

TREND ELLER TRENDY – HVORFOR VELGE HVITFISK?

Amund Bråthen, Norges sjømatråd



A woman with her hair pulled back, looking upwards and to the right with a thoughtful expression. The background is dark grey with white question marks and faint sketches of food items like a pizza and a burger. A list of food-related terms is written in white, slanted text to the right of her face.

Sulten....

Middag...

Kvalitet...

Smak...

Enkelt...

Raskt...

Sunt...



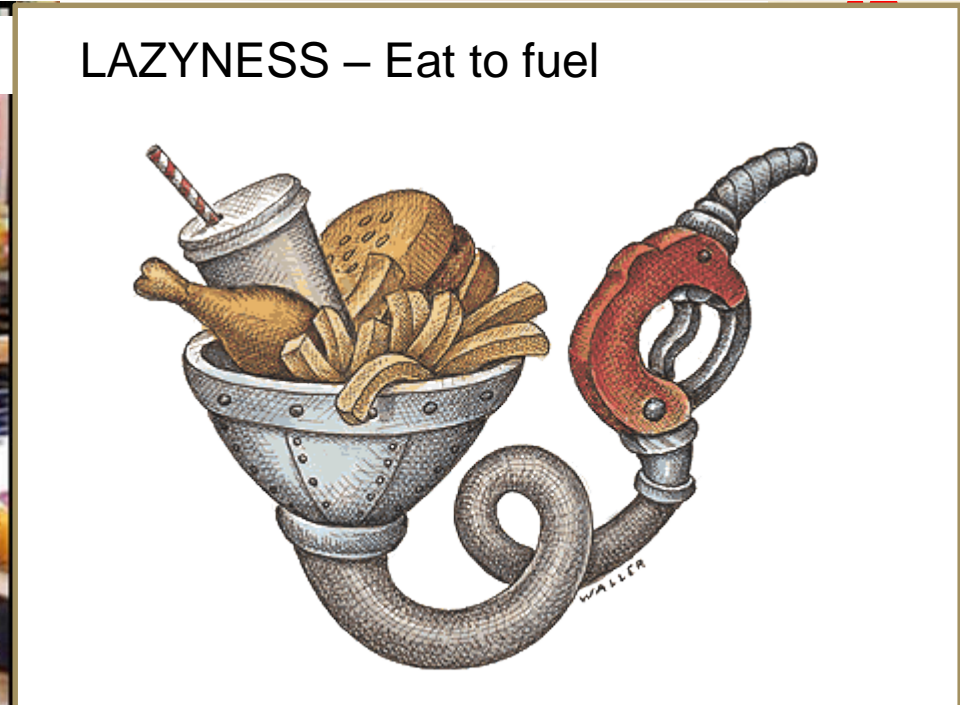
CARELESSNESS - Eat the world



ABUNDANCE OF FOOD – Eat more

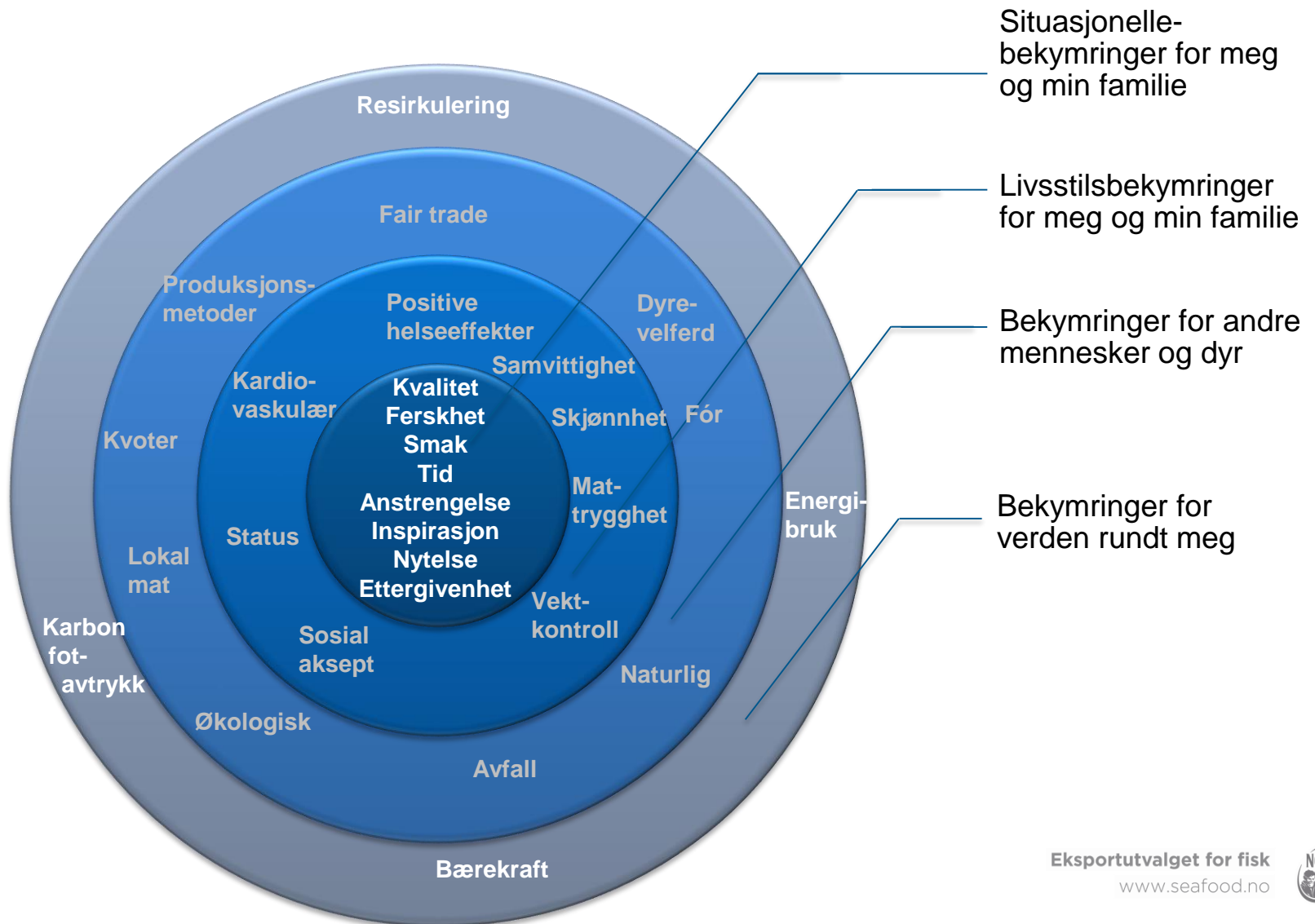


OBESITY – Lifestyle diseases

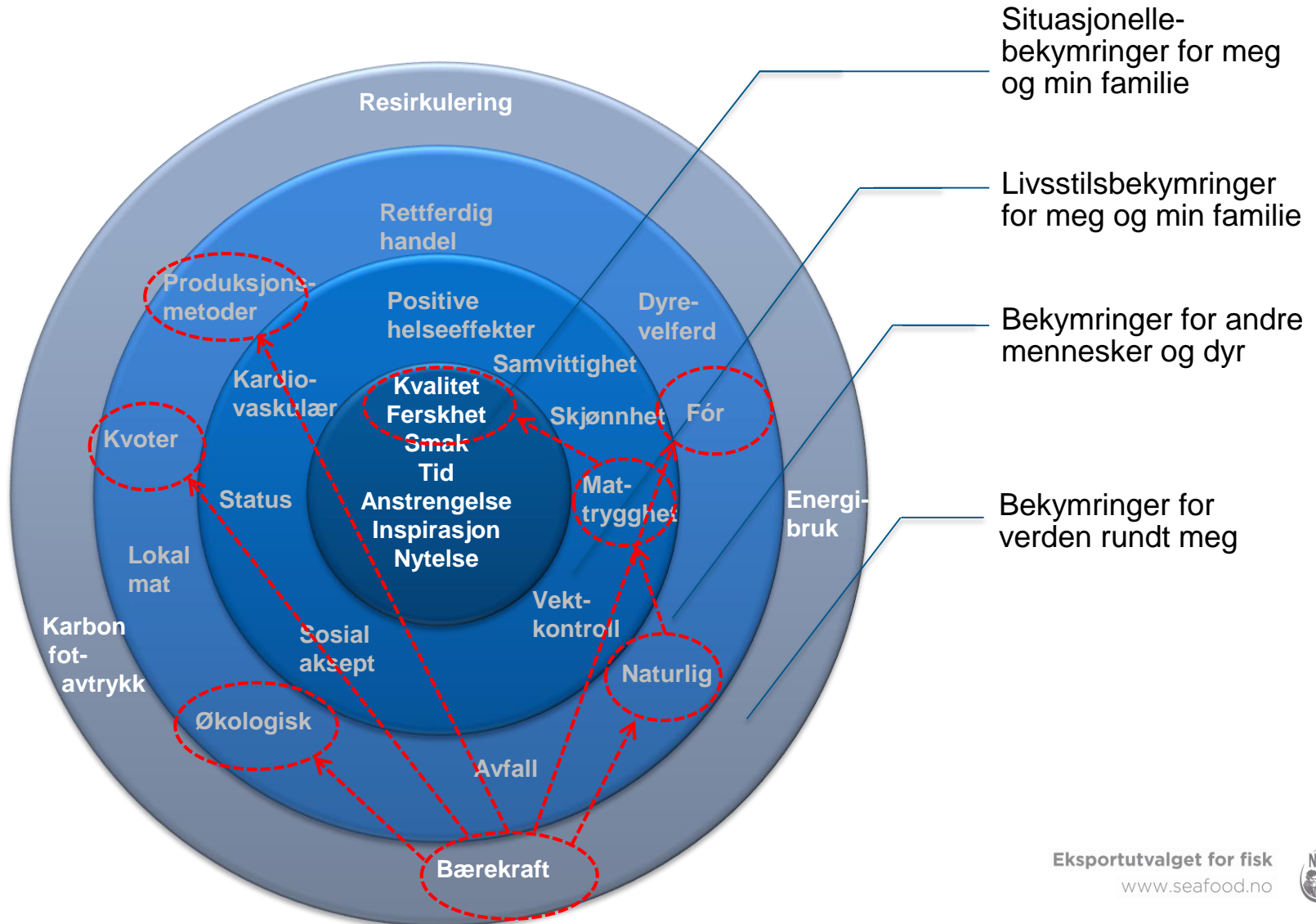


LAZYNESS – Eat to fuel

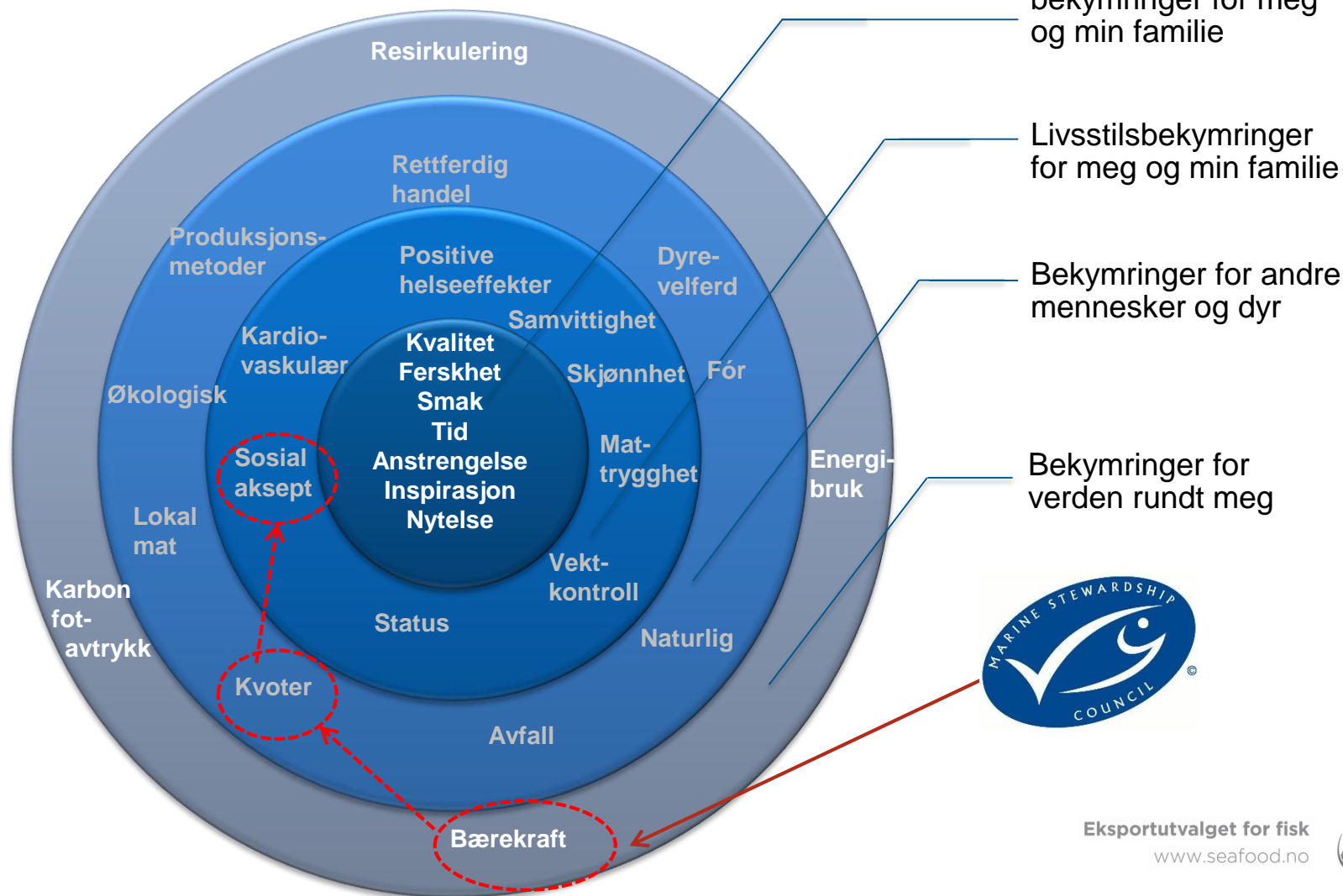
Forbrukerbekymringer når det gjelder sjømatbeslutninger



Forbrukerbekymringer når det gjelder sjømatbeslutninger



Hvordan løser/påvirker kommunikasjonen forbrukerbekymringene når det gjelder sjømatbeslutninger



A woman with her hair pulled back, looking upwards and to the right with a thoughtful expression. The background is dark grey with white question marks and various icons like a lightbulb, a pill, and a magnifying glass.

Sulten....

Bærekraft...

Middag... Naturlig, rent hav

Kvalitet... oppvekstvilkår,

Smak... Trygg mat,

Enkelt...

Raskt...

Torsk! Sunt...