



# NORWEGIAN ARCTIC COD IN CHINA

NORWAY-CHINA SEAFOOD SUMMIT

QINGDAO 2019



## Why is Arctic Cod Important for Norway?

- 11 000 years ago settlers found Cod along Norwegian coast
- Viking excursion
- Stock fish traded as commodity
- Shaped coastal cities
- Laid foundation for Norway as nation









# Why is Norwegian Arctic Cod so Great?

Delicate white color, flaky structure and superior flavor

## Sustainable

MSC

Wild caught



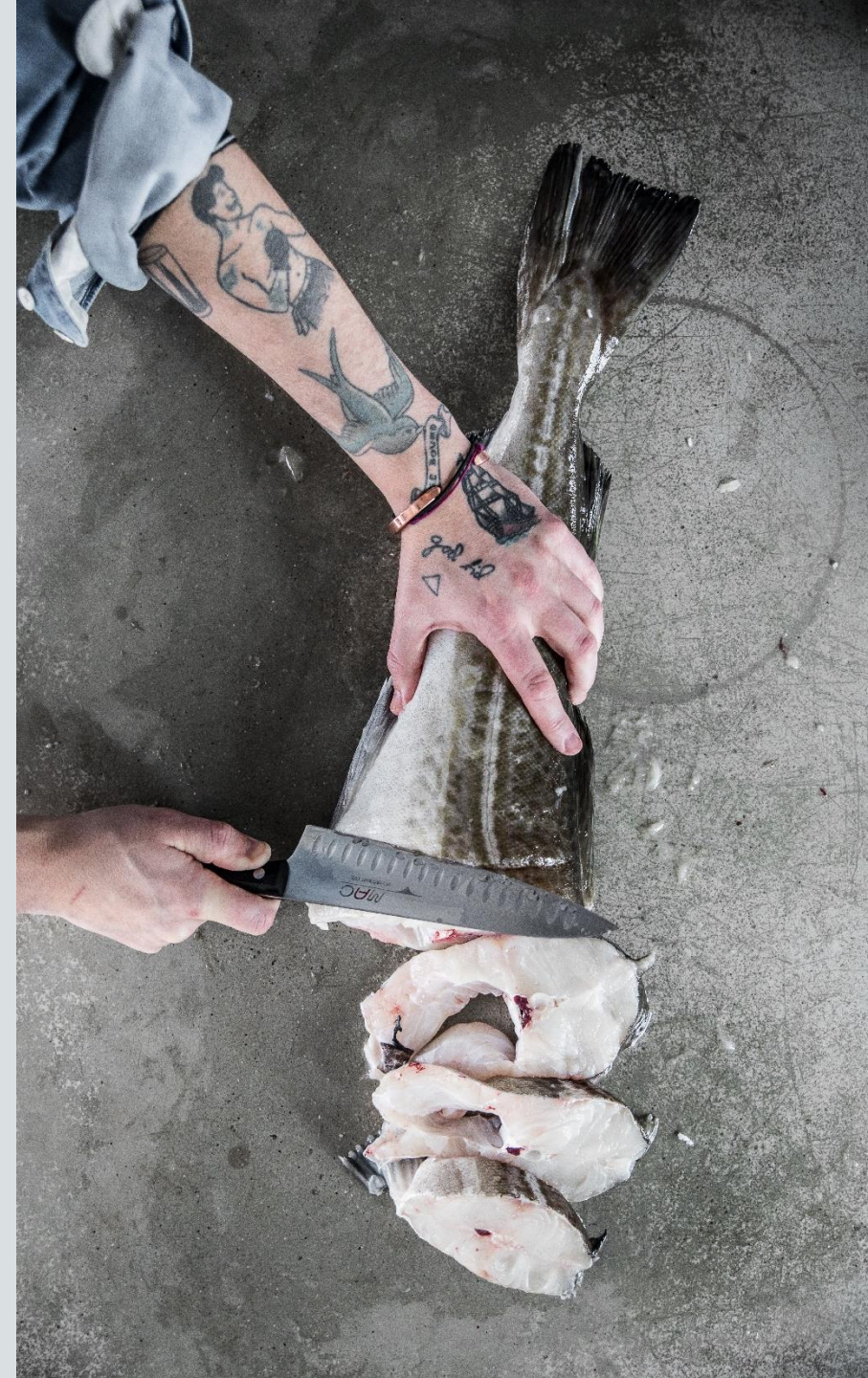
Source: msc.org

## Healthy

Low fat, high protein

Rich in vitamins and minerals

Rich in Omega 3



# Supply and Demand

## Quota overview

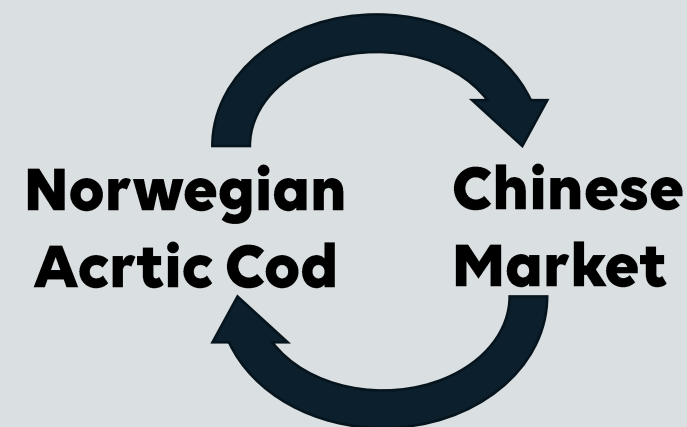
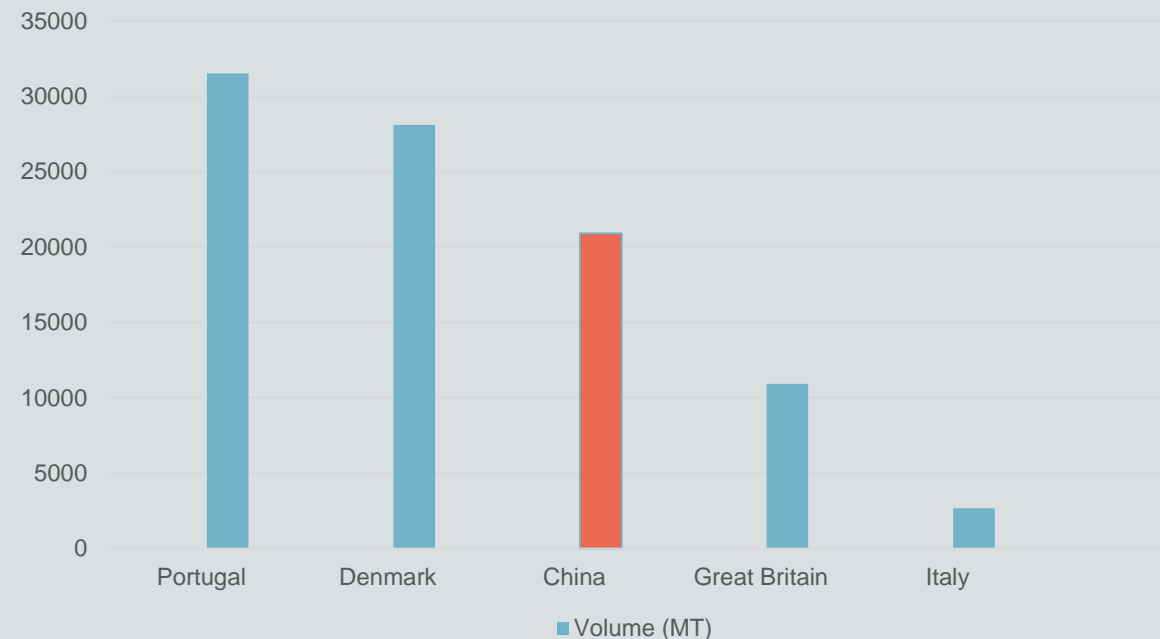
2018: 350 159 MT (109 874 MT trawler)

2019: 328 897 MT (98 984 MT trawler)

2020: 334 277 MT (+1.64% vs 2019, - 4.54% vs 2018)

China imported 120 168 MT Arctic Cod so far,  
of which 34% from Norway.

Jan-Sept 2019 Norwegian Export of Cod  
(all product form)



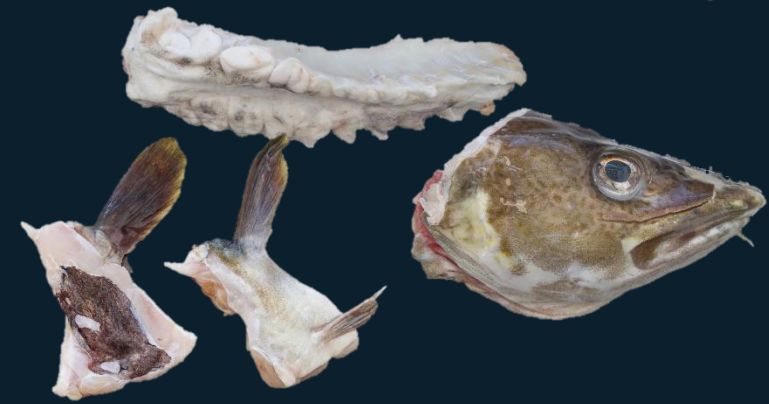
# Lerøy Seafood Group

- Seafood Pioneer since 1899
- Aquired Havfisk and Norway Seafoods Oct 2016
- 2nd largest Atlantic salmon farmer in the world
- One of world's largest full range seafood supplier
- Full traceability
- 10 top modern trawlers with 23% Norwegian trawler quota for Arctic Cod (2019 - 22 500 MT)

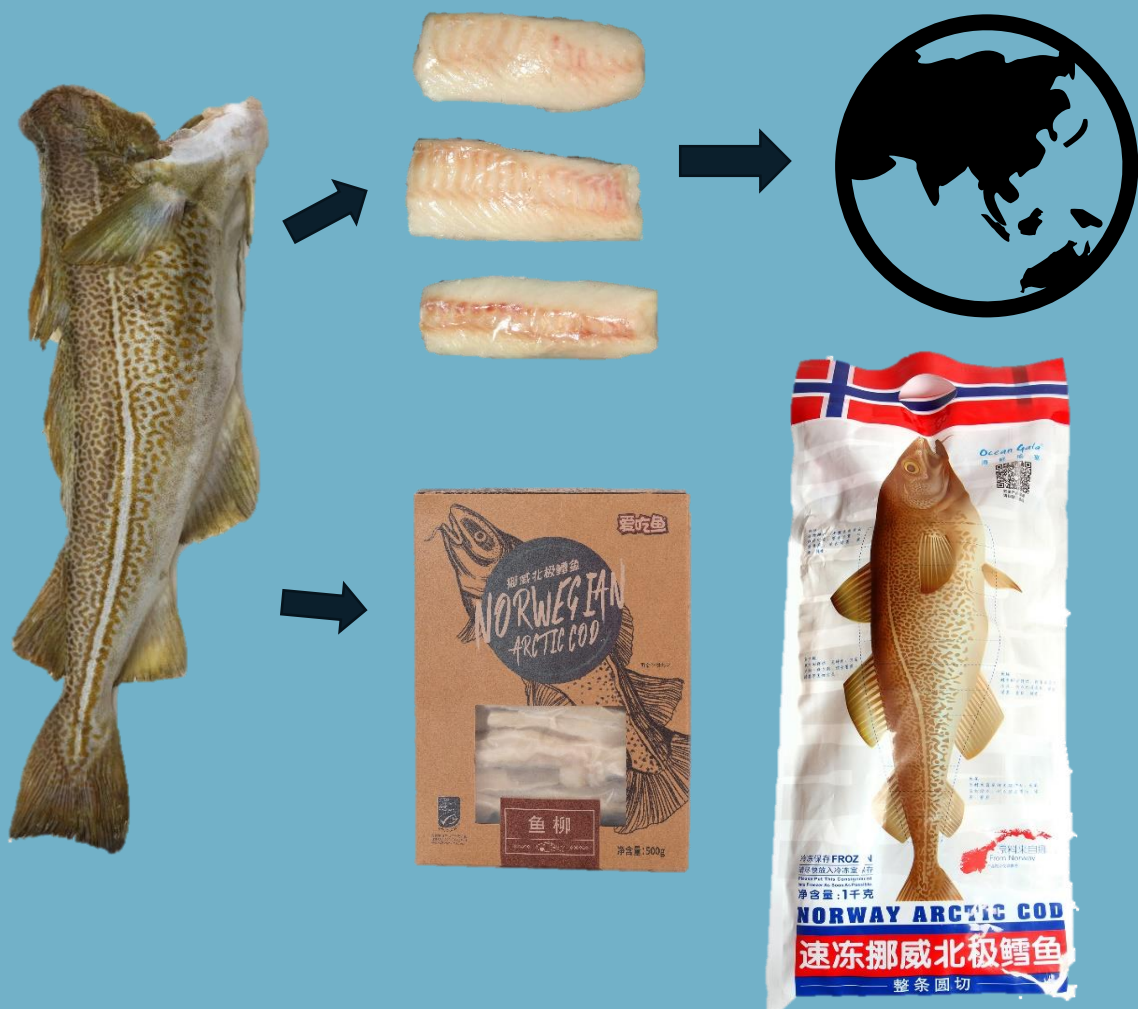




# Arctic Cod From Lerøy on the Chinese Market



# What Happens with the Norwegian Arctic Cod Exported to China?





# What Happens with the Norwegian Arctic Cod Exported to China?

25%  
offline  
retail\*



25% E-  
commerce\*



5  
0  
%  
H  
O  
R  
E  
C  
A  
\*

\* Estimate

# Why Do Chinese Consumers Choose Norwegian Arctic Cod?

- Origin
- Main driver is health
- Wild caught deep ocean fish
- Food safety

Source: NSC Insight

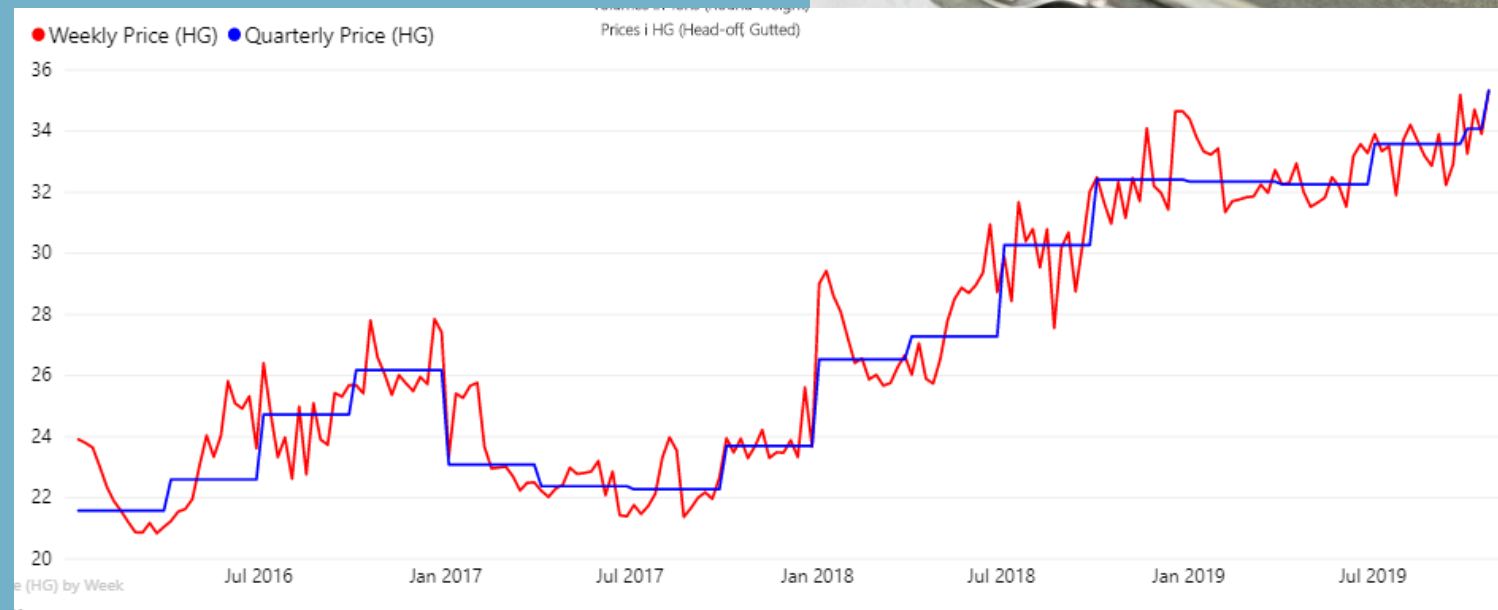
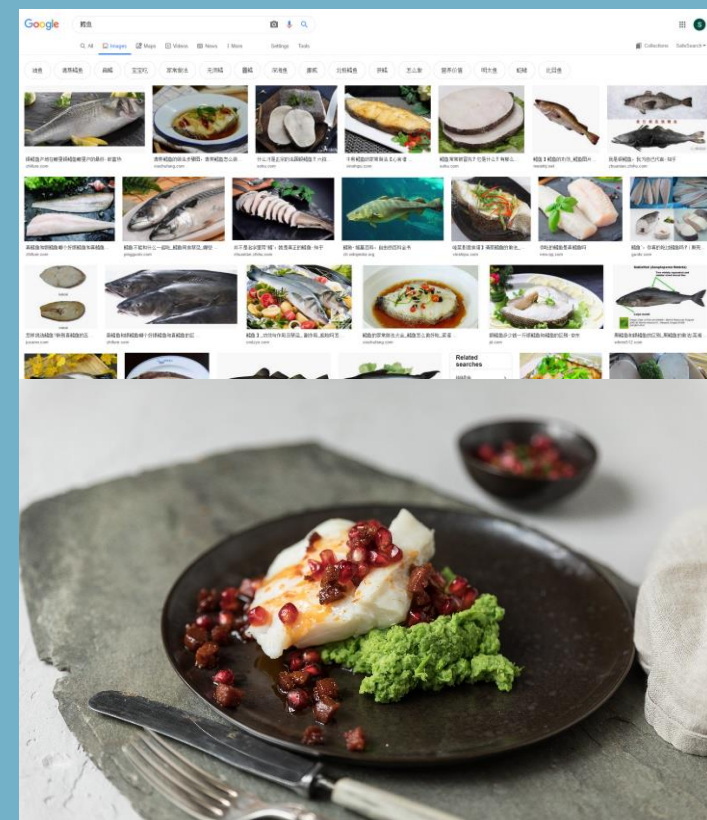




# What Challenges Are Norwegian Arctic Cod Facing in the Chinese Market?

- «Xueyu» is an umbrella term
- Few suitable cooking recipes
- Dry when overcooked
- Price

鳕鱼

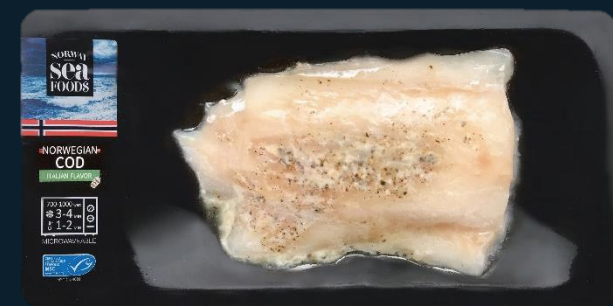


## How to Get More Chinese Consumers to Choose Norwegian Arctic Cod?

- Differentiate Arctic Cod from other «cod»
- Arctic Cod is more than healthy
- Arctic Cod ≠ dry



# Norway Seafoods Microwave Series



# Norway Seafood Rowave Series



**NORWEGIAN COD**

FRENCH FLAVOR

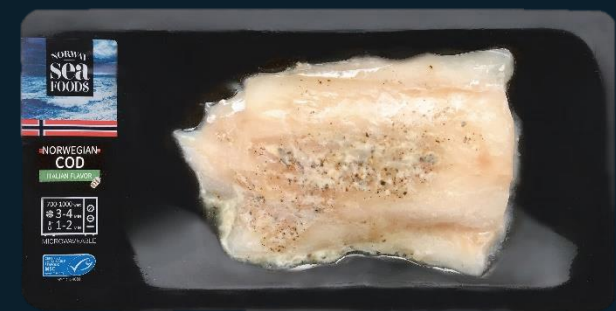
700-1000 watt	
❄ 3-4 MIN	
🔥 1-2 MIN	

MICROWAVEABLE



CERTIFIED SUSTAINABLE SEAFOOD MSC [www.msc.org](http://www.msc.org)

MSC-C-54081





LERØY

# The Norwegian Seafood Pioneer

SINCE 1899

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