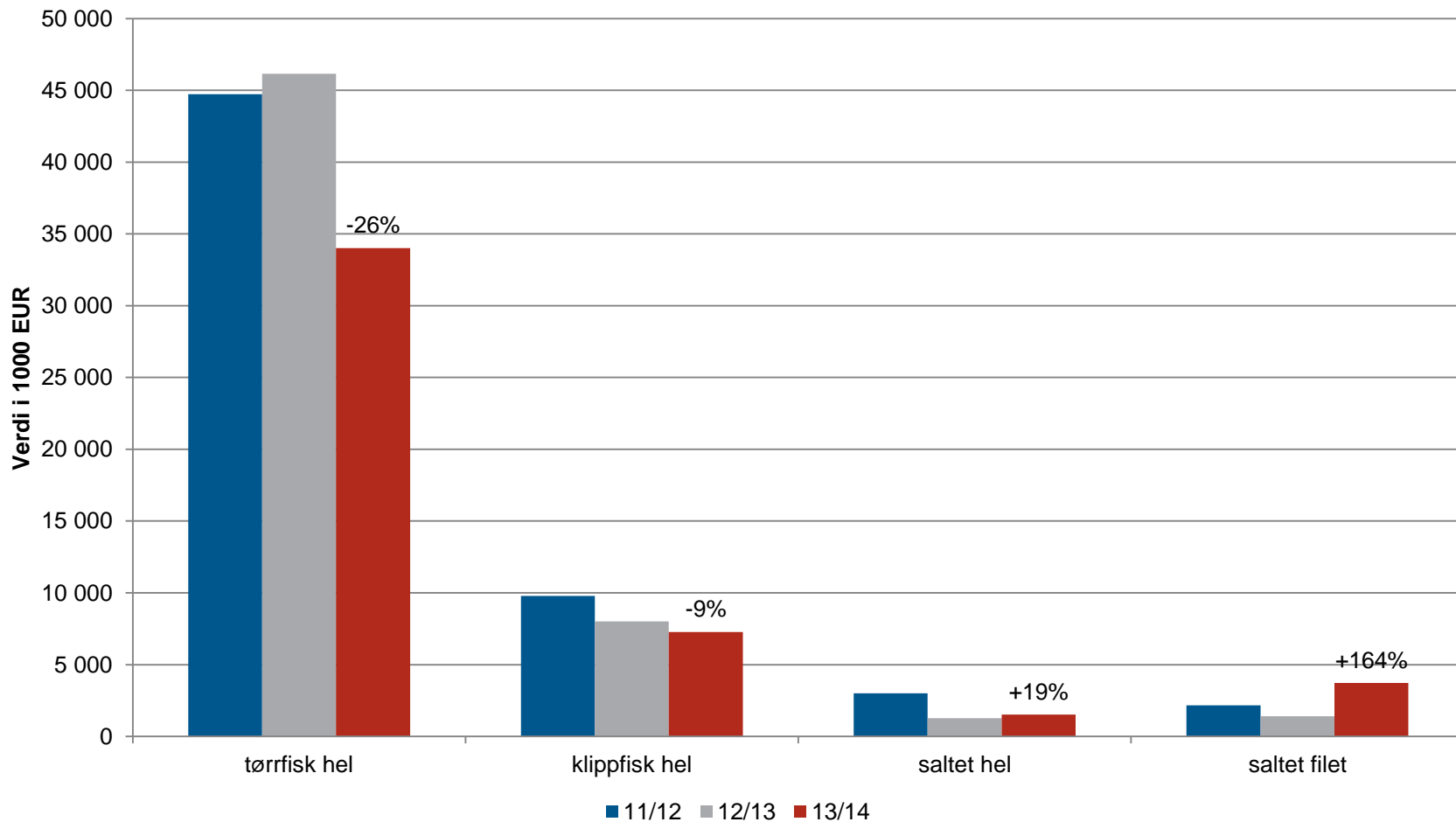
# ITALIA/SAN MARINO JULI-APRIL

Total endring +16%  
Mengde +742 tonn



# ITALIA/SAN MARINO JULI-APRIL

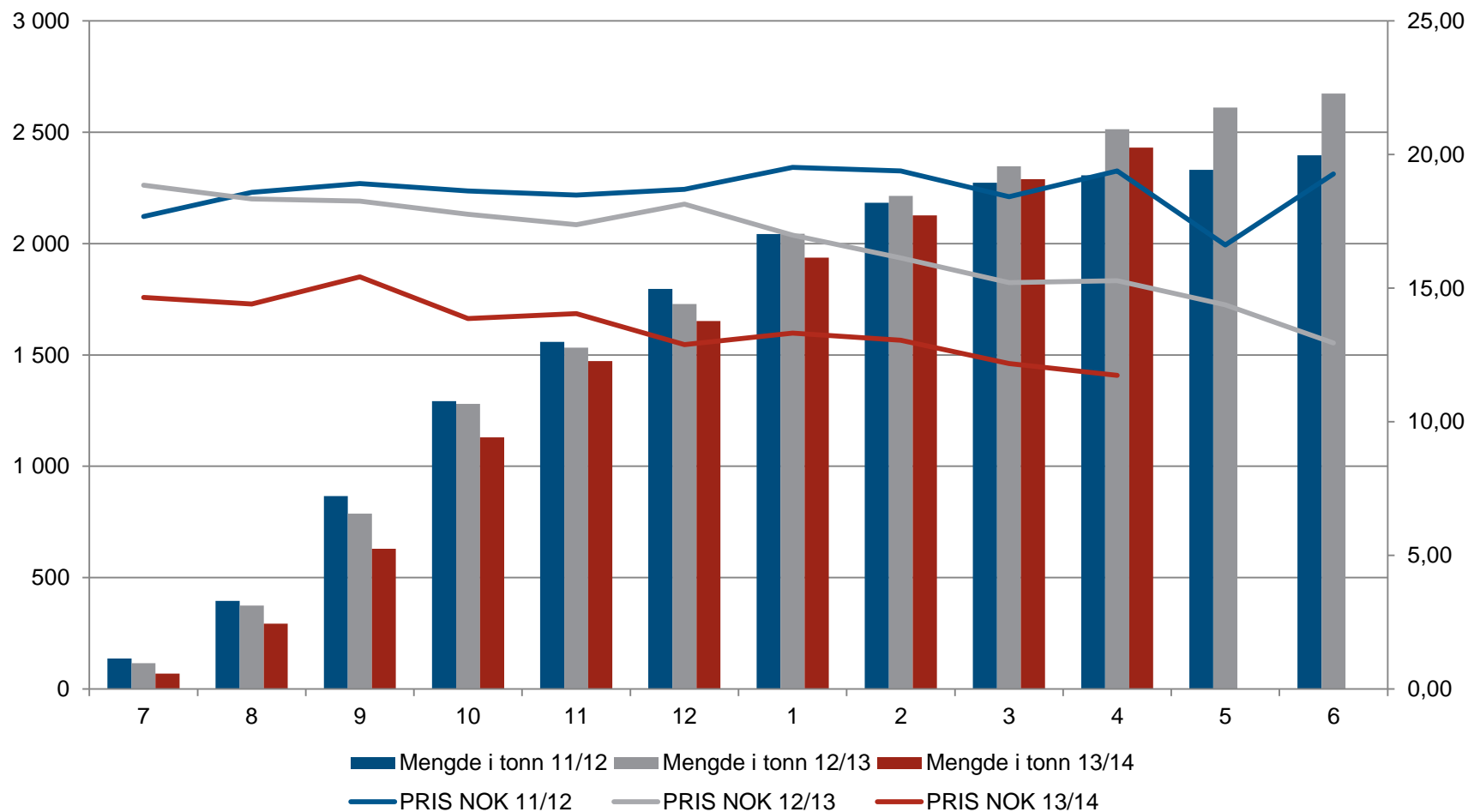
Total endring -5%  
Verdi -10,3 mill EUR



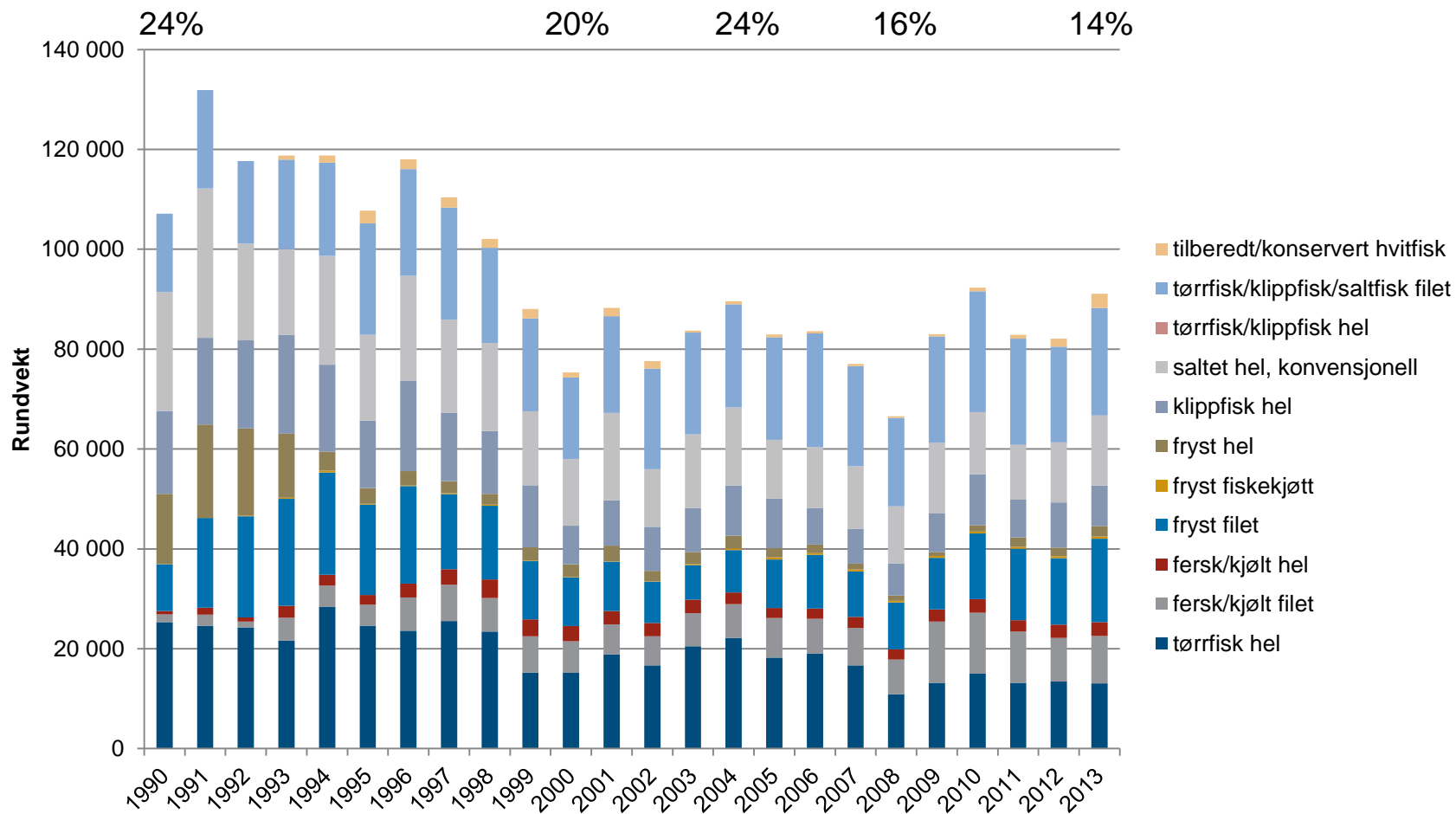
# TØRRFISKSESONGEN JULI-APRIL 2013/2014

Torsk, tørrfisk, lofotrundfisk				
	11/12 (juli-april)	12/13 (juli-april)	13/14 (juli-april)	% Δ 12/13 mot 13/14
Mengde i tonn	2 306	2 513	2 431	-3,3
Verdi i 1000 NOK	334 047	324 056	271 311	-16,3
Pris NOK	144,85	128,93	111,60	-13,4
Verdi i 1000 EUR	43 258	43 816	33 404	-23,8
Pris EUR	18,76	17,43	13,74	-21,2

# LOFOTRUND TIL ITALIA OG SAN MARINO



# ITALIAS TORSKEMARKED



Seafood from Norway.  
Raised in clear, cold water.

