



**Marius Ytterstad,**  
Board member of the Norwegian Sales  
Organisation for Pelagic Fish  
Owner of M. Ytterstad



Norwegian Sales Organization  
For  
Pelagic Fish



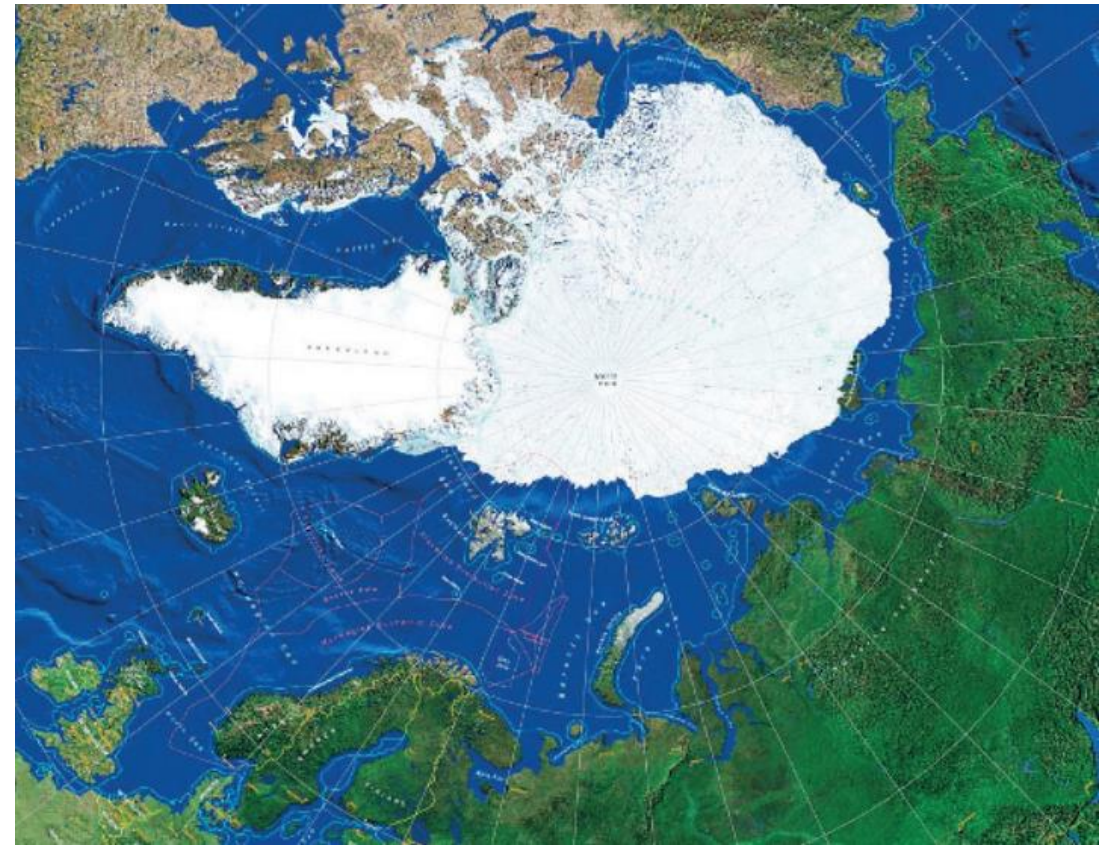
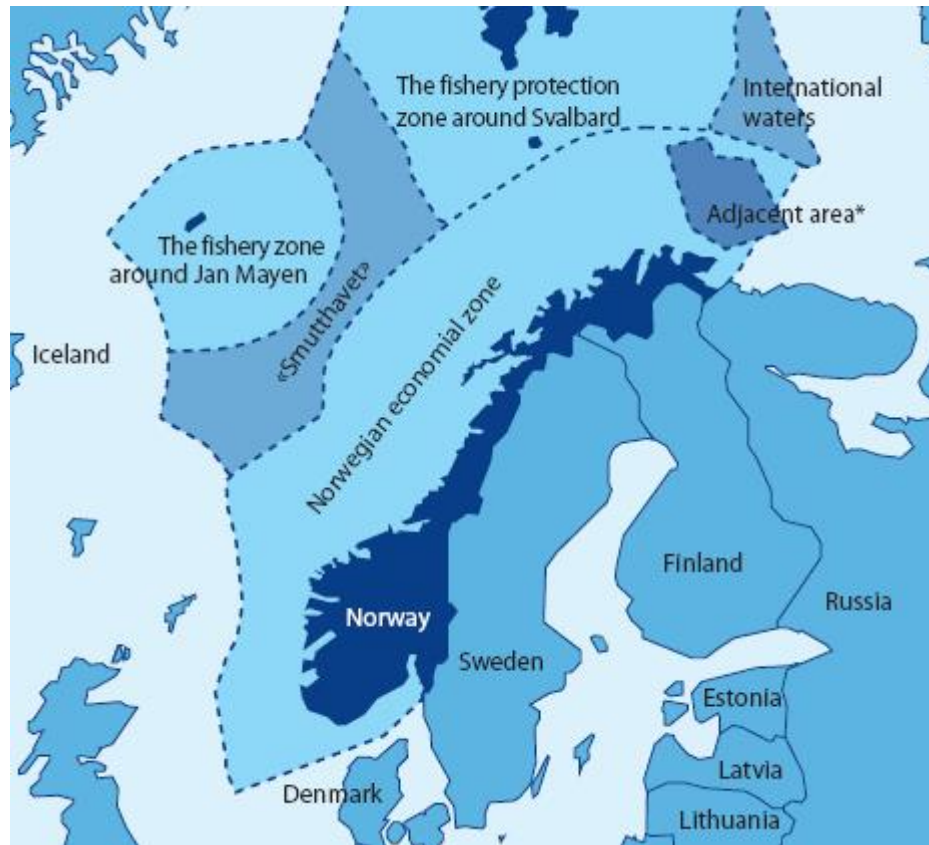
• MACKRELL •  
Scomber scombrus  
R. Sundhellen, 1885

# Norwegian Mackerel – World Leading Quality

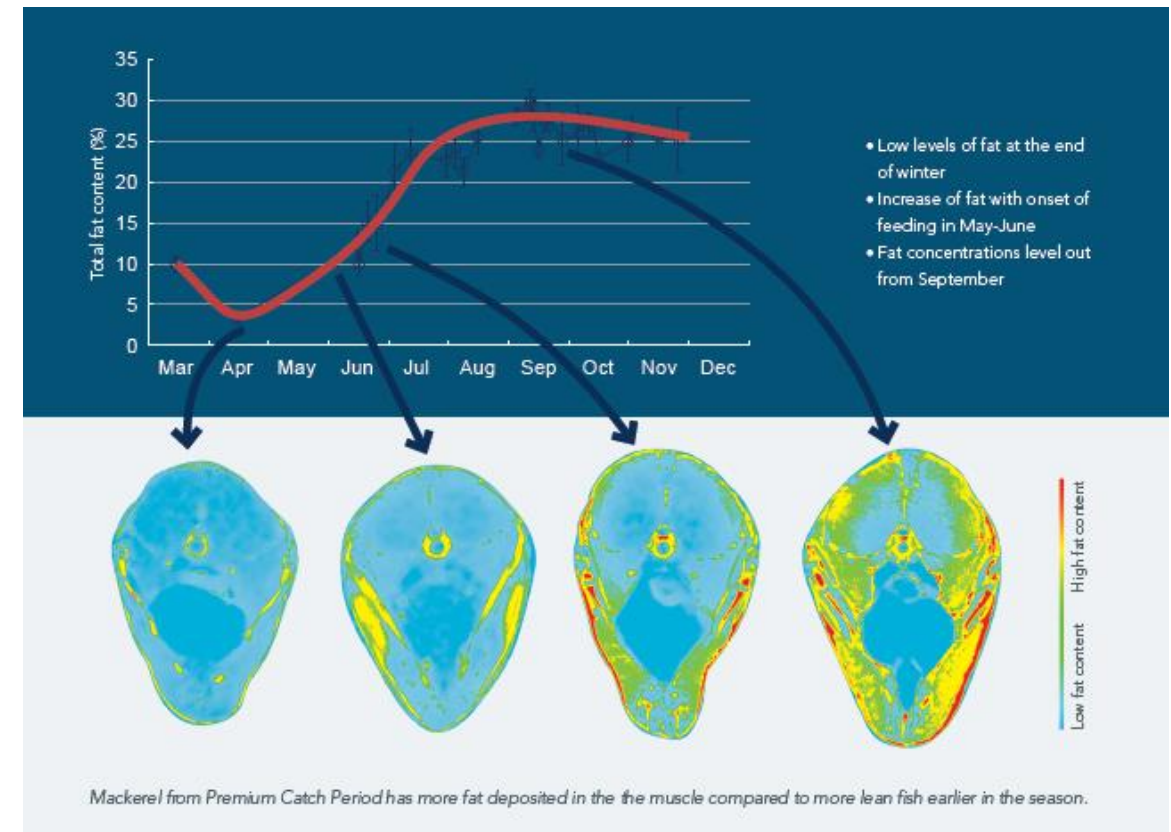


# Natural Conditions

---



# Seasonality – Premium Catch Period



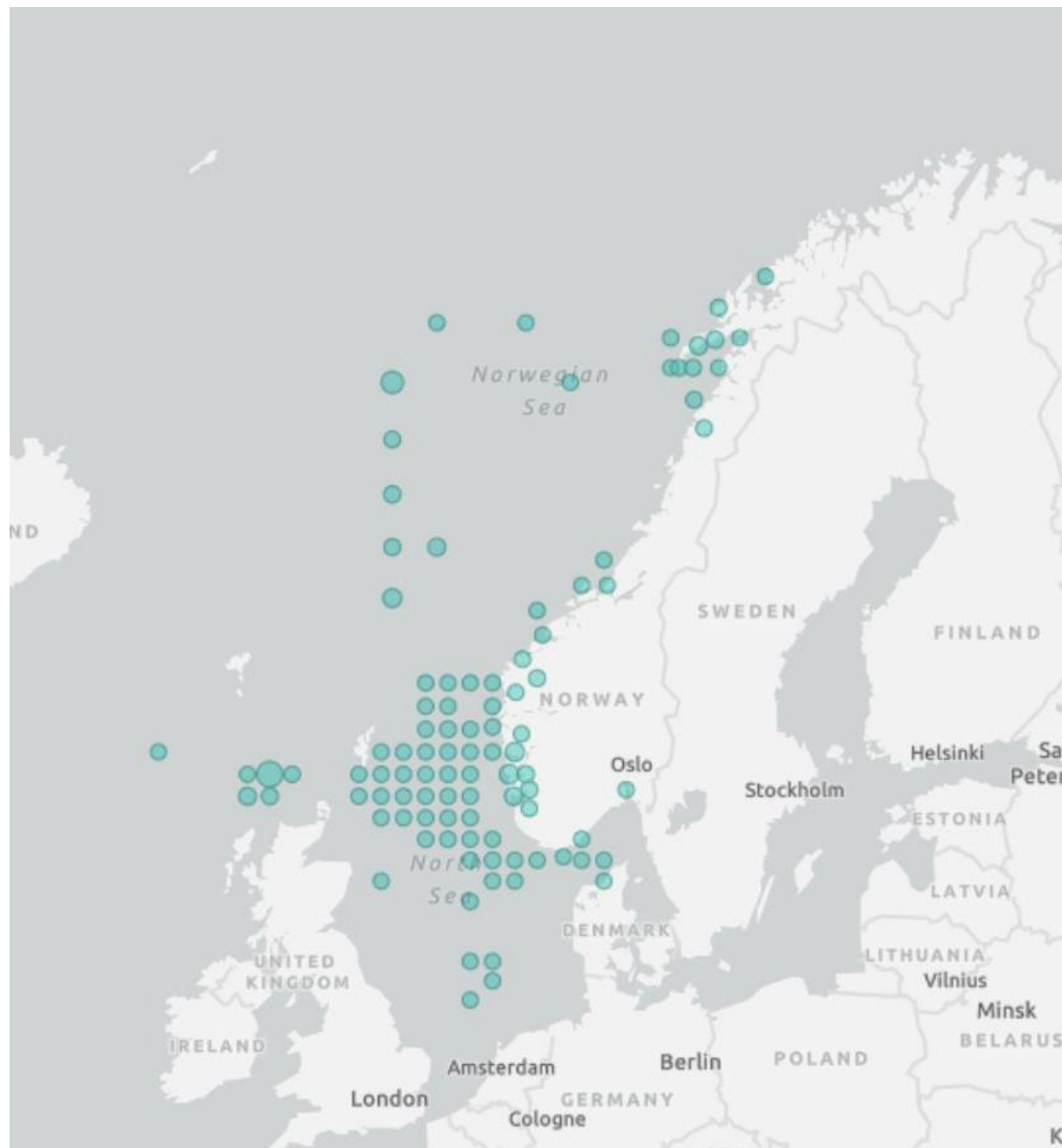












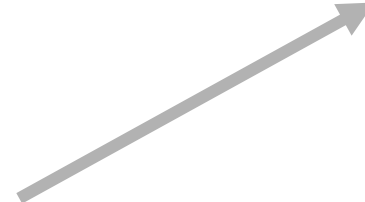
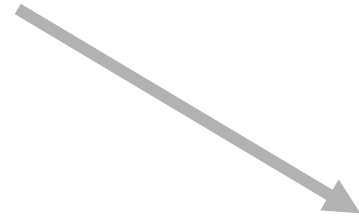
## REPORTING THE CATCH



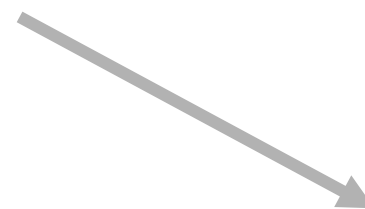
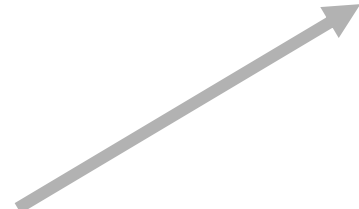
Reporting the catch



Auction information



Norwegian Sales Organization  
For  
Pelagic Fish







# Sustainable Fishery Management



INSTITUTE OF MARINE RESEARCH

[Research](#) [Advisory work](#) [Publications](#) [Topics](#) [Cruises and field work](#) [Lab and stations](#) [About us](#)Norsk [Search](#)[Home](#) / [Cruises and field work](#)

## Cruises and field work

Each year, the Institute of Marine Research carries out a number of research cruises. The aim is to monitor and survey the environmental condition of the seas, and to study changes in the various fish stocks. On these expeditions we take many different kinds of samples. Water samples are used to study the quantity of chemical nutrients and algae in the sea, while acoustic instruments like sonar and echo sounders are used to find and survey fish. In combination with trawl sampling, echo sounding and sonar can give us an idea of the size and age structure of fish stocks.

The findings of our scientific expeditions play a very important role in shaping our advice on how Norway should manage its various fish populations. Our recommendations are given as quota advice.

As well as our research cruises, we do a large amount of field work along the Norwegian coast and in our fjords. This work doesn't require large research vessels. The tasks involved include catching salmonids to see how many sea lice are on them, our annual beach seine surveys in Southern Norway and any other studies that can be done using small boats.

### Research cruises



- [Cruise reports](#) >
- [Survey reports](#) >
- [Cruise program](#) >

### Ecosystem Survey - Barents Sea



The ecosystem survey monitors the state of the Barents Sea Ecosystem to support scientific research and management advice

- [Background](#) >
- [Survey reports](#) >

### MAREANO



MAREANO maps depth and topography, sediment composition, biodiversity, habitats and biotopes as well as pollution in the seabed in Norwegian offshore areas.

- [About MAREANO](#) >
- [Maps](#) >

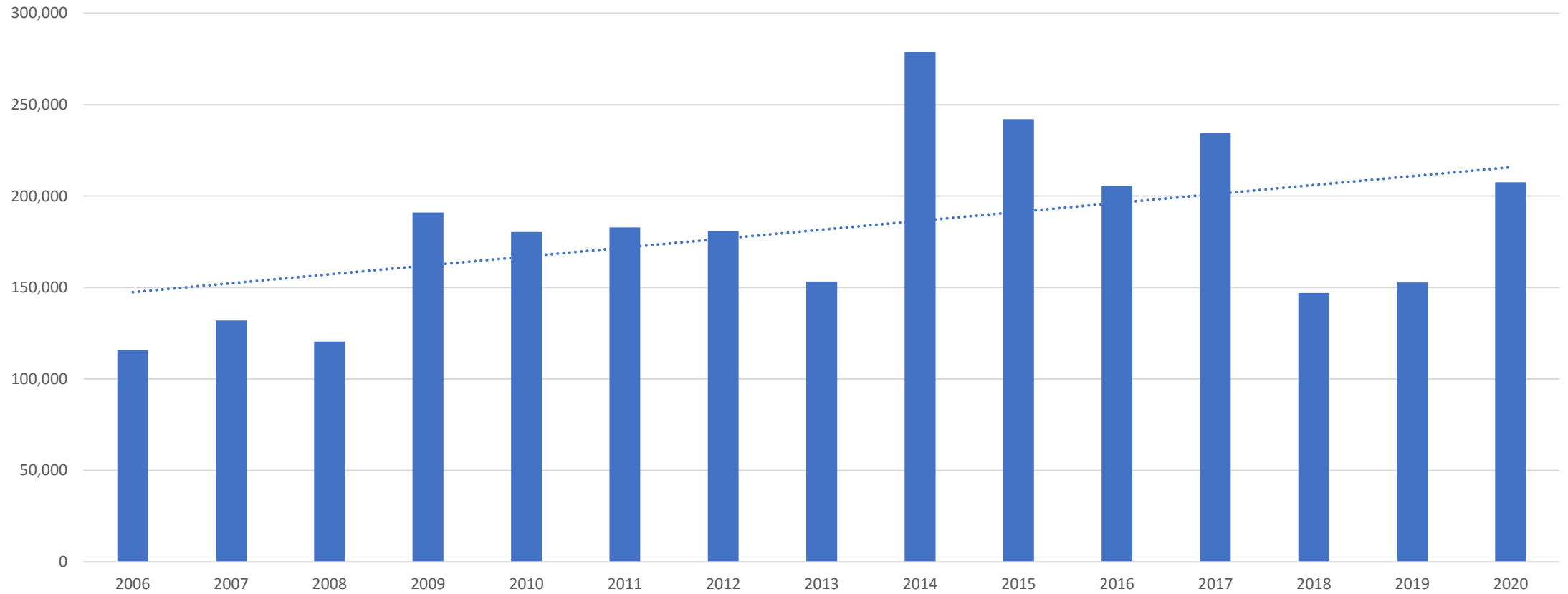






RESOURCE CONTROL





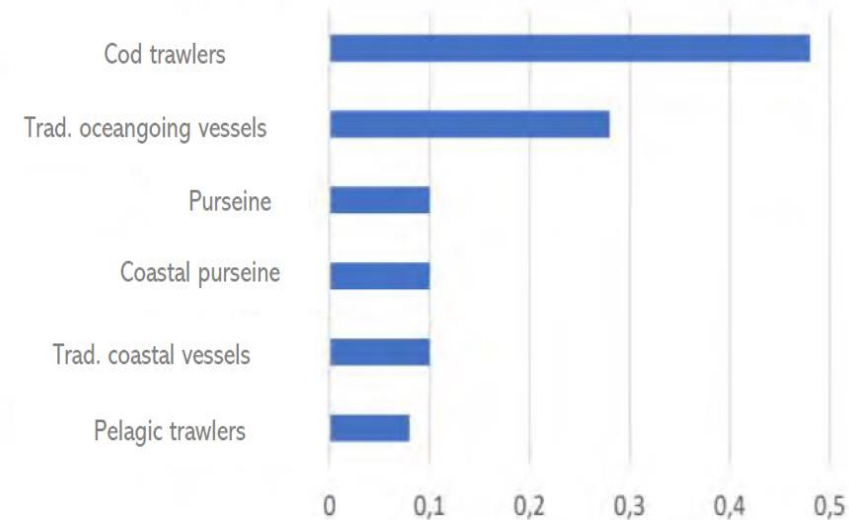
**The system works!**



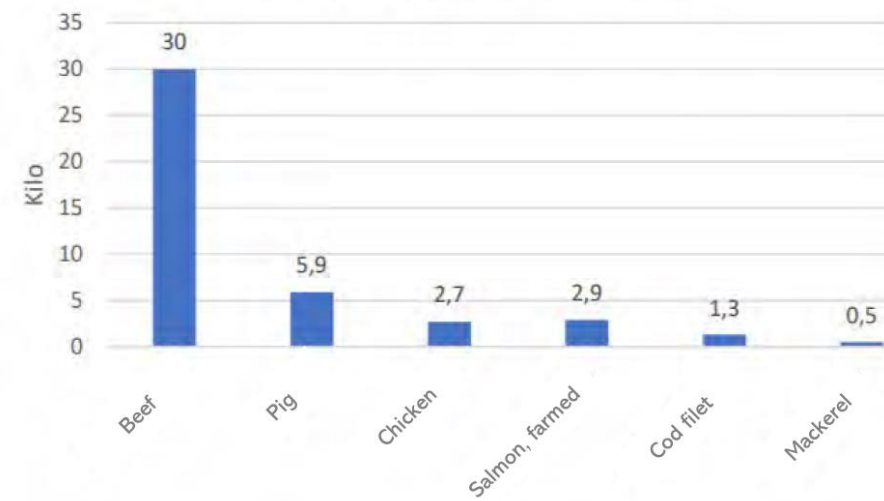
# Efficient Vessels = Low Carbon Footprint

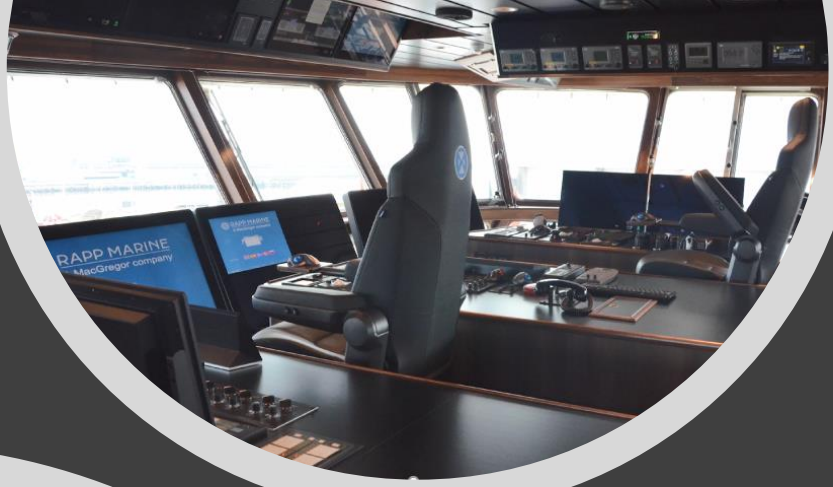


Energy efficiency, different vessels 2015



CO<sub>2</sub> Emission–equivalents / kilo protein





A modern pelagic fleet



# THANK YOU!

