



# Markedenes krav til dokumentasjon av bærekraft - hvordan ligger fiskerinæringen an?

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# Markedsføringadgang

# Pilarene i vår historiefortelling



Nature  
matters.



People  
matter.



Sustainability  
matters.

# Skrei-rekord og verdens beste bærekraftshistorier

- Verdens best forvaltede torskestamme
- Skrei-historien som en solid, årlig dokumentasjon
- Bruk av hele fisken er en viktig del bærekraften
- Dokumentasjon, åpenhet, standarder og fleksibilitet
- Vi skal fortelle de beste fiskehistoriene! De er best når de er sanne og de ender godt!



0

au lieu de 9,38€.

au même prix :  
(le kg :  
ovolone

produit à -50%, -60% et  
pour cette opération.

SEAFOOD FROM NORWAY

# LE SKREI

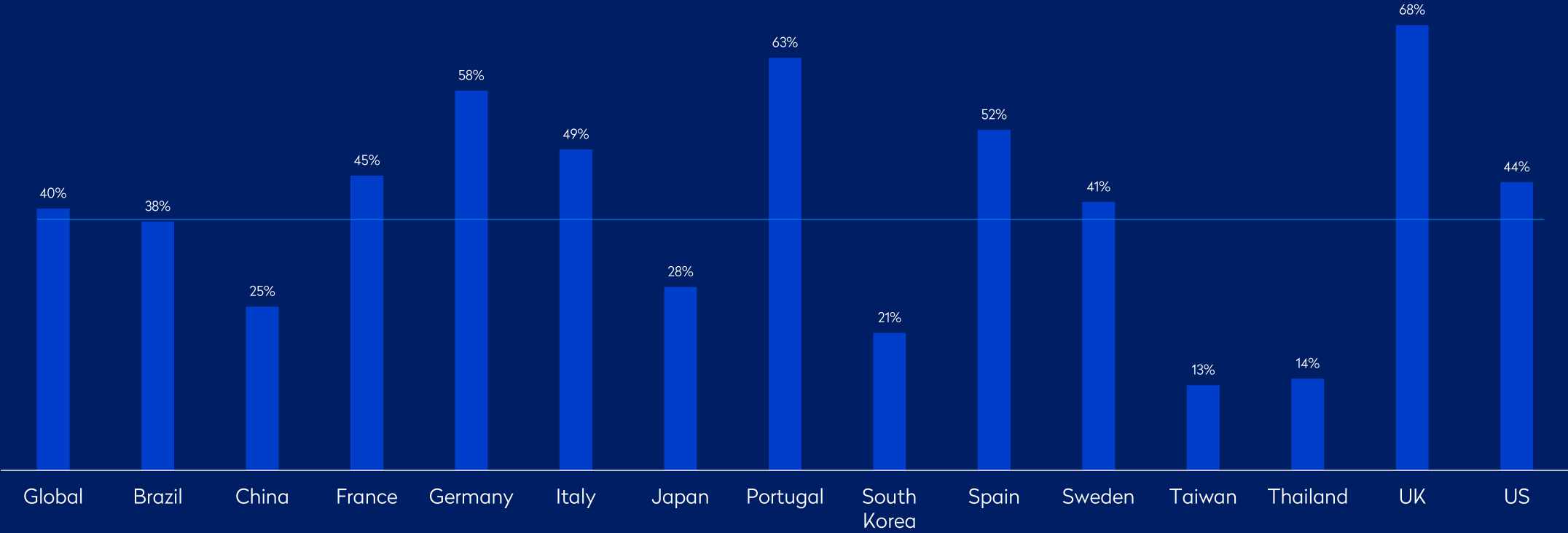
Pour votre santé, évitez de grignoter entre les repas. [www.mangerbouger.fr](http://www.mangerbouger.fr)

# Hva er bærekraft i markedene?



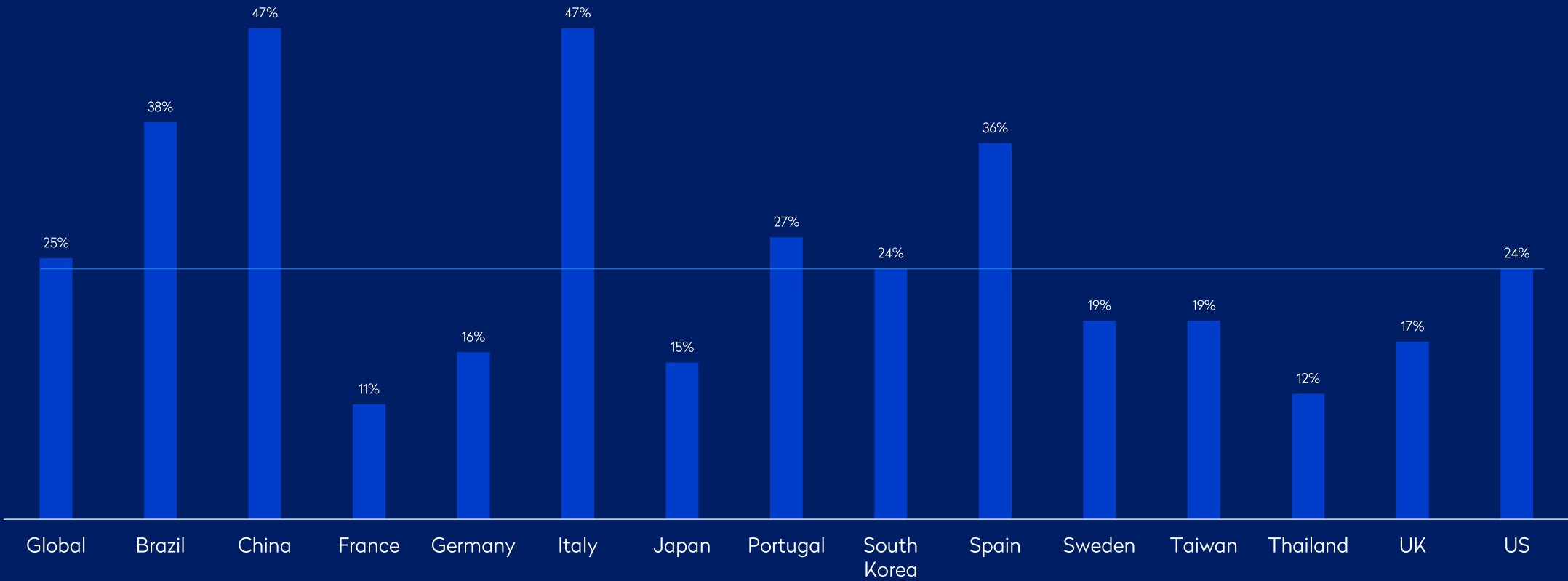
# In relation to fish and seafood; what does sustainability mean to you?

- Share answering; Ethically sound value chain (Ethical Fishing/Catching methods, processing/production, transport, quota regulation/control/laws preserving species/do not overfish, medicines/antibiotics, animal welfare, healthy fish, diversity)

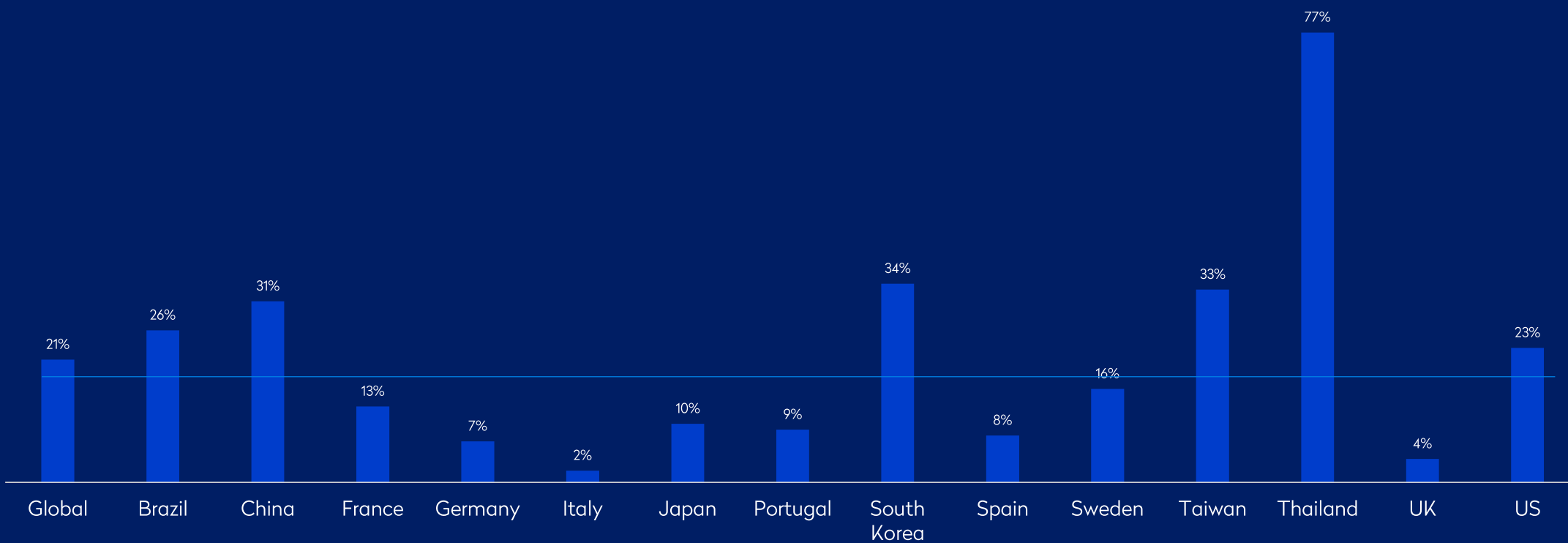


## In relation to fish and seafood; what does sustainability mean to you?

- Share answering; Environment (Environment /environmentally friendly/gentle on nature, no pollution/not harmful to the environment)



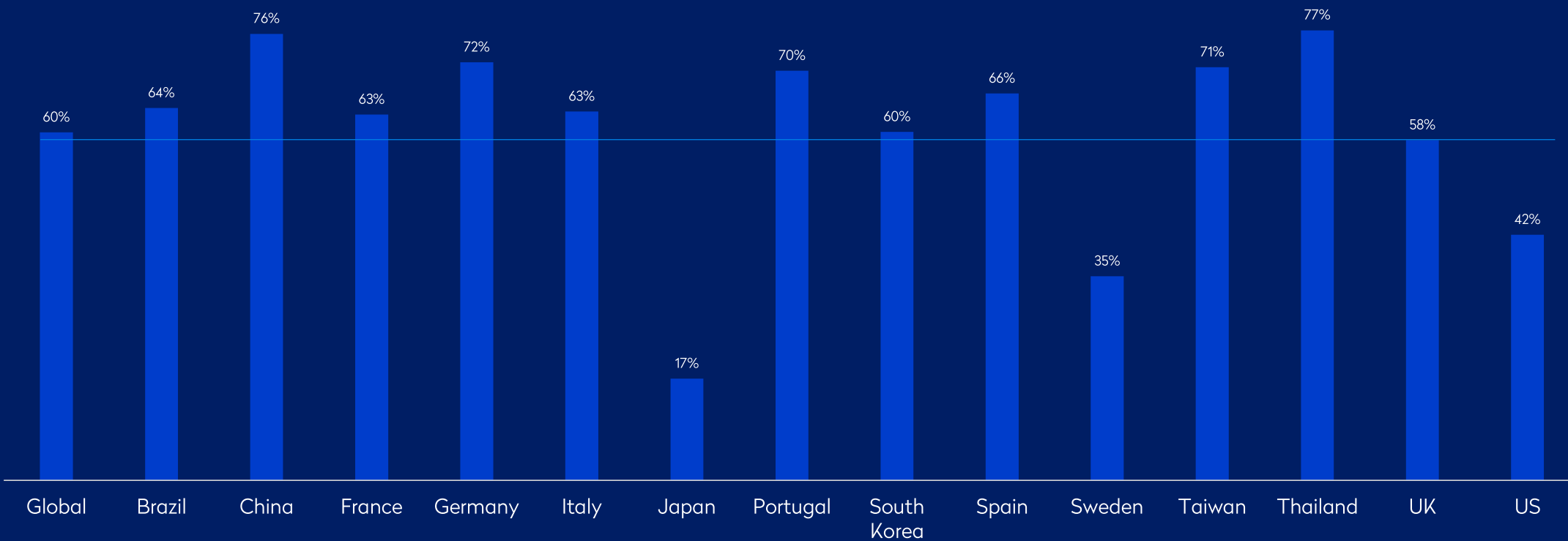
## In relation to fish and seafood; what does sustainability mean to you? - Share answering; Positives (good/important/product quality etc.)





# I try to avoid products with plastic packaging

- Share Strongly agree and Agree



# How can Norwegian cod maintain or increase its market share?

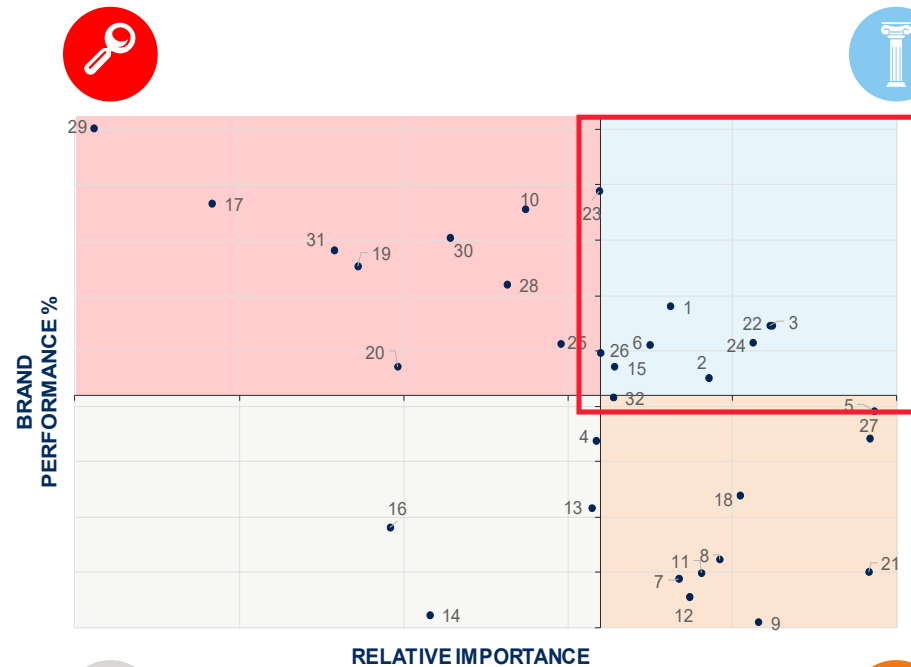
Norwegian Cod vs. relative importance

## CONSIDER

10	Helps me maintain a healthy diet/eating habits
17	Are a healthy alternative
19	Comes in portion pack
20	Comes in family pack
23	Are natural/has no additives
25	Are caught wild/not farmed
28	Are clearly marked with the country of origin
29	Are quick and easy to prepare
30	Are a tasty alternative
31	Are versatile

## NO PRIORITY

4	Creates a good atmosphere during the meal.
13	Impress my guests with luxurious fish & seafood
14	Makes me appear sophisticated
16	When I want to explore new flavours



## MAINTAIN

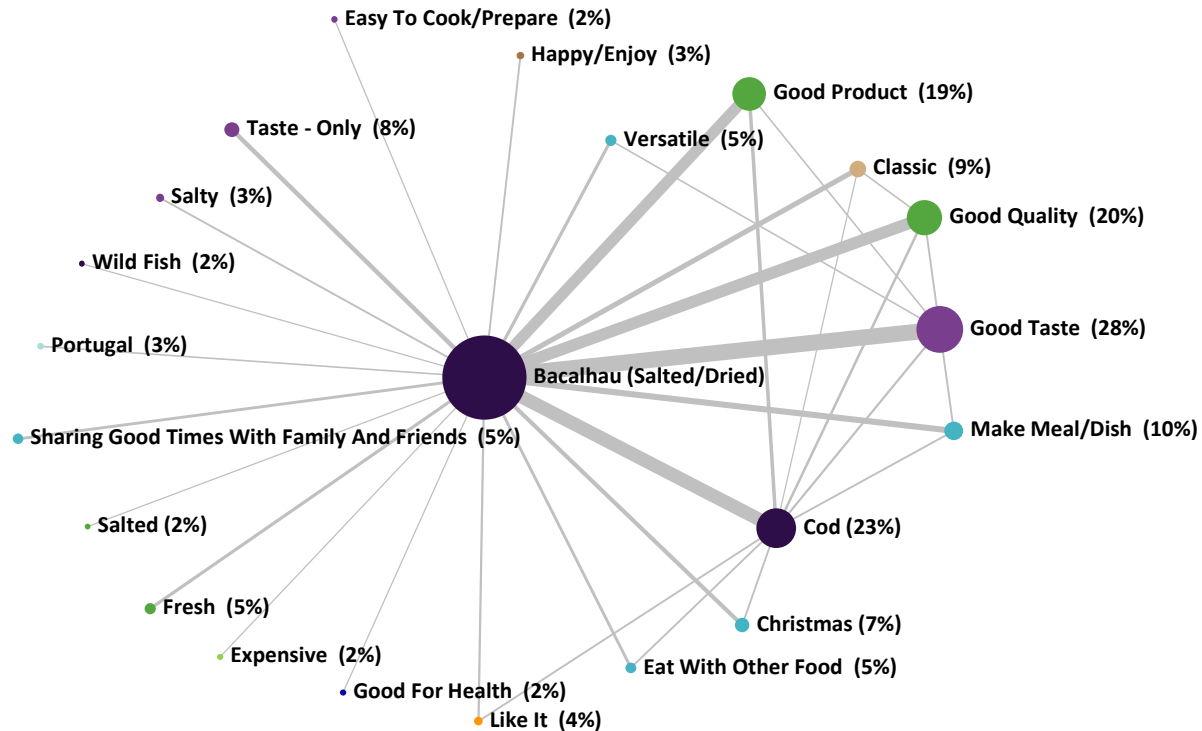
1	Gives me a sense of enjoyment
2	Gives me intense taste experience
3	Makes sure everybody gets something they enjoy
6	Helps me care for my family
15	Gives an exciting taste experience
22	Are certified as being sustainably caught/produced
24	Are caught/produced in an environmentally friendly way
26	Are available where I normally buy my groceries

## AMPLIFY

5	Helps me maintain good food traditions
7	Makes me able to relax
8	Helps me create my own atmosphere of calm and comfort
9	Helps me create structure in everyday life
11	Allows me to show myself as an expert in fish & seafood
12	Shows that I follow contemporary food trends
18	Are packaged environmentally friendly
21	Are locally produced
27	Are traditional/follows tradition
32	Provides good value for money

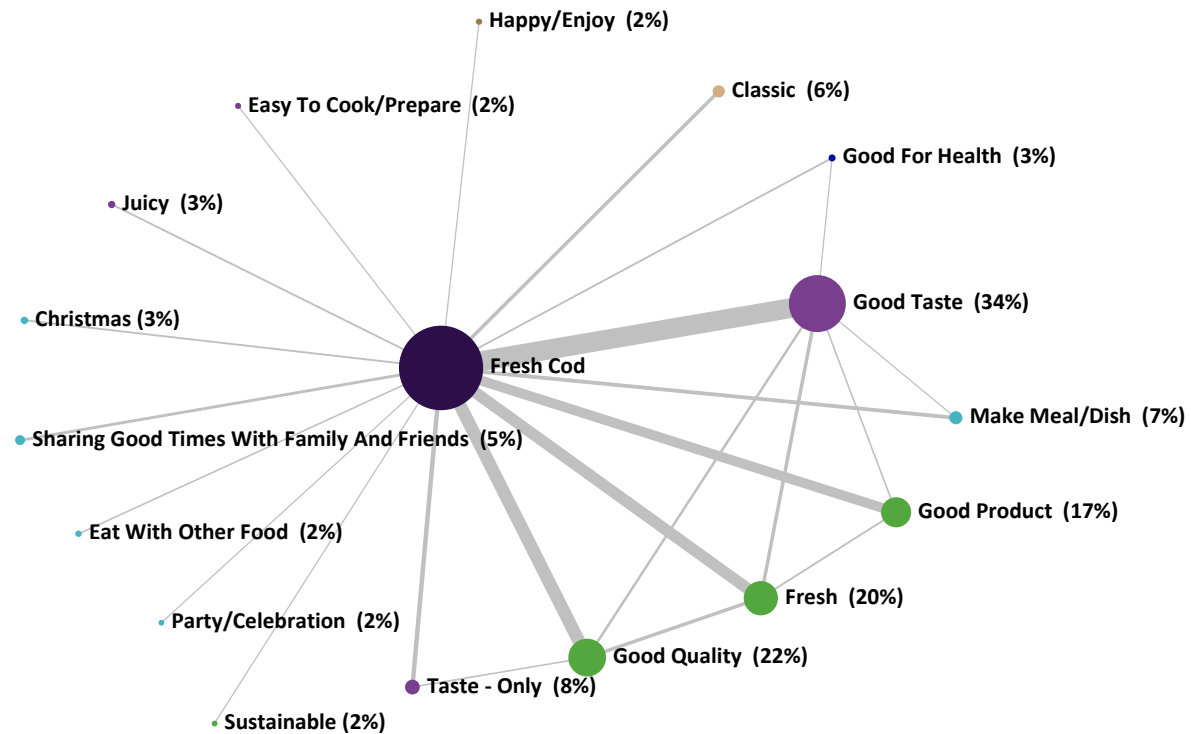
# Brand Mental Network (Portugal) – Bacalhau (Salted/Dried)

- Good taste, good quality, good product and cod are the strongest associations for bacalhau (salted/dried)



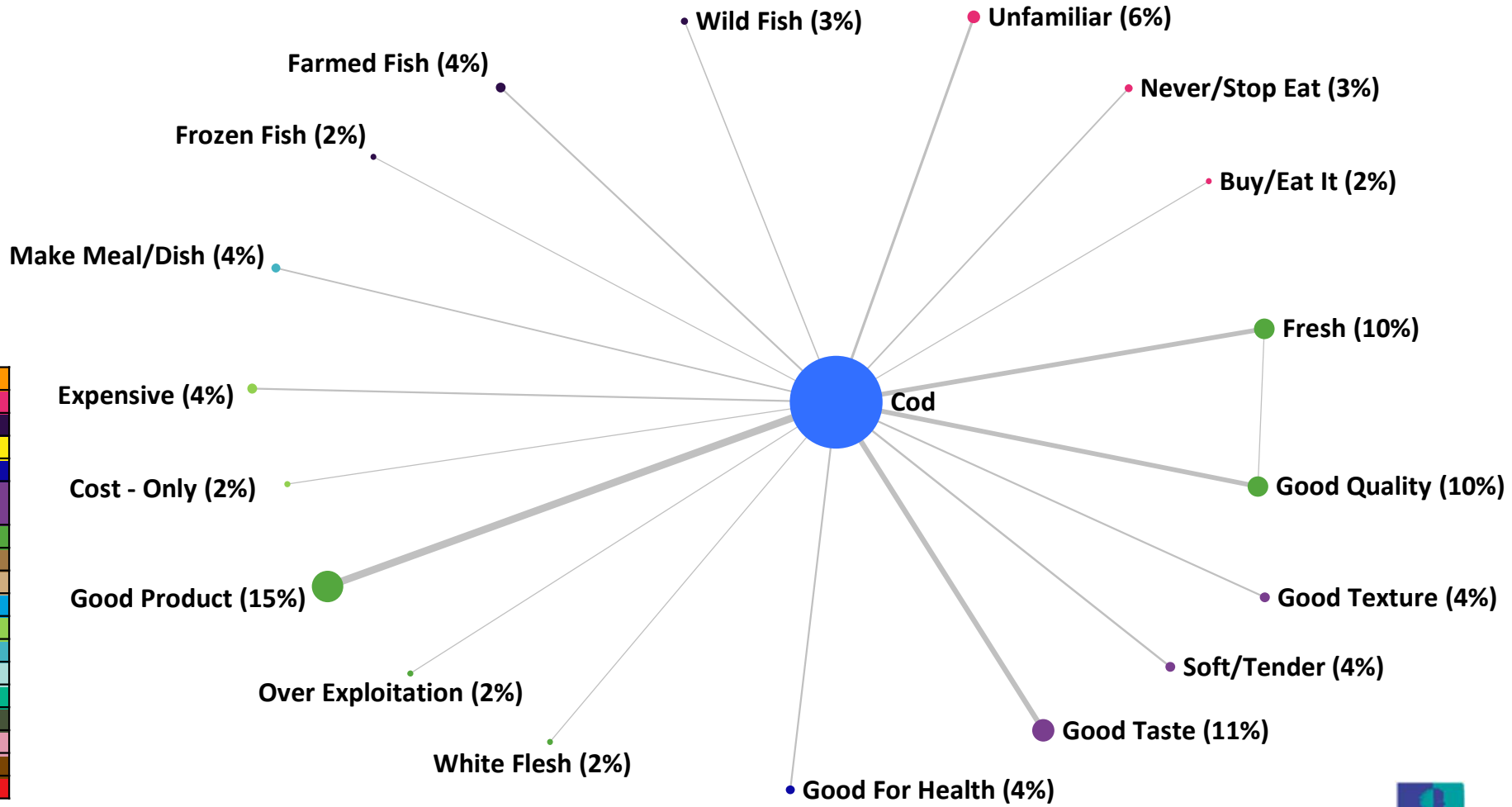
# Brand Mental Network (Portugal) – Fresh Cod

- Good taste, freshness, high quality and good product are also the strongest associations for cod from Norway



# Brand Mental Network (France) – Cod

- Freshness, taste and high quality are also the strongest associations for cod from Norway



GENERAL	
KNOWLEDGE/USAGE BEHAVIORS	
PRODUCT TYPE	
BREEDING CONDITIONS	
FUNCTIONAL BENEFITS	
FUNCTIONAL CHARACTERISTICS - TASTE/TEXTURE	
FUNCTIONAL CHARACTERISTICS	
EMOTIONAL BENEFITS	
PERSONALITY	
COMMUNICATIONS	
PRICE	
OCCASIONS	
COUNTRY MENTIONED	
BRAND MENTIONED	
ORIGIN	
IMPRESSION OF NORWAY	
OTHER	
SOCIAL IDENTITY	

# 1. Trender



## 2. Markedsadgang



### 3. Behovet for samarbeid





## 4. Markedsutvikling



# 5. Endringsdyktighet



## Fem faktorer som former fremtiden for norsk sjømat

1. Trender
2. Markedsadgang
3. Behovet for samarbeid
4. Markedsutvikling
5. Endringsdyktighet



SEA FROM  
NORWAY

# Bacalhau da Noruega

 O AUTÊNTICO

## Steady pace – high quality

Norwegian fishermen  
go one fish at a time.

[Explore why](#)



SEA  
FROM  
FOR  
NOR  
WAY

*Origin matters*

## In line with expectations

Longlining means  
sustainable excellence.

[Explore why](#)



SEA  
FROM  
FOR  
NOR  
WAY

*Origin matters*

A new marketing concept is coming