



FAGSEMINAR FOR TØRRFISKNÆRINGEN



HILTON GIARDINI NAXOS
5. OKTOBER 2013

Ove Johansen, Norges sjømatråd
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AGENDA

- Norge
 - Torskekonsum og lutefiskomsetning

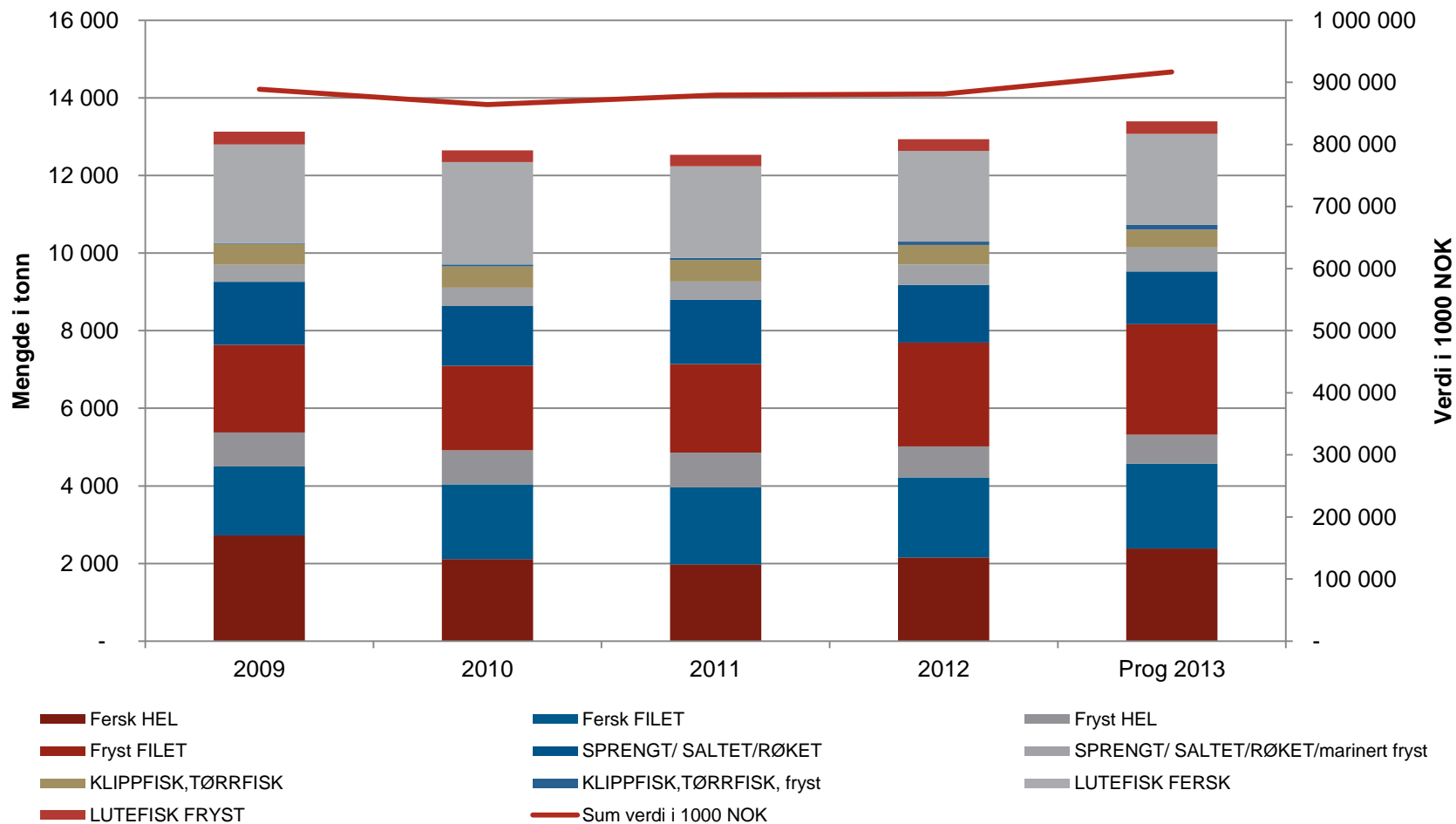
- Tørrfiskeeksport
 - Nigeria
 - USA
 - Kroatia
 - Italia
 - Hele sesongen juli/juni 12/13
 - Sesongen hittil juli/sept.

NORGE



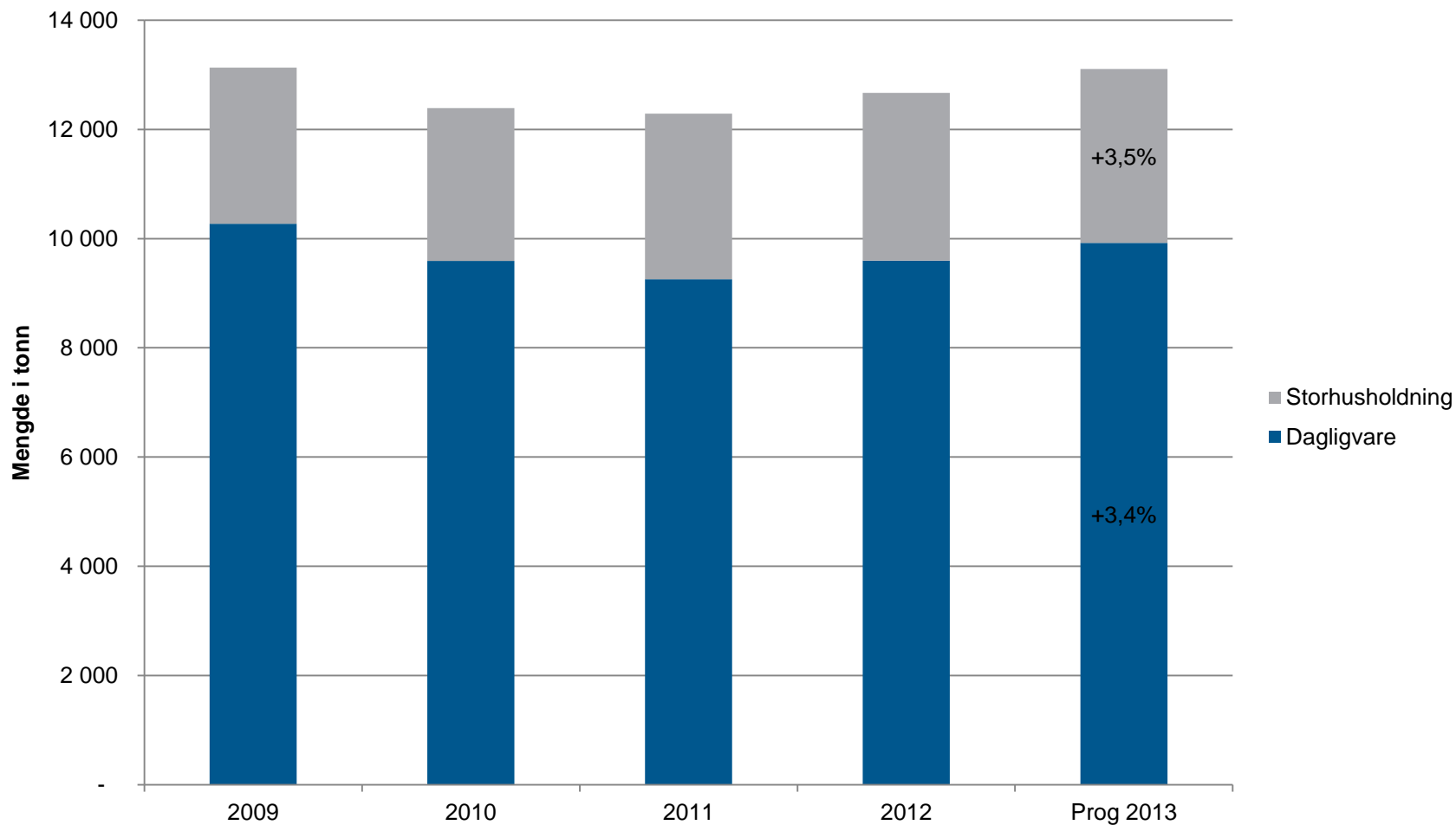
TORSKEKONSUM I NORGE

Mengde +4%
Verdi +4%



TORSKEKONSUM I NORGE

Dagligvare +3,4%
Storhusholdning +3,5%

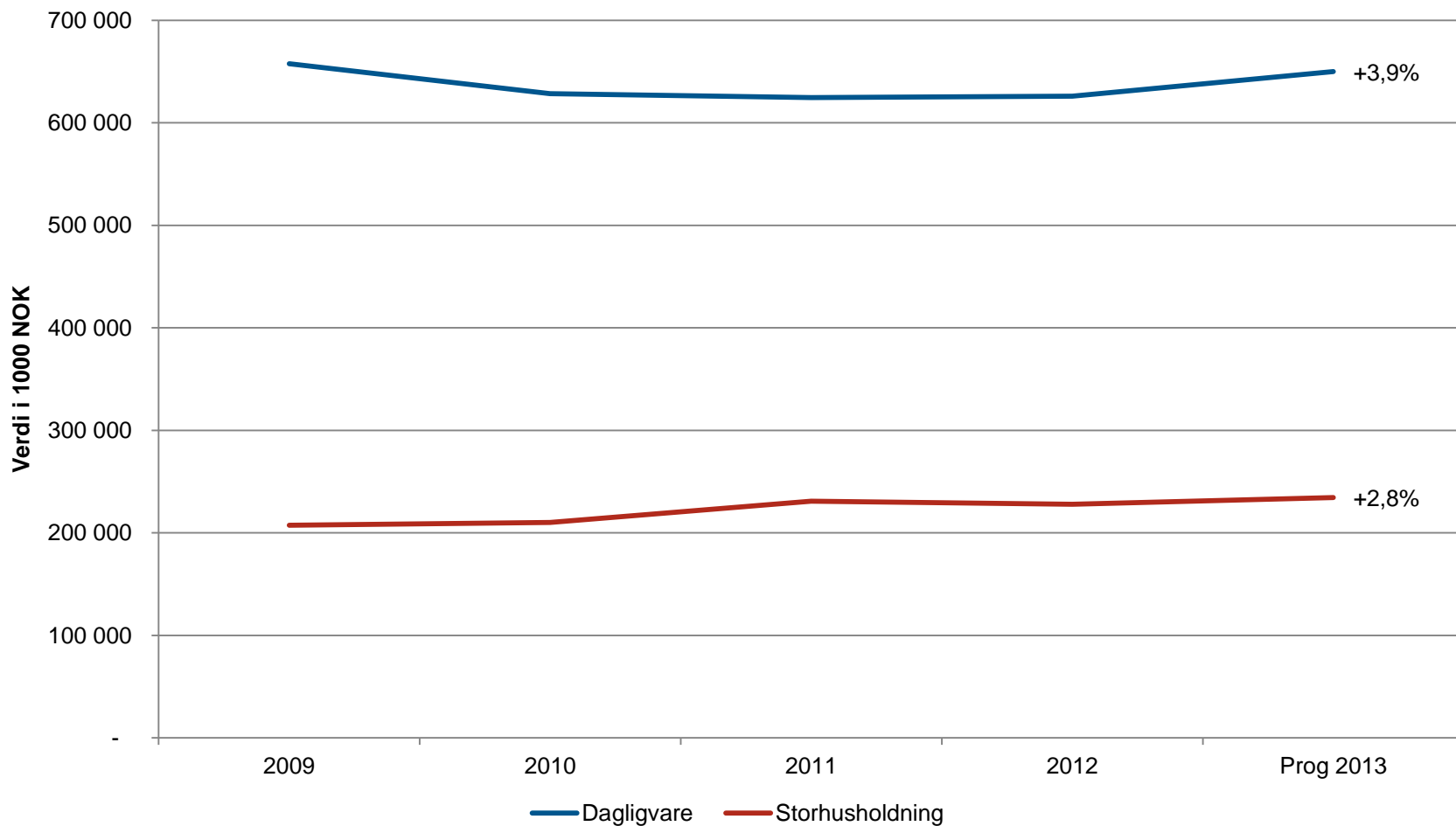


Norwegian Seafood Council
Seafood.no



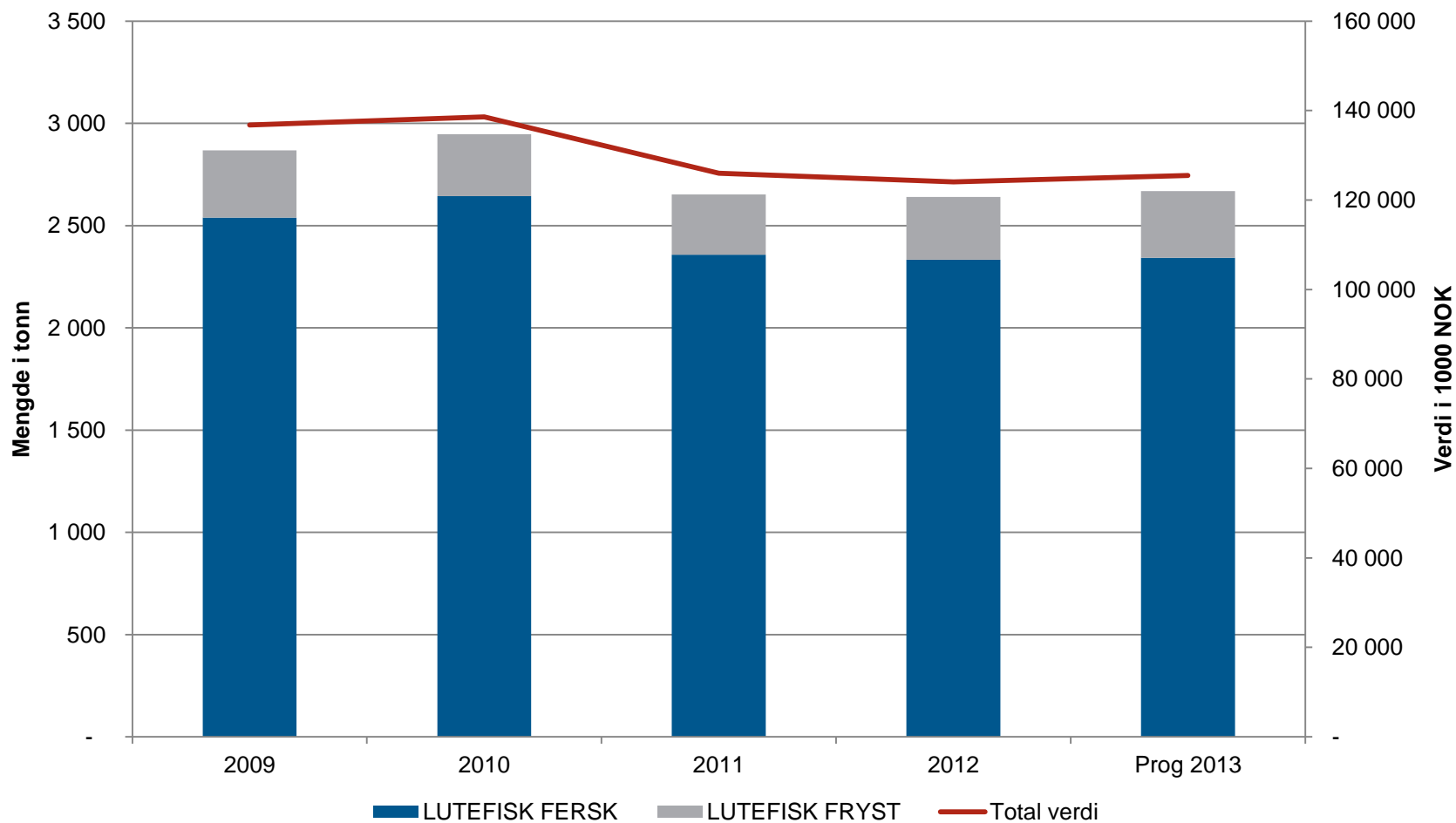
TORSKEKONSUM I NORGE

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



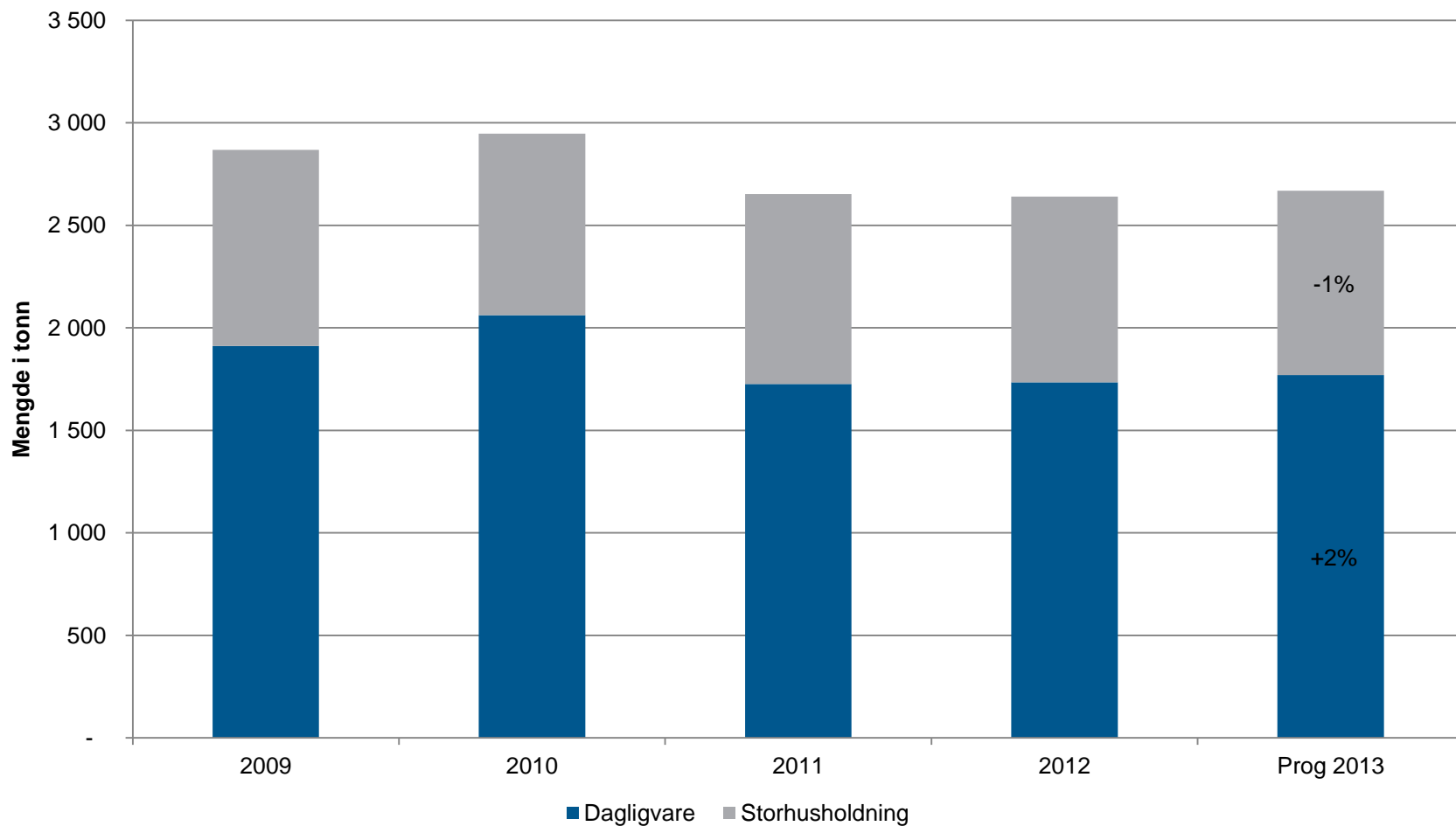
LUTEFISK I NORGE

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



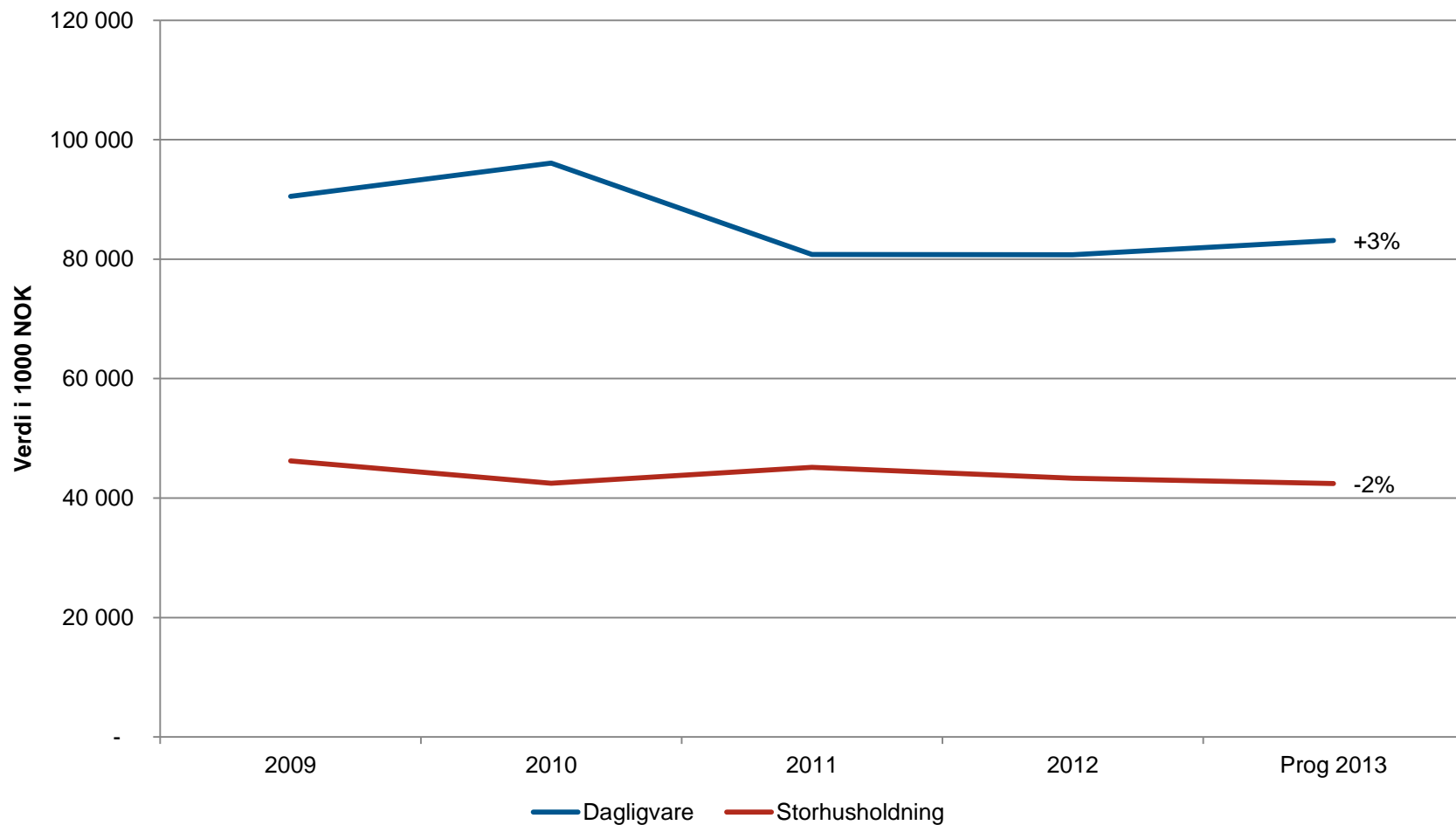
LUTEFISK I NORGE

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



LUTEFISK I NORGE

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

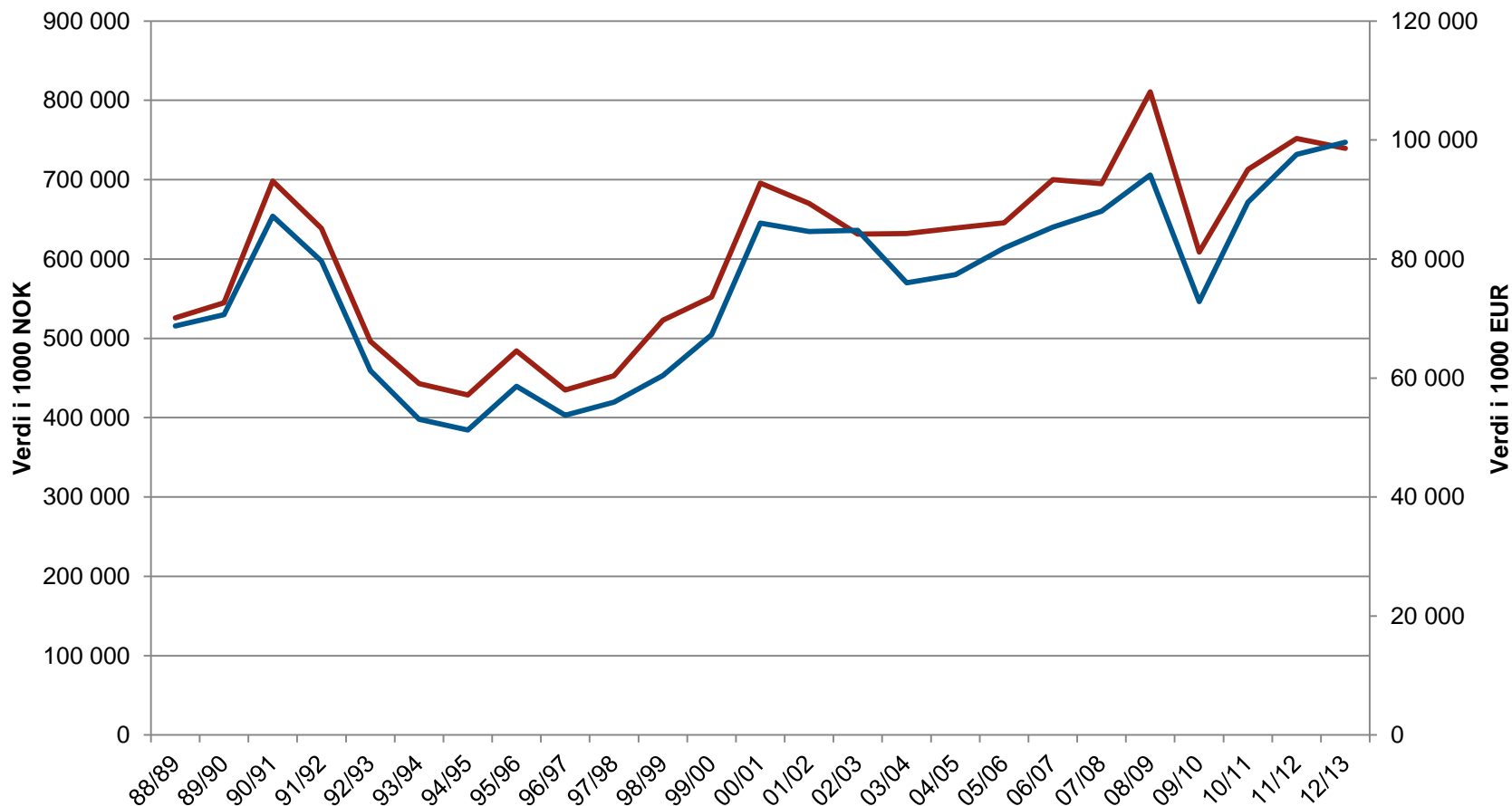


TØRRFISKEKSPORT



TØRRFISKEKSPORT JULI-JUNI

739,6 mill NOK
99,6 mill EUR



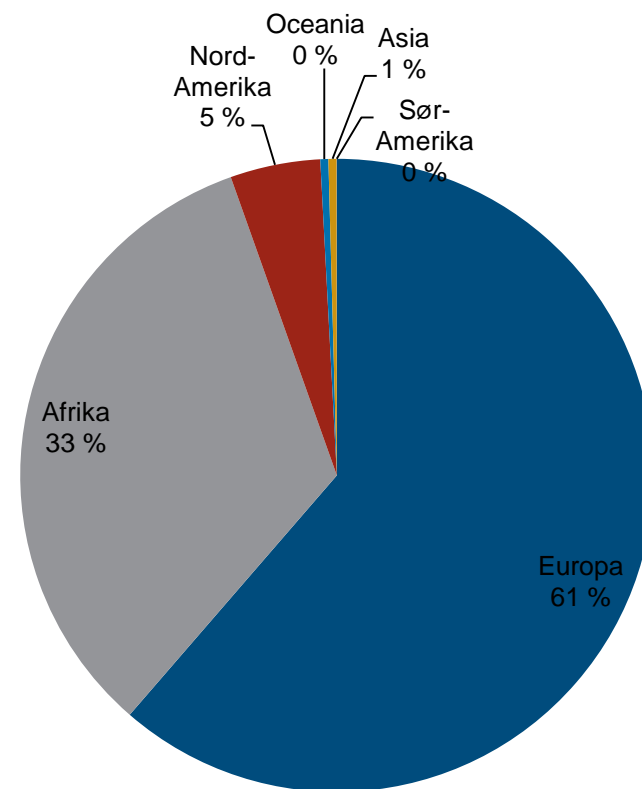
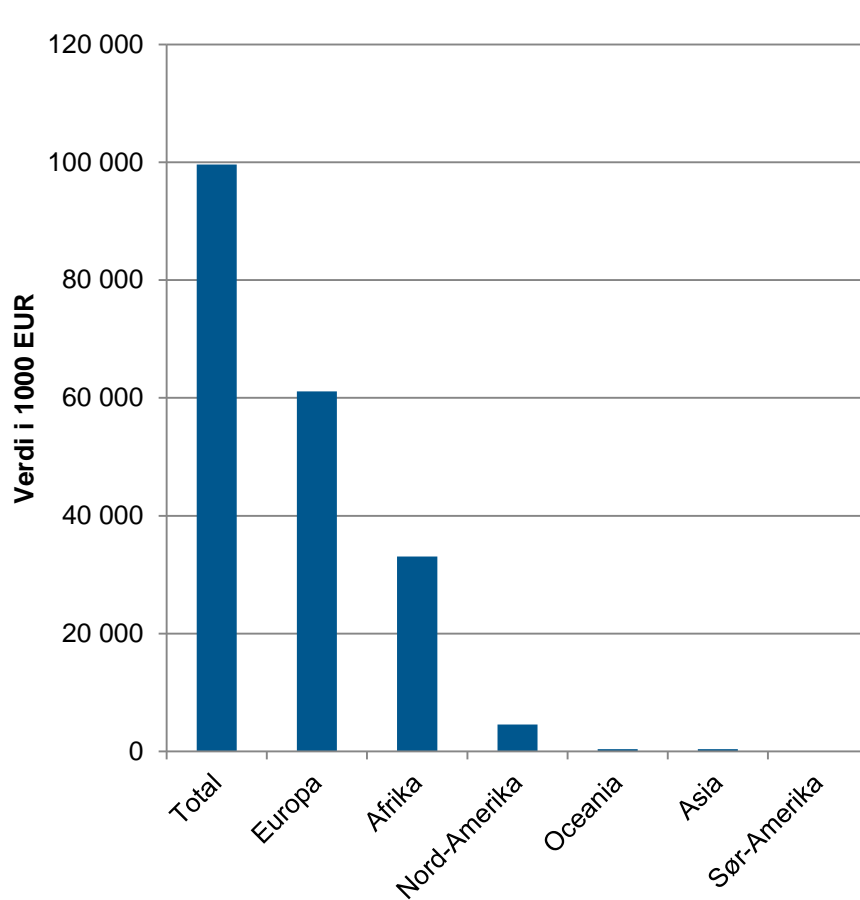
Nok: 751,9 mill 11/12 vs 739,6 mill 12/13 = -2%

Eur: 97,6 mill 11/12 vs 99,6 mill 12/13 = +2%

Norwegian Seafood Council
Seafood.no



TØRRFISKEKSPORT JULI-JUNI 2012/2013

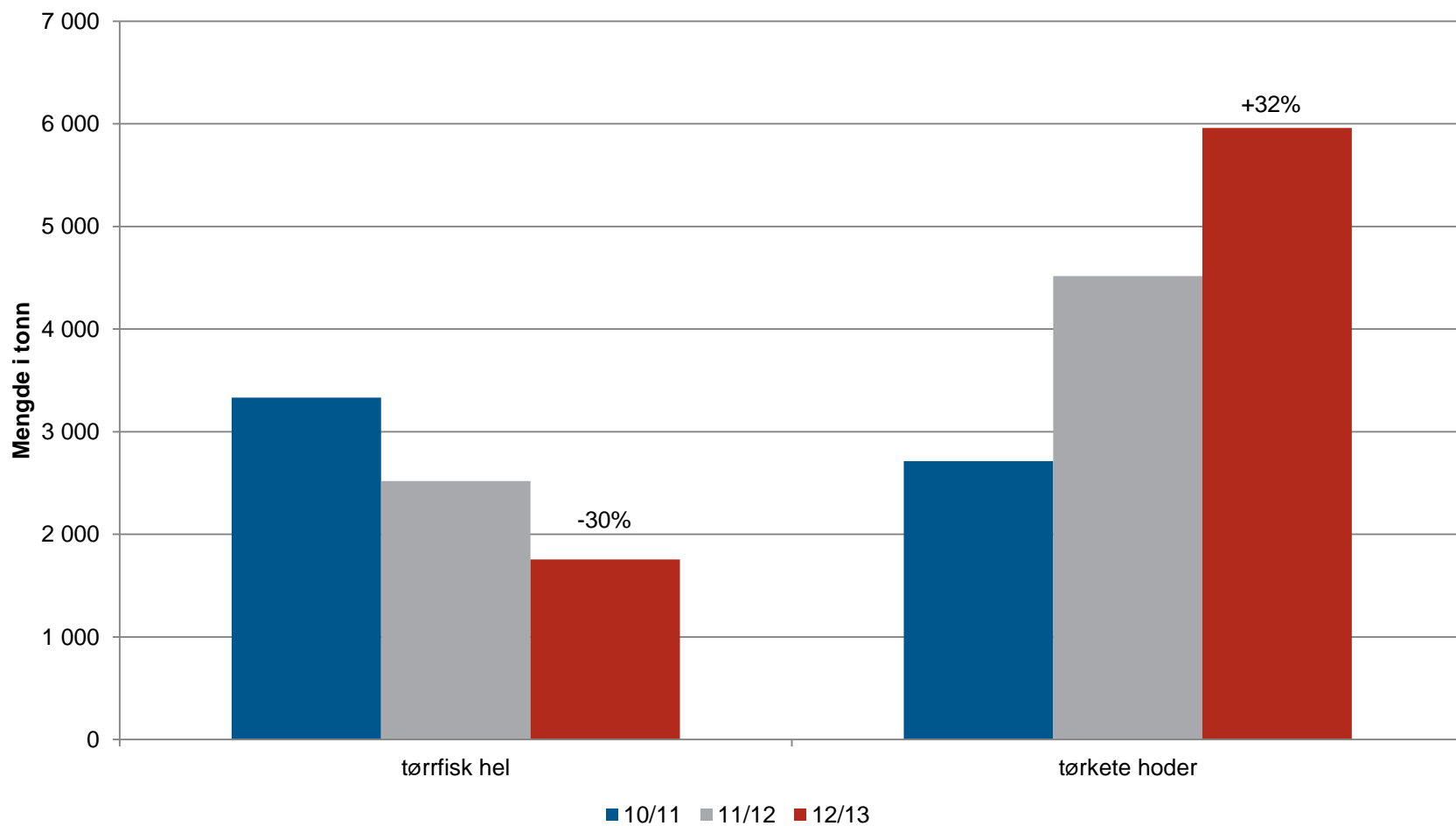


NIGERIA



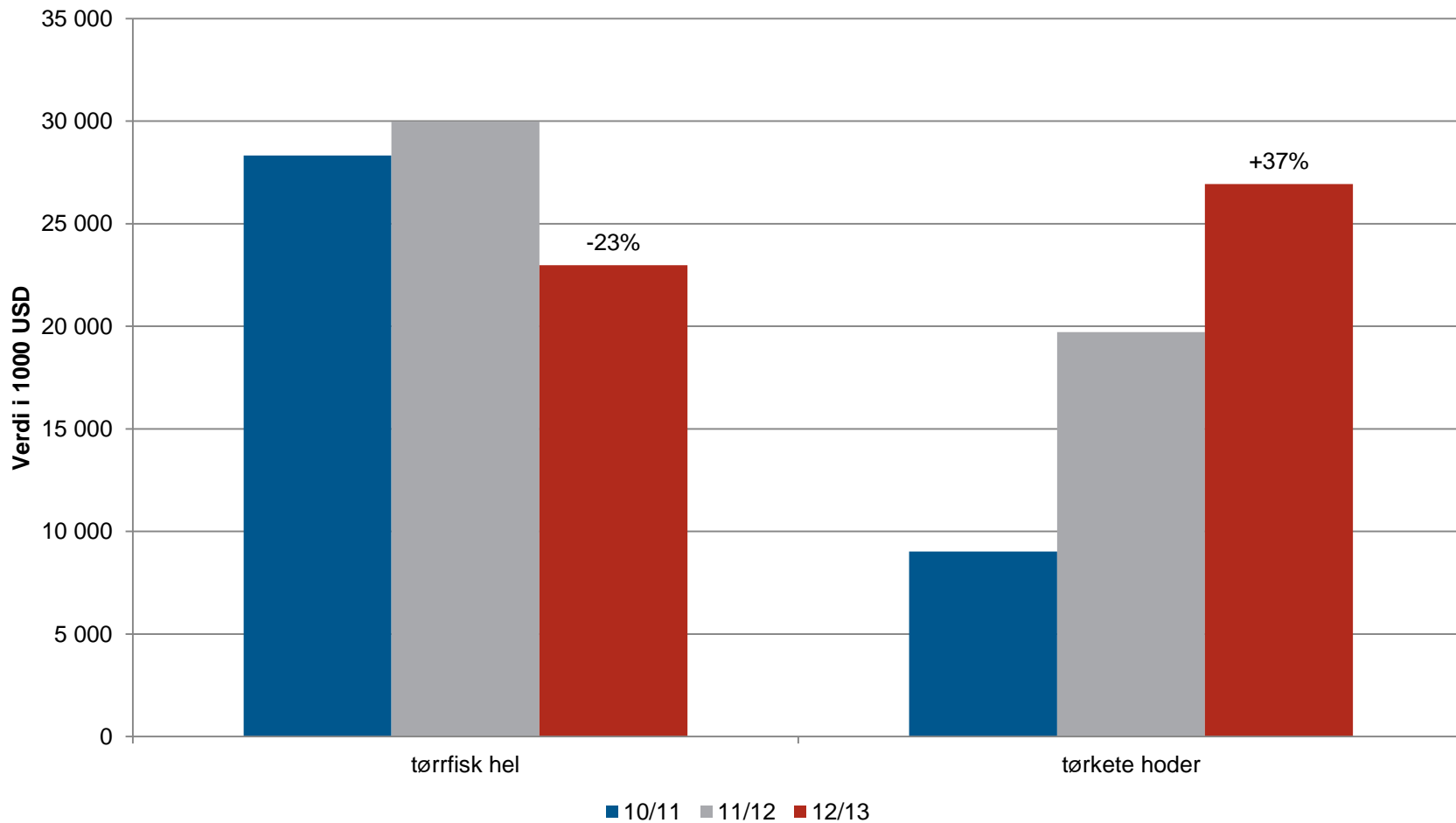
NIGERIA JULI-JUNI

Hel tørrfisk -30%
Tørkede hoder +32%



NIGERIA JULI-JUNI

Hel tørrfisk -23%
Tørkede hoder +37%

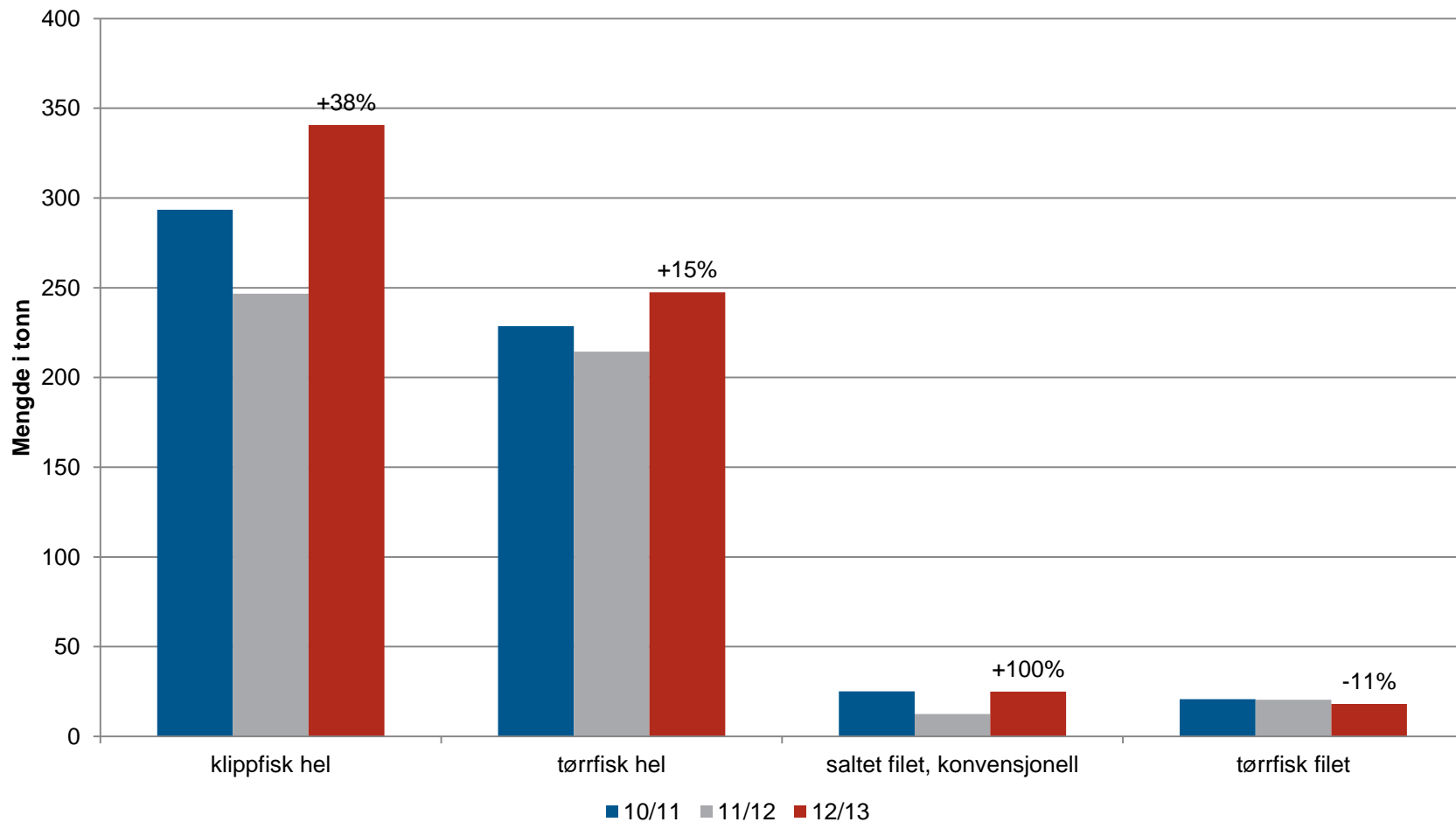


USA



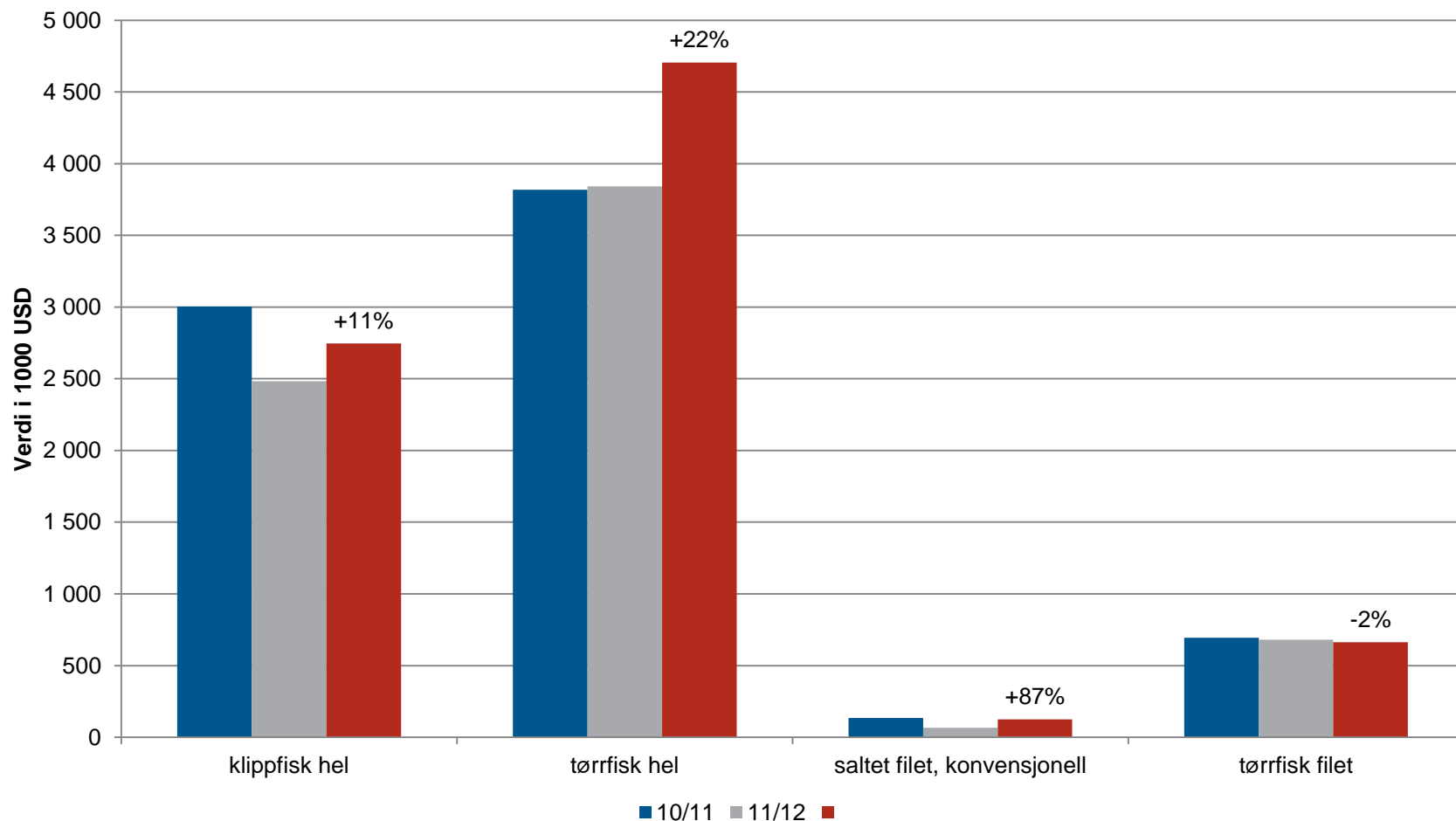
USA JULI-JUNI

Total endring +28%
Mengde +137 tonn



USA JULI-JUNI

Total endring +17%
Verdi +1,2 mill USD

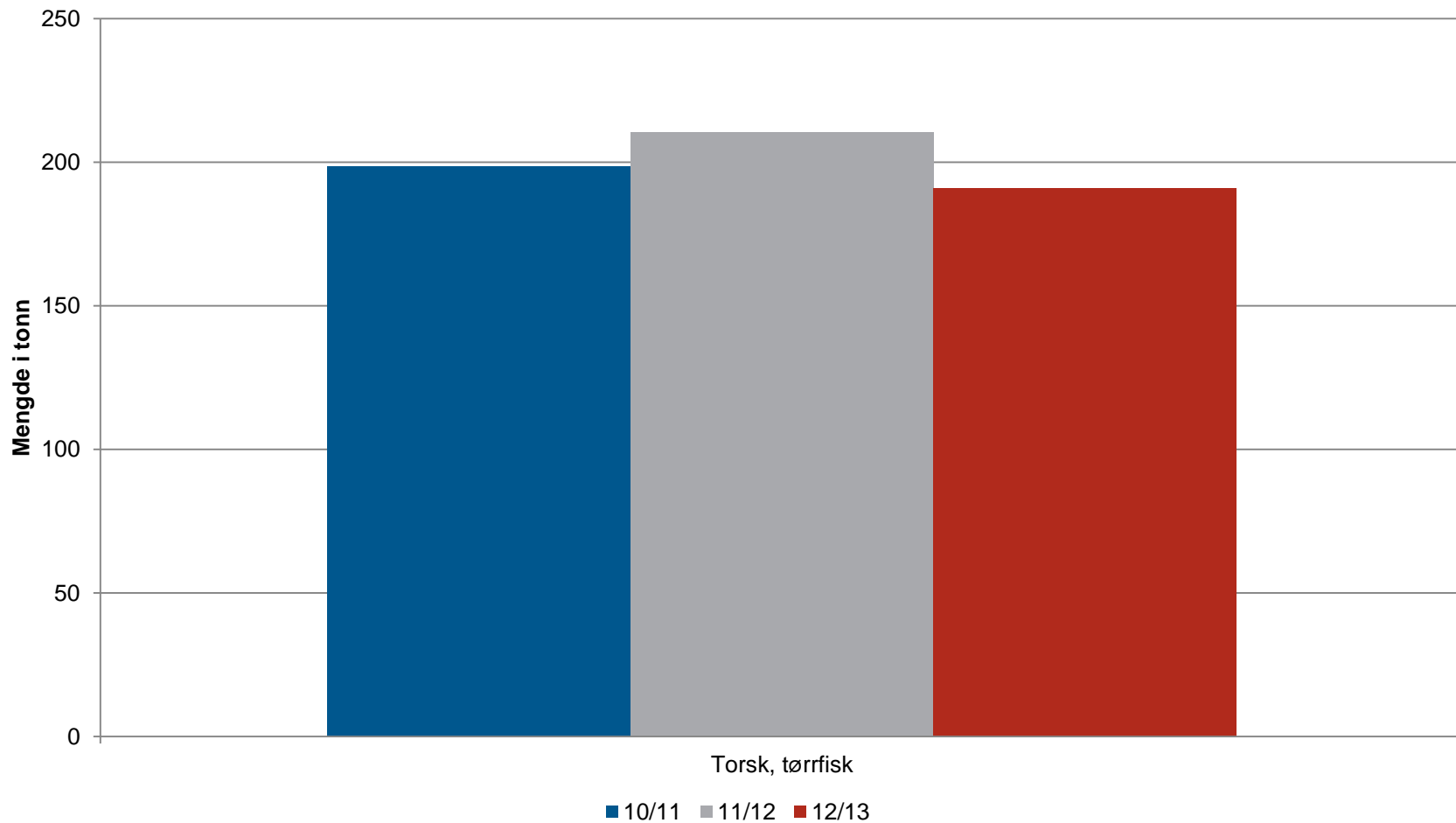


KROATIA



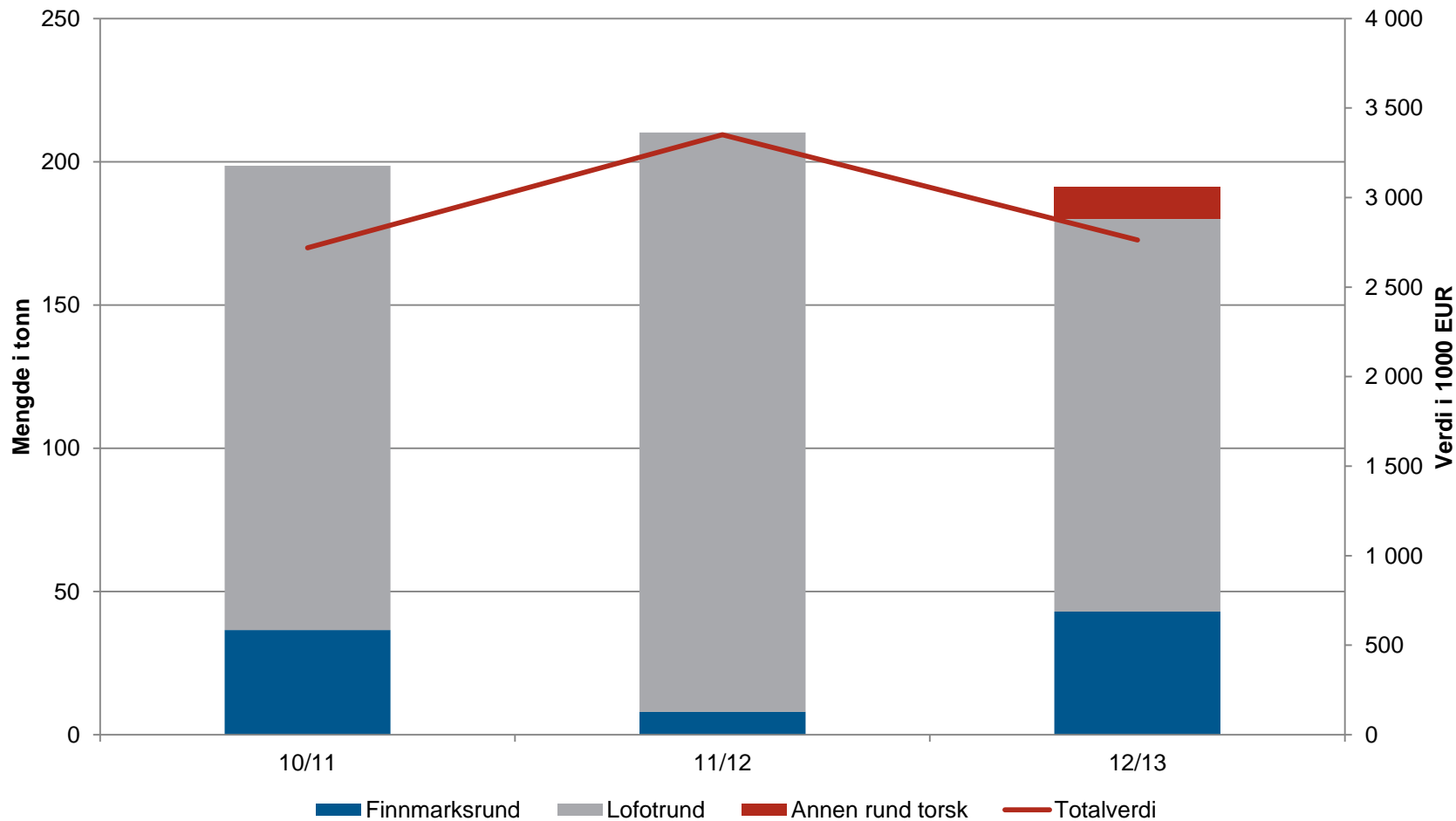
KROATIA JULI-JUNI

Total endring -9%
Menge -19 tonn



KROATIA JULI-JUNI

Total endring -18%
Verdi -587 tusen EUR

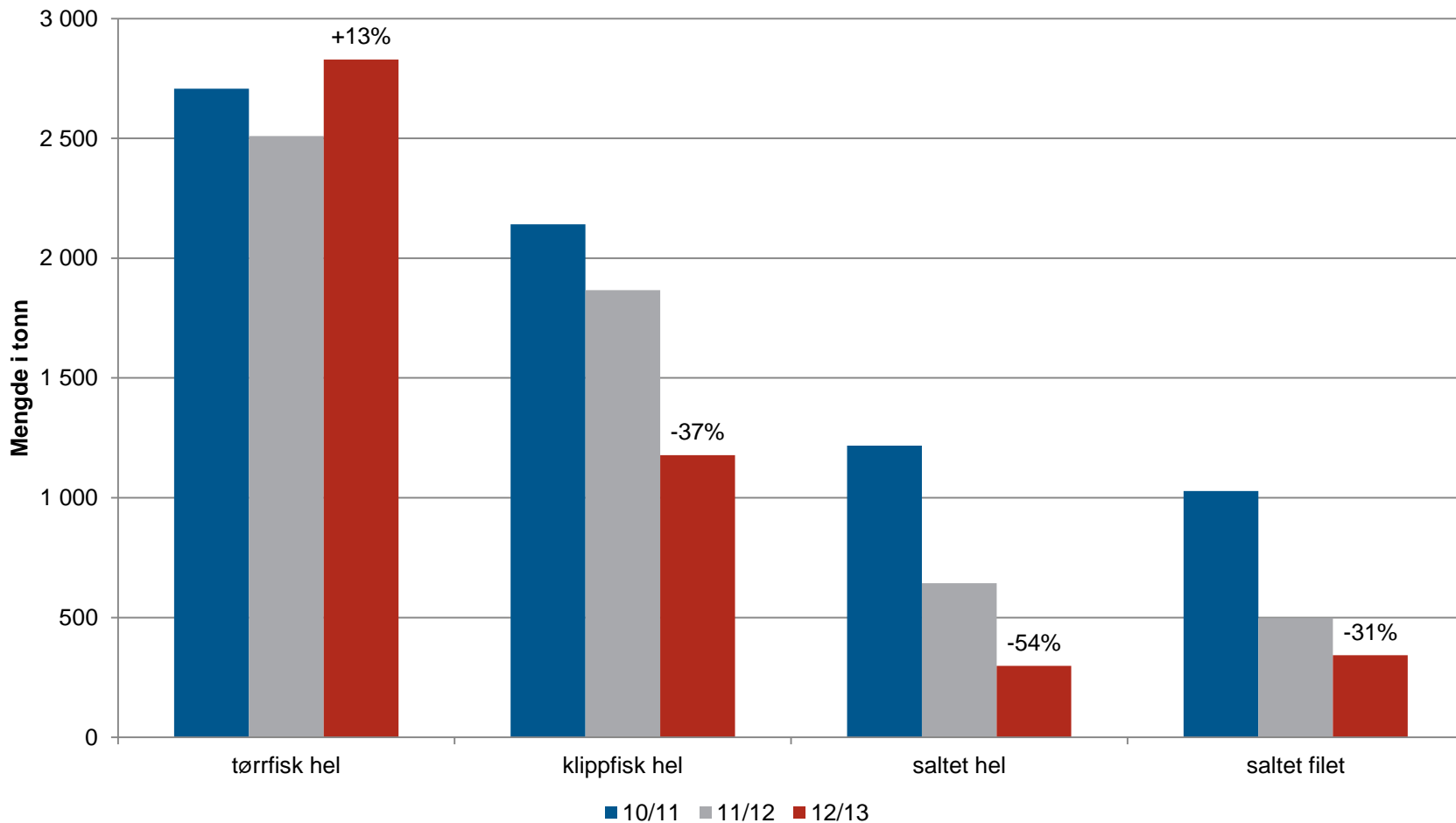


ITALIA



ITALIA JULI-JUNI

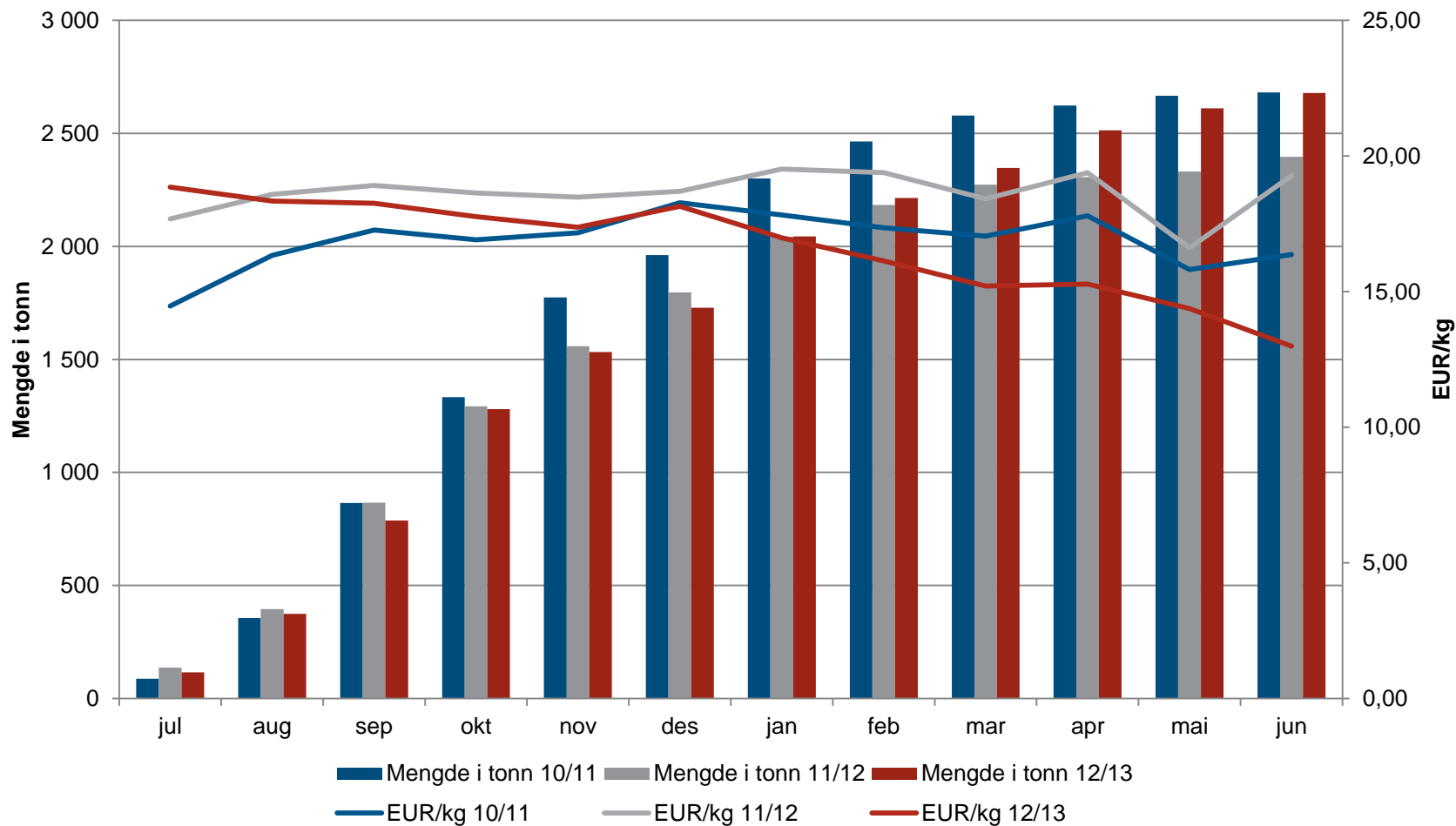
Total endring -16%
Mengde -872 tonn



TØRRFISKSESONGEN JULI-JUNI 2012/2013

Torsk, tørrfisk, lofotrundfisk til Italia og San Marino				
	10/11	11/12	12/13	% Δ 12/13 mot 11/12
Mengde i tonn	2 681	2 396	2 679	11,8
Verdi i 1000 NOK	365 517	346 553	341 442	-1,5
Pris NOK	136,36	144,66	127,47	-11,9
Verdi i 1000 EUR	45 887	44 915	46 094	2,6
Pris EUR	17,12	18,75	17,21	-8,2

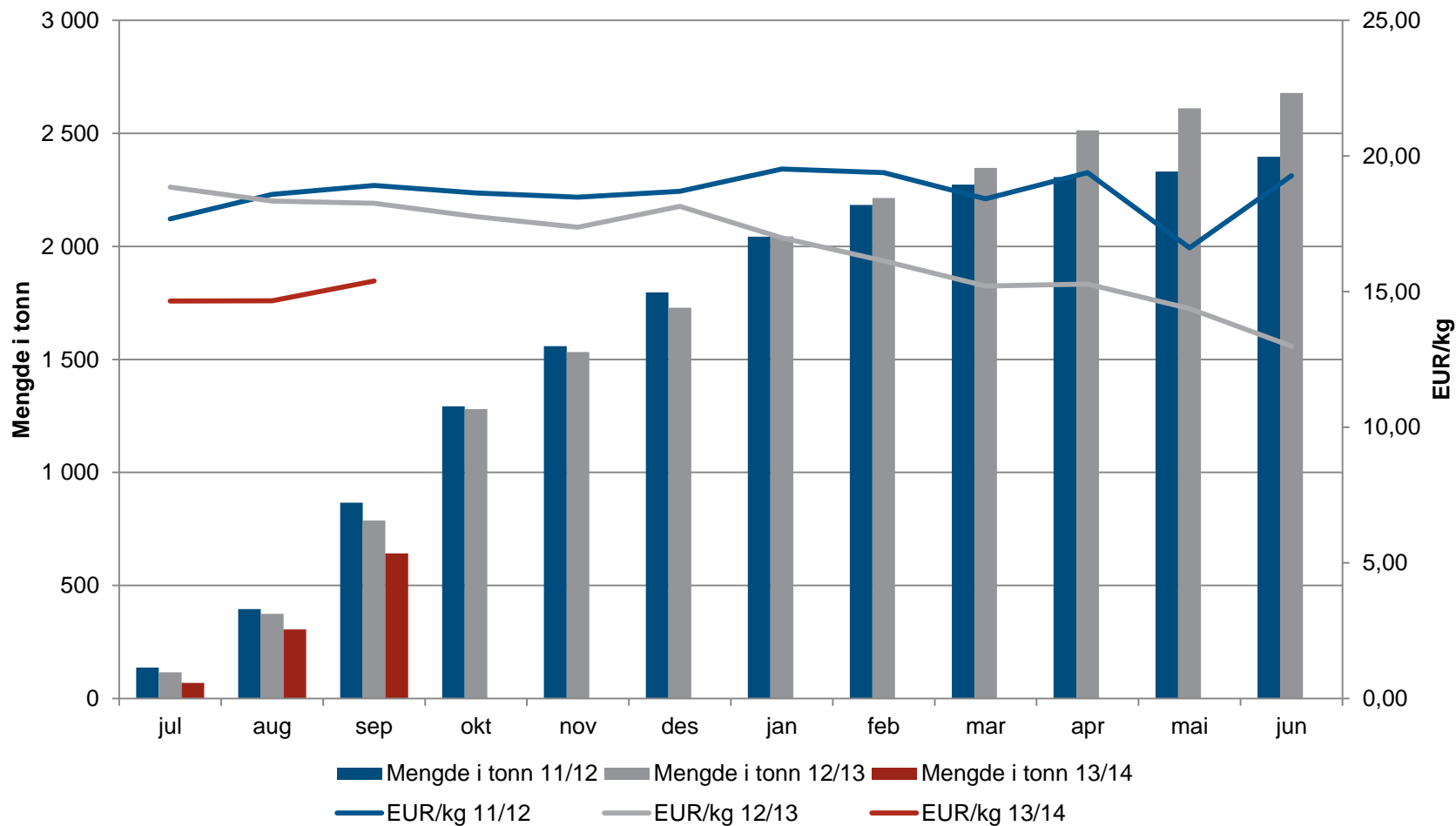
LOFOTRUND TIL ITALIA OG SAN MARINO



TØRRFISKESONGEN JULI-SEPT 2013/2014

Torsk, tørrfisk, lofotrundfisk til Italia og San Marino				
	11/12 (juli-sept)	12/13 (juli-sept)	13/14 (juli-sept)	%Δ 13/14 mot 12/13
Mengde i tonn	866	787	642	-18,5
Verdi i 1000 NOK	124 967	106 692	75 565	-29,2
Pris NOK	144,33	135,50	117,72	-13,1
Verdi i 1000 EUR	16 120	14 463	9 656	-33,2
Pris EUR	18,62	18,37	15,04	-18,1

LOFOTRUND TIL ITALIA OG SAN MARINO



Seafood from Norway.
Raised in clear, cold water.

