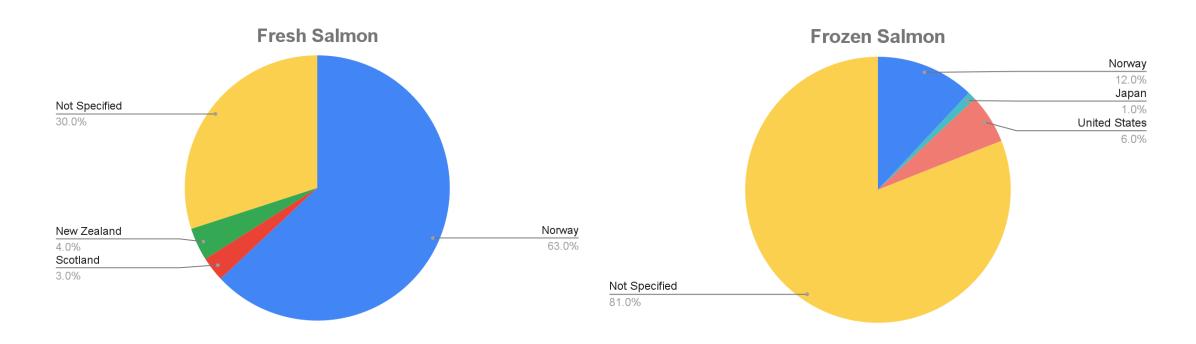
Report for Norwegian Seafood retail mapping study

Provided by: Cascade Asia

November 2025

Seafood in Selected Retail

- Overall, a total of 1,229 packs of salmon were observed across the 5 stores visited in Bangkok.
- Out of the total 1,229 packs, 276 were fresh salmon (23%), 123 were smoked salmon (10%), 820 were frozen salmon (67%), and the remaining 10 (0%) comprised other salmon products, such as salmon roe.
- Out of the total 276 packs of fresh salmon, 63% originated from Norway, with the remainder sourced mainly from Scotland (3%), Australia (0%), New Zealand (4%), and unspecified origins (30%).
- Out of the total 820 packs of frozen salmon, 12% originated from Norway, while the remaining packs were sourced mainly from Japan (1%), the United States (6%), and unspecified origins (81%).



NO. of Packs = 276

No. of Packs = 820

	Fresh salmon						
	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter		
Product	1,390-	1.4.6.V.1.390=1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.					
Store	Big C Extra	Big C Extra	Tops Food Hall	Tops Food Hall	Tops Food Hall		
Store Type	Hypermarket	Hypermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket		
Consumption mode	For heating	For heating	For heating	For heating	For heating		
Country of origin	Norway	Not Specified	Norway	Norway	Norway		
Processor	Big C Supercenter PLC	Big C Supercenter PLC	Central Food Retail Co. Ltd.	Central Food Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.		
Price and weight	(1,890.00 THB/kg)	(1,390.00 THB/kg)	(1,870.00 THB/kg)	(1,890.00 THB/kg)	(299 THB/kg)		
Price in NOK	590.63 NOK/kg	434.38 NOK/kg	584.38 NOK/kg	590.63 NOK/kg	93.44 NOK/kg		

	Fresh salmon						
	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter		
Product		Services of the services of th	345	Community	Community		
Store	Tops Food Hall	Big C Extra	Makro	Gourmet Market	Gourmet Market		
Store Type	High-end Supermarket	Hypermarket	Wholesaler	High-end Supermarket	High-end Supermarket		
Consumption mode	For heating	For heating	For heating	For heating	For heating		
Country of origin	Norway	Norway	Norway	Not Specified	Australia		
Processor	Thammachart Seafood Retail Co. Ltd.	Big C Supercenter PLC	CP Axtra PLC	City Mall Group Co. Ltd.	Thammachart Seafood Retail Co. Ltd.		
Price and weight	(225.00 THB/kg)	(329.00 THB/kg)	(345.00 THB/kg)	(1,890.00 THB/kg)	(2,090.00 THB/kg)		
Price in NOK	70.31 NOK/kg	102.81 NOK/kg	107.81 NOK/kg	590.63 NOK/kg	653.13 NOK/kg		

	Fresh salmon						
	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter		
Product					DOX CONTROL OF THE PROPERTY OF		
Store	Gourmet Market	Gourmet Market	Gourmet Market	Gourmet Market	Villa Market		
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket		
Consumption mode	For heating	For heating	For heating	For heating	For heating		
Country of origin	Norway	Norway	New Zealand	Scotland	Scotland		
Processor	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	City Mall Group Co. Ltd.	City Mall Group Co. Ltd.	Villa Market JP Co. Ltd.		
Price and weight	(1,890.00 THB/kg)	(1,690.00 THB/kg)	(2,990.00 THB/kg)	(2,190.00 THB/kg)	(1,699.00 THB/kg)		
Price in NOK	590.63 NOK/kg	528.13 NOK/kg	934.38 NOK/kg	684.38 NOK/kg	530.94 NOK/kg		

	Fresh salmon							
	Fresh salmon counter	Fillet	Fillet	Fillet				
Product	DOX BERDAY	The state of the s	Crein, NeX (counter) (b), 27 km. THB. #49 Brand we are fresh. Program Met.	Consider the second of the sec				
Store	Villa Market	Makro	Big C Extra	Big C Extra				
Store Type	High-end Supermarket	Wholesaler	Hypermarket	Hypermarket				
Consumption mode	For heating	For heating	For heating	For heating				
Country of origin	Scotland	Norway	Norway	Not Specified				
Processor	Villa Market JP Co. Ltd.	CP Axtra PLC	Big C Supercenter PLC	Thammachart Seafood Retail Co. Ltd.				
Price and weight		(285.50 THB/476g)	(150.50 THB/302g)	(457.25 THB/242g)				
	(1,890.00 THB/kg)	(599.79 THB/kg)	(499.00 THB/kg)	(1,890.00 THB/kg)				
Price in NOK	590.63 NOK/kg	187.43 NOK/kg	155.94 NOK/kg	590.63 NOK/kg				

	Fresh salmon							
	Fillet	Fillet	Fillet	Fillet				
Product		The state of the s	NOTATION ALAMON FILLY IN CASE AND A STATE OF THE STATE O	ORE STITUS CALMFORN NEW our DZZ TAS THE STATE OF THE STAT				
Store	Tops Food Hall	Tops Food Hall	Villa Market	Villa Market				
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket				
Consumption mode	For heating	For heating	For heating	For heating				
Country of origin	Norway	Scotland	Norway	New Zealand				
Processor	Thammachart Seafood Retail Co. Ltd.	Central Food Retail Co. Ltd.	Villa Market JP Co. Ltd.	Villa Market JP Co. Ltd.				
Price and weight	(347.82 THB/186g)	(577.08 THB/252g)	(633.25 THB/335g)	(727.25 THB/221g)				
(1,870.00 THB/kg)		(2,290.00 THB/kg)	(1,890.00 THB/kg)	(3,290.00 THB/kg)				
Price in NOK	584.38 NOK/kg	715.63 NOK/kg	590.63 NOK/kg	1,028.13 NOK/kg				

	Fresh salmon							
	Fish belly	Fish belly	Fish head	Fish head				
Product Company Compa		The state of the s	The state of the s	# Survey works 100 to				
Store	Big C Extra	Gourmet Market	Big C Extra	Tops Food Hall				
Store Type	Hypermarket	High-end Supermarket	Hypermarket	High-end Supermarket				
Consumption mode	For heating	For heating	For heating	For heating				
Country of origin	Not Specified	Not Specified	Not Specified	Not Specified				
Processor	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Central Food Retail Co. Ltd.				
Price and weight	(65.00 THB/218g)	(127.37 THB/426g)	(84.50 THB/376g)	(84.70 THB/242g)				
	(299.00 THB/kg)	(299.00 THB/kg)	(225.00 THB/kg)	(350.00 THB/kg)				
Price in NOK	93.44 NOK/kg	93.44 NOK/kg	70.31 NOK/kg	109.38 NOK/kg				

	Fresh salmon							
	Portion	Portion	Portion	Portion				
Product		The state of the s	SAL LONG BOLLE STATE OF THE STA	Western status of the state of				
Store	Makro	Big C Extra	Gourmet Market	Tops Food Hall				
Store Type	Wholesaler	Hypermarket	High-end Supermarket	High-end Supermarket				
Consumption mode	For heating	For fresh consumption	For heating	For heating				
Country of origin	Norway	Not Specified	Not Specified	Not Specified				
Processor	CP Axtra PLC	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Central Food Retail Co. Ltd.				
Price and weight	(905.25 THB/1,156g)		(130.95 THB/582g)	(105.30 THB/270g)				
		Not Specified	(225.00 THB/kg)	(390.00 THB/kg)				
Price in NOK	244.72 NOK/kg	Not Specified	70.31 NOK/kg	121.88 NOK/kg				

	Fresh salmon							
	Sashimi slices Sashimi slices		Sashimi slices	Sashimi slices				
Product Product Produ		The state of the s	ivauauuošioū EAT HEA	Schwing Zachweige Company of the Com				
Store	Big C Extra	Gourmet Market	Gourmet Market	Villa Market				
Store Type	Hypermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket				
Consumption mode	For fresh consumption	For fresh consumption	For fresh consumption	For fresh consumption				
Country of origin	Not Specified	Norway	Norway	Not Specified				
Processor	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Villa Market JP Co. Ltd.				
Price and weight	(139.00 THB/unit)	(198.00 THB/88g)	(199.00 THB/100g)	(299.00 THB/unit)				
	Not Specified		(1,990.00 THB/kg)	Not Specified				
Price in NOK	Not Specified	703.13 NOK/kg	621.88 NOK/kg	Not Specified				

	Frozen salmon						
	Fish belly	Fish belly	Fillet	Fillet	Fillet		
Product	And determined of the second o		distance with relation to the second of the	Iceland WILD PINK SALMON FILLETS	THE TANK TELLS		
Store	Big C Extra	Gourmet Market	Makro	Villa Market	Villa Market		
Store Type	Hypermarket	High-end Supermarket	Wholesaler	High-end Supermarket	High-end Supermarket		
Country of origin	Thammachart Seafood Retail Co. Ltd.	Phatthana Seafood Co. Ltd.	Not specified	Iceland Foods Ltd.	Villa Market JP Co. Ltd.		
Processor	Not Specified	Not Specified	Japan	Not Specified	Norway		
Price and weight	(65.00 THB/218g)	(235.00 THB/500g)	(299.75 THB/354g)	(365.00 THB/330g)	(233.50 THB/181g)		
The and weight	(299.00 THB/kg)	(470.00 THB/kg)	(846.75 THB/kg)	(1,106.06 THB/kg)	(1,290.00 THB/kg)		
Price in NOK	93.44 NOK/kg	146.88 NOK/kg	264.61 NOK/kg	345.64 NOK/kg	403.13 NOK/kg		

	Frozen salmon						
	Portion	Portion	Portion	Portion	Portion		
Product		Control of fidured and the state of the stat	In the second se	Samon Fontion Convert 2 and at 1 and 1 and 1	SUMBELLIAGI Order under Vice Subtract Order und Vice Subtra		
Store	Makro	Makro	Makro	Big C Extra	Big C Extra		
Store Type	Wholesaler	Wholesaler	Wholesaler	Hypermarket	Hypermarket		
Country of origin	Not Specified	Not Specified	Not Specified	Not Specified	Not Specified		
Processor	CP Axtra PLC	CP Axtra PLC	Thai Union Group PLC	Bangkok Seafood Co. Ltd.	Southland Food Co. Ltd.		
Price and weight		(649.00 THB/900g)	(415.00 THB/500g)	(249.00 THB/250g)	(188.00 THB/500g)		
riice and weight	(460.00 THB/kg)	(721.11 THB/kg)	(830.00 THB/kg)	(996.00 THB/kg)	(376.00 THB/kg)		
Price in NOK	143.75 NOK/kg	225.35 NOK/kg	259.38 NOK/kg	311.25 NOK/kg	117.50 NOK/kg		

	Frozen salmon						
	Portion	Portion	Portion	Portion	Portion		
Product	THAILAND BONE WALLAND WINDAMARIANA	Specific pack industry and Spryides Call 200g	FROM STATE OF STATE O	Solination of the solination o	STATE STATE OF THE		
Store	Gourmet Market	Gourmet Market	Gourmet Market	Villa Market	Villa Market		
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket		
Country of origin	Not Specified	Not Specified	United States	Not Specified	United States		
Processor	Happyfood Inter Kitchen Co. Ltd.	Interpack Industry and Services Co. Ltd.	Bangkok Seafood Co. Ltd.	Thai Union PLC	Villa Market JP Co. Ltd.		
Price and weight	(353.00 THB/500g)	(399.00 THB/200g)	(195.00 THB/120g)	(199.00 THB/150g)	(457.75 THB/176g)		
Trice and Weight	(706.00 THB/kg)	(1,995.00 THB/kg)	(1,625.00 THB/kg)	(1,326.67 THB/kg)	(2,600.00 THB/kg)		
Price in NOK	220.63 NOK/kg	623.44 NOK/kg	507.81 NOK/kg	414.58 NOK/kg	812.50 NOK/kg		

	Frozen salmon						
	Steak	Steak	Steak	Smoked slices	Smoked slices		
Product	Tinday recording fill thousand constructed in the state of the state o	Section of the sectio	Tright 0.176. Will see the second sec		ปลาแชลมอน ราดชอสทอดน่าปร		
Store	Makro	Makro	Big C Extra	Gourmet Market	Gourmet Market		
Store Type	Wholesaler	Wholesaler	Hypermarket	High-end Supermarket	High-end Supermarket		
Country of origin	Not Specified	Not Specified	Not Specified	Norway	Norway		
Processor	Not Specified	Not Specified	Not Specified	Not Specified	Not Specified		
Price and weight	(589.00 THB/900g)		(105.25 THB/176g)	(129.00 THB/100g)	(129.00 THB/100g)		
Frice and weight	(654.44 THB/kg)	(339.00 THB/kg)	(599.00 THB/kg)	(1,290.00 THB/kg)	(1,290.00 THB/kg)		
Price in NOK	(654.44 THB/kg	105.94 NOK/kg	187.19 NOK/kg	403.13 NOK/kg	403.13 NOK/kg		

	Smoked salmon					
	Smoked slices	Smoked slices	Smoked slices	Smoked slices	Smoked slices	
Product		Superior-Quality Smoked Product	ABBY RE	LABEYRIE LE SAUVAGE LE SAUVA	LABEYRE LABEYRE LABEYRE LABERRAL LABERRAL	
Store	Tops Food Hall	Tops Food Hall	Gourmet Market	Gourmet Market	Gourmet Market	
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	
Country of origin	Thailand	Thailand	Not Specified	United States	Norway	
Processor	Black Salmon International Foods Co. Ltd.	VA Food Smoked Product Co. Ltd.	Labeyrie Fine Foods Group	Labeyrie Fine Foods Group	Labeyrie Fine Foods Group	
Price and weight	(254.00 THB/100g)	(235.00 THB/g)	(379.00 THB/75g)	(379.00 THB/75g)	(499.00 THB/130g)	
Trice and weight	(2,540.00 THB/kg)	(2,350.00 THB/kg)	(5,053.33 THB/kg)	(5,053.33 THB/kg)	(3,838.46 THB/kg)	
Price in NOK	793.75 NOK/kg	734.38 NOK/kg	1,579.17 NOK/kg	1,579.17 NOK/kg	1,199.52 NOK/kg	

	Smoked salmon						
	Smoked slices	Smoked slices	Smoked slices	Smoked slices	Smoked slices		
Product LABEYRIF Spe un		PROPRIETOR AND THE PROPRIETOR AN	Credit: Villamarket.com	Credit: Villamarket.com	Credit: Villamarket.com		
Store	Gourmet Market	Gourmet Market	Villa Market	Villa Market	Villa Market		
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket		
Country of origin	United States	Norway	Scotland	Australia	Norway		
Processor	Labeyrie Fine Foods Group	Labeyrie Fine Foods Group	Black Salmon International Co. Ltd.	Black Salmon International Co. Ltd.	Black Salmon International Co. Ltd.		
Price and weight	(589.00 THB/120g)	(329.00 THB/75g)	(260.00 THB/100g)	(280.00 THB/100g)	(255.00 THB/100g)		
Trice and weight	(4,908.33 THB/kg)	(4,386.67 THB/kg)	(2,600.00 THB/kg)	(2,800.00 THB/kg)	(2,550.00 THB/kg)		
Price in NOK	1,533.85 NOK/kg	1,370.83 NOK/kg	812.50 NOK/kg	875.00 NOK/kg	796.88 NOK/kg		

	Smoked salmon					
Product Product Credit: Villamarket.com	Smoked slices	Smoked slices	Smoked slices	Smoked slices	Smoked slices	
	SeaHawk From the Norwegian Speak Credit: Villamarket.com	CONTAN HOOKS MADERIOUSE WEBSTEROUSE WEBSTEROUSE NATURAL NATURA NATU	REGAL NEW ZEALAND KING SALMON MANUEL MODS SMORED SIJES Credit: Villamarket.com	Credit: Villamarket.com		
Store	Villa Market	Villa Market	Villa Market	Villa Market	Villa Market	
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	
Country of origin	Norway	Norway	Norway	New Zealand	Norway	
Processor	Tohkaiya Co. Ltd.	Tohkaiya Co. Ltd.	Captain Hook Smoke House Co. Ltd.	NZ King Salmon Co. Ltd.	Tohkaiya Co. Ltd.	
Price and weight	(230.00 THB/100g)	(220.00 THB/100g)	(158.00 THB/50g)	(450.00 THB/100g)	(395.00 THB/200g)	
Trice and weight	(2,300.00 THB/kg)	(2,200.00 THB/kg)	(3,160.00 THB/kg)	(4,500.00 THB/kg)	(1,975.00 THB/kg)	
Price in NOK	718.75 NOK/kg	687.50 NOK/kg	987.50 NOK/kg	1,406.25 NOK/kg	617.19 NOK/kg	

Other Salmon Products in Selected Retail

	Processed salmon
	Salmon roe
Product	LABEVRIE MSC CEUES DE SAUMON DE L'ALANGE L'ALAN
Store	Villa Market
Store Type	High-end Supermarket
Country of origin	Norway
Processor	Labeyrie Fine Foods Group
Price and weight	(709 THB/80g)
	(8,862.50 THB/kg)
Price in NOK	2,769.53 NOK/kg

Appendix 1:

The 5 stores for retail observation in Bangkok from October 31, 2025 to November 3, 2025

High-end supermarkets	High-end supermarkets	High-end supermarkets	Mid-end supermarkets	Wholesaler
Tops Food Hall	VILLA MARKET	Sourmet Market DESTIMATION OF THE PROPERTY OF	extra	makro Inuñalas
Credit: Tops Thailand	VILLA MARKET VICEDO INCIDENTALISTA VILLA MARKET VILLA MARKET VICEDO INCIDENTALISTA VILLA MARKET VILLA	market		Credit: CP Axtra PLC
149, 1 Soi Sukhumvit 39, Khlong Tan Nuea, Watthana, Bangkok 10110	Villa Market Sukhumvit 33, 591/1 4- 7 Sukhumvit Rd, Khlong Toei Nuea, Watthana, Bangkok 10110	695 Sukhumvit Rd, Khlong Tan Nuea, Watthana, Bangkok 10110	Big C Extra - Rama 4, 2929 Rama IV Rd, Khlong Tan, Khlong Toei, Bangkok 10110	178 Naradhiwas Rajanagarindra Rd, Thung Wat Don, Sathon, Bangkok 10120

Appendix 2:
Detail of number of packs observed at stores and their countries of origin

	Fresh salmon	Smoked	Frozen salmon	Others	Total
Estimated No. of SKUs	40	24	45	1	111
Estimated total No. of packs	276	123	820	10	1,229
		Estimated tota breakdown by c	al No. of packs ountry of origin		
Norway	175 (63%)	73 (59%)	101 (12%)	10 (100%)	359 (29%)
With "Seafood From Norway" Label	116 (42%)	9 (7%)	40 (5%)	0 (0%)	165 (13%)
Thailand	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Scotland	8 (3%)	5 (4%)	0 (0%)	0 (0%)	13 (1%)
New Zealand	11 (4%)	2 (2%)	0 (0%)	0 (0%)	13 (1%)
Australia	1 (0%)	5 (4%)	0 (0%)	0 (0%)	6 (1%)
Japan	0 (0%)	0 (0%)	10 (1%)	0 (0%)	10 (1%)
USA	0 (0%)	12 (10%)	50 (6%)	0 (0%)	62 (5%)
Not Specified	81 (30%)	26 (21%)	659 (81%)	0 (0%)	766 (62%)
TOTAL	276 (100%)	123 (100%)	820 (100%)	10 (100%)	1,229 (100%)

Appendix 3:

There are discount signs for salmon in Big C Extra and Tops Food Hall:



Applied from November 2, 2025 to November 5, 2025

WRF Fresh Norwegian Salmon 359 THB 329 THB ระยะเวลาโปรโมชั่น 02 พ.ย. 65 - 05 พ.ย. 68

WRF ปลาแซลมอนนอร์เวย์สด (IMP) 359 บาห 329 บาห



Applied from October 29, 2025 to November 11, 2025

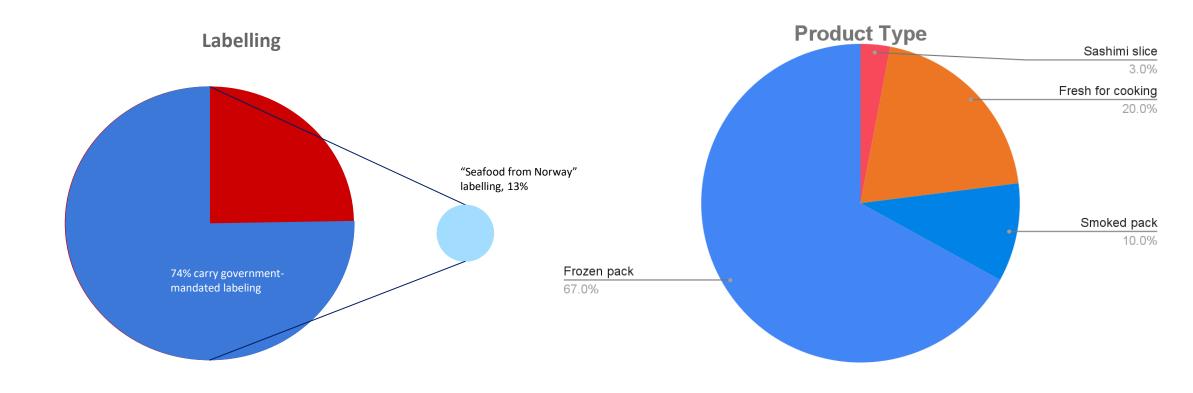
TSR Norwegian Fjord Trout 1,990 THB 1,590 THB/kg.

ระยะเวลาโปรโมชั่น 29/10/2025 – 11/11/2025

TSR ปลาฟยอร์ดเทร้าต์สดแล่ 1,990 บาท 1,590 บาท/กก.

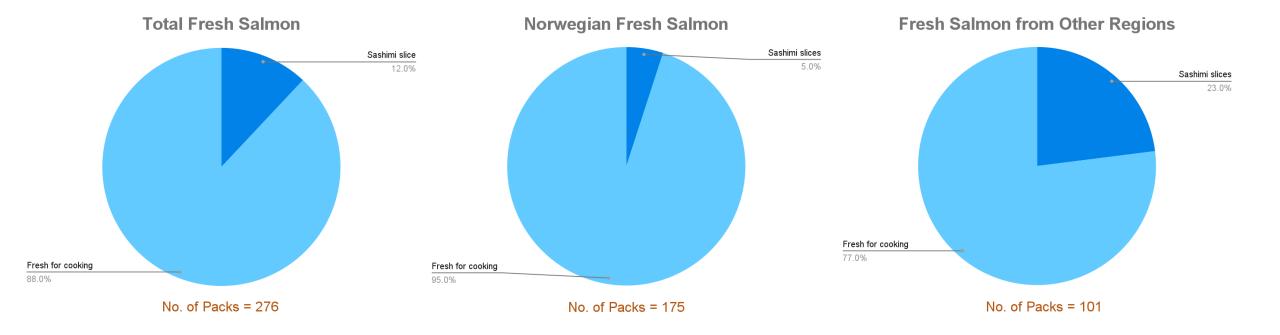
Labelling and product type

- 74% of salmon products carry government-mandated labelling, while 13% feature the 'Seafood from Norway' label.
- Overall, there was a total of 1,229 packs of salmon products, predominantly categorized as: 820 packs of frozen for cooking (67%), 244 packs of fresh for cooking (20%), 123 packs of smoked salmon (10%), 32 packs of sashimi slices (3%), and 10 packs of processed salmon (0%).



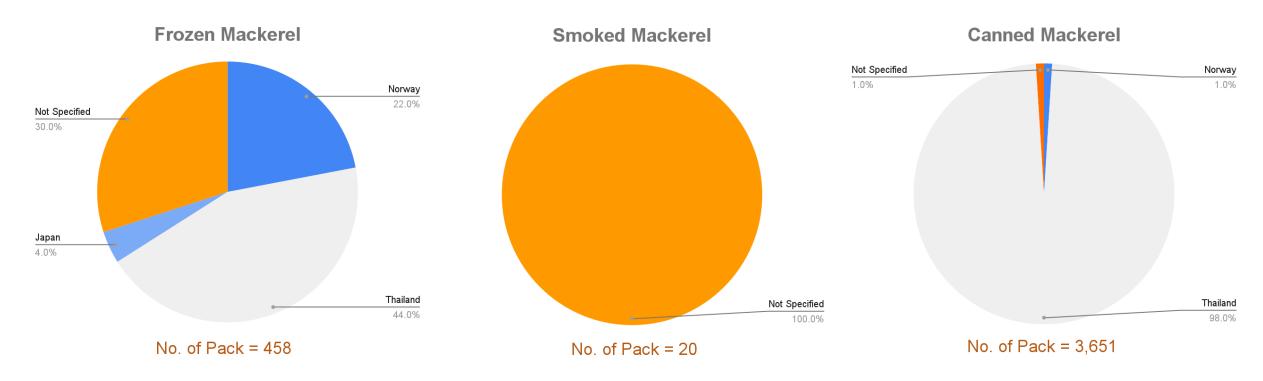
Fresh Salmon Breakdown by Product Type

- Out of the total number of 276 packs of fresh salmon, 32 packs are sashimi slices (12%) and 244 packs are fresh salmon for cooking (88%).
- For Norwegian fresh salmon, out of the total number of 175 packs, 9 packs are sashimi slices (5%) and 166 packs are fresh salmon for cooking (95%).
- For fresh salmon from other regions, out of the total number of 101 packs, 78 packs are fresh salmon for cooking (77%) and 23 packs are sashimi slices (23%).



Mackerel in Selected Retail

- Overall, a total of 4,474 packs of mackerel were observed across the 5 stores visited in Bangkok.
- Out of the total number of 4,474 packs, 3,651 packs are canned mackerel across 47 different SKUs (82%), 458 packs are frozen mackerel (10%), 120 packs are fresh mackerel (3%), 82 packs are marinated mackerel (2%), 20 packs are smoked mackerel (0%), and 143 packs of processed mackerel (3%).
- Out of the total number of 458 packs of frozen mackerel, 22% originated from Norway, while the remaining packs were sourced mainly from Thailand (44%), Japan (4%), and unspecified origins (30%).
- Out of the total number of 3,651 packs of canned mackerel, 1% originated from Norway, 98% from Thailand, and 1% from unspecified origins.



Fresh Mackerel Products in Selected Retail

	Fresh mackerel						
	Fresh mackerel counter	Fresh mackerel counter	Fresh mackerel counter	Fresh mackerel counter	Fresh mackerel counter		
Product		B					
Store	Big C Extra	Big C Extra Tops Food Hall Tops Food Hall		Tops Food Hall	Gourmet Market		
Store Type	Hypermarket	Hypermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket		
Consumption mode	For heating	For heating	For heating	For heating	For heating		
Country of origin	Not Specified	Thailand	Norway	Thailand	Thailand		
Processor	Big C Supercenter PLC	Big C Supercenter PLC	Thammachart Seafood Retail Co. Ltd.	Central Food Retail Co. Ltd.	City Mall Group Co. Ltd.		
Price and weight	(29.00 THB/200g)						
The and weight	(145.00 THB/kg)	(129.00 THB/kg)	(335.00 THB/kg)	(750.00 THB/kg)	(850.00 THB/kg)		
Price in NOK	45.31 NOK/kg	40.31 NOK/kg	104.69 NOK/kg	234.38 NOK/kg	265.63 NOK/kg		

Note: None of the Norwegian mackerel products on display in fresh counters are fresh but defrosted.

Fresh Mackerel Products in Selected Retail

	Fresh mackerel						
	Fresh mackerel	Fresh mackerel	Fresh mackerel	Fresh mackerel	Fresh mackerel		
Product			SO 34 The second secon	99			
Store	Makro	Big C Extra	Big C Extra	Tops Food Hall	Tops Food Hall		
Store Type	Wholesaler	Hypermarket	Hypermarket	High-end Supermarket	High-end Supermarket		
Consumption mode	For heating	For heating	For heating	For heating	For heating		
Country of origin	Thailand	Thailand	Thailand	Norway	Not Specified		
Processor	CP Axtra PLC	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Central Food Retail Co. Ltd.		
Price and weight	(150.00 THB/240g)		(111.75 THB/138g)	(99.00 THB/135g)	(72.00 THB/400g)		
	(625.00 THB/kg)	(810.00 THB/kg)	(810.00 THB/kg)	(733.33 THB/kg)	(180.00 THB/kg)		
Price in NOK	195.31 NOK/kg	253.13 NOK/kg	253.13 NOK/kg	229.17 NOK/kg	56.25 NOK/kg		

Note: None of the Norwegian mackerel products on display in fresh counters are fresh but defrosted.

Frozen Mackerel Products in Selected Retail

	Frozen mackerel					
	Fillet	Whole fish	Whole fish	Whole fish	Portion	
Product		La milito ransona.	U Aquudu Bo O San and	Collection of market in the collection of the co		
Store	Makro	Makro	Makro	Makro	Makro	
Store Type	Wholesaler	Wholesaler	Wholesaler	Wholesaler	Wholesaler	
Country of origin	Japan	Thailand	Thailand	Thailand	Thailand	
Processor	Not specified	Kajornkulkawin Foods Trading Co. Ltd.	CP Axtra PLC	CP Axtra PLC	Kajornkulkawin Foods Trading Co. Ltd.	
Price and weight	(199.00 THB/110g)	(85.00 THB/300g)			(79.00 THB/250g)	
Trice and weight	(1,809.09 THB/kg)	(283.33 THB/kg)	(99.00 THB/kg)	(109.00 THB/kg)	(316.00 THB/kg)	
Price in NOK	565.34 NOK/kg	88.54 NOK/kg	30.94 NOK/kg	34.06 NOK/kg	98.75 NOK/kg	

Frozen Mackerel Products in Selected Retail

	Frozen mackerel					
Product	Portion	Whole fish	Whole fish	Whole fish	Whole fish	
	al of the second		CATOL LANGUAGE AND			
Store	Makro	Makro	Makro	Makro	Makro	
Store Type	Wholesaler	Wholesaler	Wholesaler	Wholesaler	Wholesaler	
Country of origin	Not Specified	Not Specified	Not Specified	Not Specified	Not Specified	
Processor	Not Specified	CP Axtra PLC	CP Axtra PLC	CP Axtra PLC	CP Axtra PLC	
Price and weight	(230.00 THB/kg)	(78.00 THB/kg)	(78.00 THB/kg)	(84.00 THB/kg)	(150.00 THB/kg)	
Price in NOK	71.88 NOK/kg	24.38 NOK/kg	24.38 NOK/kg	26.25 NOK/kg	46.88 NOK/kg	

Frozen Mackerel Products in Selected Retail

	Frozen mackerel						
	Steak	Steak	Fillet	Steak	Whole fish		
Product Product Produ		Vanaunalinoidus Usupauli Vanaunalinoidus Usupauli Vanaunalinoidus Pau	FROM ICY COLD & CRESTAL CLEAR COSES. ROME TO SERVICE STATE OF THE COSES OF THE COS	PTN GOURMET TO MACKERS ST. CUT			
Store	Big C Extra	Big C Extra	Gourmet Market	Gourmet Market	Villa Market		
Store Type	Hypermarket	Hypermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket		
Country of origin	Thailand	Thailand	Norway	Thailand	Norway		
Processor	Phatthana Seafood Co. Ltd.	BJ Food Factory Co. Ltd.	Bangkok Seafood Co. Ltd.	Phatthana Seafood Co. Ltd.	Villa Market JP Co. Ltd.		
Price and weight	(487.00 THB/700g)	(295.00 THB/260g)	(65.00 THB/120g)	(89.00 THB/130g)	(158.50 THB/589g)		
Frice and Weight	(695.71 THB/kg)	(1,134.62 THB/kg)	(541.67 THB/kg)	(684.62 THB/kg)	(269.00 THB/kg)		
Price in NOK	217.41 NOK/kg	354.57 NOK/kg	169.27 NOK/kg	213.94 NOK/kg	84.06 NOK/kg		

Smoked Mackerel Products in Selected Retail

	Smoked mackerel							
	Fillet	Fillet	Fillet	Fillet				
Product	Constitution of the consti	Essansi Ada (give anguestera) Linus no company de la comp	Credit: Villamarket.com	Credit: Villamarket.com				
Store	Gourmet Market	Gourmet Market	Villa Market	Villa Market				
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket				
Country of origin	Not Specified	Not Specified	Not Specified	Not Specified				
Processor	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.				
Price and weight	(59.00 THB/45g)	(59.00 THB/45g)	(145.00 THB/95g)	(145.00 THB/95g)				
	(1,311.11 THB/kg)	(1,311.11 THB/kg)	(1,526.32 THB/kg)	(1,526.32 THB/kg)				
Price in NOK	409.72 NOK/kg	409.72 NOK/kg	476.97 NOK/kg	476.97 NOK/kg				

Marinated Mackerel Products in Selected Retail

	Marinated mackerel					
	Steak	Steak	Whole fish			
Product		Carolina di Caralda di	Salted makerel Light of the control			
Store	Makro	Makro	Tops Food Hall			
Store Type	Wholesaler	Wholesaler	High-end Supermarket			
Country of origin	Thailand	Thailand	Thailand			
Processor	Bangkok Dehydrated Marine Product Co. Ltd.	CP Axtra PLC	Central Food Retail Co. Ltd.			
Price and weight	(82.00 THB/80g)	(369.00 THB/500g)	(99.00 THB/270g)			
	(1,025.00 THB/kg)	(738.00 THB/kg)	(366.67 THB/kg)			
Price in NOK	320.31 NOK/kg	230.63 NOK/kg	114.58 NOK/kg			

Processed Mackerel Products in Selected Retail

	Mackerel Products					
	Processed mackerel	Processed mackerel	Processed mackerel	Processed mackerel	Processed mackerel	
Product	Strong gents unto to the strong gents of the s	TEC CACCAT AMERICAN AND AND AND AND AND AND AND AND AND A	Darting Manager Manage	La nuive de la constante de la	Frederic (ST) State of the stat	
Store	Makro	Makro	Makro	Makro	Makro	
Store Type	Wholesaler	Wholesaler	Wholesaler	Wholesaler	Wholesaler	
Country of origin	Thailand	Thailand	Thailand	Thailand	Thailand	
Processor	Wara Brand	Wara Brand	Wara Brand	Tawanna Brand	Tawanna Brand	
Price and weight	(60.00 THB/200g)	(45.00 THB/200g)	(42.00 THB/200)	(60.00 THB/200g)	(52.00 THB/200g)	
	(300.00 THB/kg)	(225.00 THB/kg)	(210.00 THB/kg)	(300.00 THB/kg)	(260.00 THB/kg)	
Price in NOK	93.75 NOK/kg	70.31 NOK/kg	65.63 NOK/kg	93.75 NOK/kg	81.25 NOK/kg	

Mackerel Products in Selected Retail

	Mackerel Products					
	Processed mackerel	Processed mackerel	Processed mackerel	Processed mackerel	Processed mackerel	
Product		SEEANED MAKEE Language L	Hause Warsell States of the Special Section o	KILLING KILLING INTER INTER	は は は は は は は は は は は は は は	
Store	Tops Food Hall	Tops Food Hall	Gourmet Market	Gourmet Market	Gourmet Market	
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	
Country of origin	Thailand	Thailand	Thailand	Thailand	Japan	
Processor	Central Food Retail Co. Ltd.	Central Food Retail Co. Ltd.	Sirikhun Seafood Co. Ltd.	Sirikhun Seafood Co. Ltd.	Thai Union Group PLC	
Price and weight	(125.00 THB/300g)	(69.00 THB/200g)	(125.00 THB/300g)	(75.00 THB/200g)	(54.00 THB/90g)	
	(416.67 THB/kg)	(345.00 THB/kg)	(416.67 THB/kg)	(375.00 THB/kg)	(600.00 THB/kg)	
Price in NOK	130.21 NOK/kg	107.81 NOK/kg	130.21 NOK/kg	117.19 NOK/kg	187.50 NOK/kg	

Canned Mackerel Products in Selected Retail

	Mackerel Products					
	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel	
Product		anumus and an analysis and an	COSTS CONTROL OF THE PROPERTY	Savered s pok ok	THE STATE OF THE S	
Store	Makro	Makro	Makro	Makro	Makro	
Store Type	Wholesaler	Wholesaler	Wholesaler	Wholesaler	Wholesaler	
Country of origin	Thailand	Thailand	Thailand	Thailand	Thailand	
Processor	Kuang Pei San Food Products PLC	Royal Foods Co. Ltd.	Patthana Marine And Foods Co. Ltd.	Savepak Intertrading Co. Ltd.	CP Axtra PLC	
Price and weight	(19 THB/155g)	(19 THB/155g)	(10.50 THB/145g)	(11.90 THB/155g)	(12.70 THB/155g)	
	(122.58 THB/kg)	(122.58 THB/kg)	(72.41 THB/kg)	(76.77 THB/kg)	(81.94 THB/kg)	
Price in NOK	38.31 NOK/kg	38.31 NOK/kg	22.63 NOK/kg	23.99 NOK/kg	25.60 NOK/kg	

Canned Mackerel Products in Selected Retail

	Mackerel Products					
	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel	
Product	SET	Wallunie osa da mana 15 mana 1	Buos IBW	IN United Salars and S	สียามยิ้ม ปลาแมคเคอเรล ในซอสมะเชื่อเทศ	
Store	Makro	Big C Extra	Big C Extra	Big C Extra	Big C Extra	
Store Type	Wholesaler	Hypermarket	Hypermarket	Hypermarket	Hypermarket	
Country of origin	Thailand	Thailand	Thailand	Thailand	Thailand	
Processor	Hi-Q Food Products Co. Ltd.	Pattaya Food Industry Co. Ltd.	Unicord PLC	The Peace Canning (1958) Co. Ltd.	Thai Oil PLC	
Price and weight	(18.70 THB/155g)	(23.00 THB/155g)	(22.00 THB/155g)	(16.00 THB/155g)	(20.00 THB/145g)	
	(120.65 THB/kg)	(148.39 THB/kg)	(141.94 THB/kg)	(103.23 THB/kg)	(137.93 THB/kg)	
Price in NOK	37.70 NOK/kg	46.37 NOK/kg	44.35 NOK/kg	32.26 NOK/kg	43.10 NOK/kg	

Canned Mackerel Products in Selected Retail

	Mackerel Products					
	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel	
Product	Januarian and Angel Land Angel La	Janviu- Blu- Indausifond mack Janviu: Blu- J	TOTAL	TIÃO Uaniun ROSS uno autriori luno autriori lun	Soarce So	
Store	Big C Extra	Big C Extra	Big C Extra	Big C Extra	Big C Extra	
Store Type	Hypermarket	Hypermarket	Hypermarket	Hypermarket	Hypermarket	
Country of origin	Thailand	Thailand	Thailand	Thailand	Thailand	
Processor	Hi-Q Food Products Co. Ltd.	Hi-Q Food Products Co. Ltd.	Thai Union Group PLC	Thai Union Group PLC	Chokchaipibul Co. Ltd.	
Price and weight	(25.00 THB/185g)	(48.00 THB/220g)	(35.00 THB/90g)	(18.00 THB/155g)	(17.00 THB/155g)	
	(135.14 THB/kg)	(218.18 THB/kg)	(388.89 THB/kg)	(116.13 THB/kg)	(109.68 THB/kg)	
Price in NOK	42.23 NOK/kg	68.18 NOK/kg	121.53 NOK/kg	36.29 NOK/kg	34.27 NOK/kg	

Canned Mackerel Products in Selected Retail

			Mackerel Products		
	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel
Product	AYAM BRAND MACKEREL TOMAT OF ANTON MACKER	Mackerel Macker	TOTAL TOTAL STATE OF THE STATE	White is a speed for the state of the state	MACKEREL IN SOVIBEAN PASTE スと さい 大きい 大きい 大きい 大きい 大きい 大きい 大きい 大き
Store	Tops Food Hall	Tops Food Hall	Tops Food Hall	Gourmet Market	Gourmet Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Thailand	Thailand	Thailand	Thailand	Thailand
Processor	Siam Tin Food Products Co. Ltd.	Central Food Retail Co. Ltd.	Nautius Food Thailand Co. Ltd.	Thaveechai Food Manufacturing Co. Ltd.	SK Foods (Thailand) Co. Ltd.
Price and weight	(53.00 THB/230g)	(17.00 THB/155g)	(32.00 THB/155g)	(25.00 THB/155g)	(78.00 THB/190g)
	(230.43 THB/kg)	(109.68 THB/kg)	(206.45 THB/kg)	(161.29 THB/kg)	(410.53 THB/kg)
Price in NOK	72.01 NOK/kg	34.27 NOK/kg	64.52 NOK/kg	50.40 NOK/kg	128.29 NOK/kg

Canned Mackerel Products in Selected Retail

			Mackerel Products		
	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel
Product	The state of the s	KING OSCAR SRoyal Fillets MACKEREL IN OLIVE BOIL SKINLESS & BONELESS NETWT 4 05 0Z (115g) (II)	ROYAL FILLER MACKEREL MEDITERANEAN STYLE SINNEES A GONCLESS NET WT 4.55 OZ (115-) @	KING OSCAR Ragal Fillets MACKEREL IN OLIVE OIL WITH LESON METWT 4.95 OZ (115g) ACCUPATION OF THE CONTROL	KING OSCAR ROYAL FRILLS WITH JALES OF REPORTS SUNNESS & BONELESS SET WI 45 SO (115) (1)
Store	Gourmet Market	Villa Market	Villa Market	Villa Market	Villa Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Thailand	Thailand	Thailand	Thailand	Thailand
Processor	Unicord PLC	Thai Union Poland SP Z.O.O.	Thai Union Poland SP Z.O.O.	Thai Union Poland SP Z.O.O.	Thai Union Poland SP Z.O.O.
Price and weight	(39.00 THB/115g)	(89.00 THB/115g)	(89.00 THB/115g)	(89.00 THB/115g)	(89.00 THB/115g)
	(339.13 THB/kg)	(773.91 THB/kg)	(773.91 THB/kg)	(773.91 THB/kg)	(773.91 THB/kg)
Price in NOK	105.98 NOK/kg	241.85 NOK/kg	241.85 NOK/kg	241.85 NOK/kg	241.85 NOK/kg

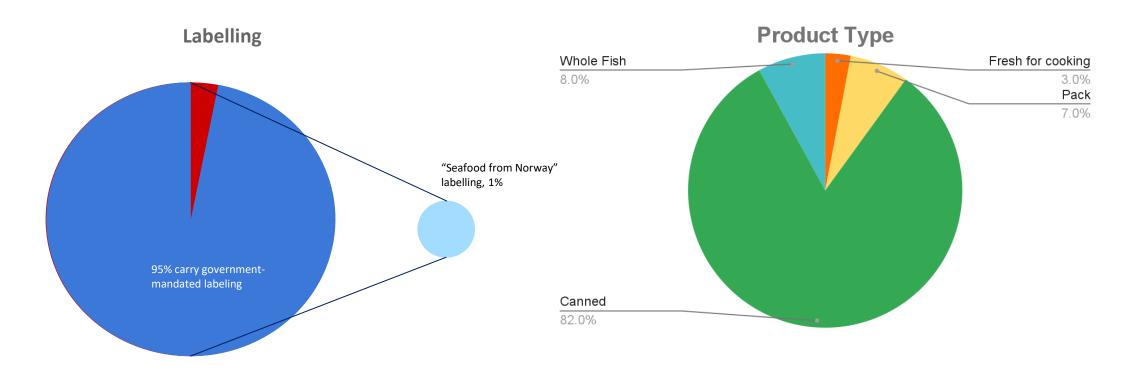
Appendix 4:

Detail of number of packs observed at stores and their countries of origin

	Fresh mackerel	Frozen mackerel	Smoked mackerel	Marinated mackerel	Canned mackerel	Processed	Total
Estimated No. of SKUs	11	22	4	3	47	13	100
Estimated total No. of packs	120	458	20	82	3,651	143	4,474
			Estimated tot	al No. of packs			
			breakdown by o	country of origin			
Norway	6 (5%)	102 (22%)	0 (0%)	0 (0%)	43 (1%)	6 (4%)	157 (4%)
With "Seafood From Norway" Label	6 (5%)	50 (11%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	56 (1%)
Thailand	76 (64%)	199 (44%)	0 (0%)	82 (100%)	3,568 (98%)	117 (82%)	4,042 (91%)
Japan	0 (0%)	20 (4%)	0 (0%)	0 (0%)	0 (0%)	20 (14%)	40 (1%)
Not Specified	38 (31%)	137 (30%)	20 (100%)	0 (0%)	40 (1%)	0 (0%)	235 (5%)
TOTAL	120 (100%)	458 (100%)	20 (100%)	82 (100%)	3,651 (100%)	143 (100%)	4,474 (100%)

Labelling and product type

- 95% of mackerel products carry government-mandated labeling, while 1% feature the 'Seafood from Norway' label.
- Out of the total number of 4,474 packs, 3,651 packs are canned mackerel (82%), 458 packs are frozen mackerel (10%)—of which 295 packs are whole fish sealed in plastic bags—143 packs are processed mackerel (3%), 120 packs are fresh mackerel (3%), 82 packs are marinated mackerel (2%), and 20 packs are smoked mackerel (0%).

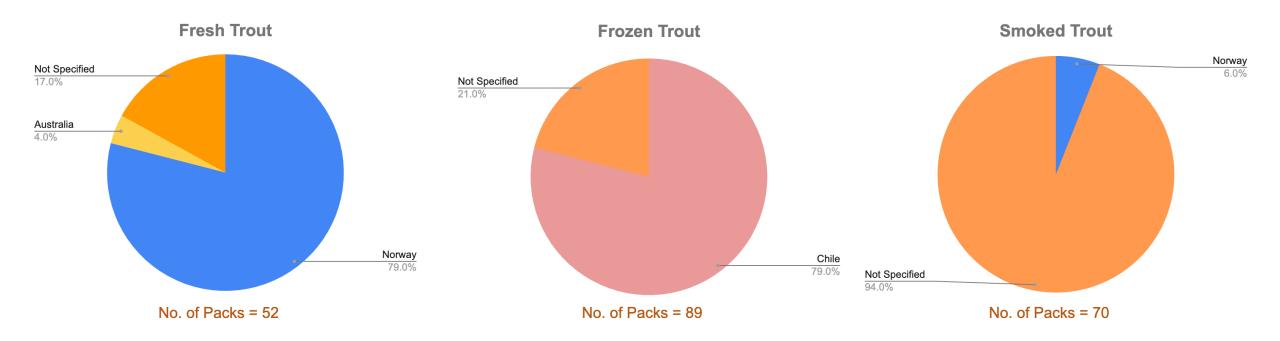


No. of Packs = 4,474

No. of Packs = 4,474

Trout Products in Selected Retail

- Overall, there is an estimated total of 229 packs of trout across the 5 stores visited in Bangkok.
- Out of the total number of 229 packs of trout products, 22% are fresh trout, 39% are frozen trout, 31% are smoked trout, while the remaining 8% are processed trout.
- Out of the total number of fresh trout packs, 79% originated from Norway, 4% originated from Australia, and 17% were of unspecified origin.
- Out of the total number of frozen trout packs, 0% originated from Norway, 79% originated from Chile, and 21% were of unspecified origin.
- Out of the total number of smoked trout packs, 6% originated from Norway, and 94% were of unspecified origin.



Fresh Trout Products in Selected Retail

			Fresh trout		
	Fresh trout counter	Fresh trout counter	Fresh trout counter	Fresh trout counter	Fresh trout counter
Product	3 342		1.590	1173 = C7535	Extraction 1.500
Store	Makro	Tops Food Hall	Tops Food Hall	Gourmet Market	Gourmet Market
Store Type	Wholesaler	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Consumption mode	For heating	For heating	For heating	For heating	For heating
Country of origin	Norway	Norway	Norway	Australia	Not specified
Processor	CP Axtra PLC	Central Food Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.
Price and weight	(342.00 THB/kg)	(1,570.00 THB/kg)	(1,590.00 THB/kg)	(3,890.00 THB/kg)	(990.00 THB/kg)
Price in NOK	106.88 NOK/kg	496.88 NOK/kg	496.88 NOK/kg	(3,890.00 THB/kg	309.38 NOK/kg

Fresh Trout Products in Selected Retail

			Fresh trout		
	Sashimi slices	Sashimi slices	Fillet	Fillet	Fillet
Product		COTT Getting relatively lighter and property of the part of the pa	my discretization and discretization and the second	SEA NOTE OF THE PARTY OF THE PA	department of the state of the
Store	Makro	Makro	Tops Food Hall	Tops Food Hall	Gourmet Market
Store Type	Wholesaler	Wholesaler	High-end Supermarket	High-end Supermarket	High-end Supermarket
Consumption mode	For fresh consumption	For fresh consumption	For heating	For heating	For heating
Country of origin	Norway	Norway	Norway	Norway	Not specified
Processor	CP-Uoriki Co. Ltd.	CP-Uoriki Co. Ltd.	Central Food Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.
Daine and waish	(399.00 THB/300g)	(210.00 THB/132g)	(213.52 THB/136g)	(680.58 THB/342g)	(164.34 THB/166g)
Price and weight	(1,330.00 THB/kg)	(1,590.91 THB/kg)	(1,570.00 THB/kg)	(1,990.00 THB/kg)	(990.00 THB/kg)
Price in NOK	415.63 NOK/kg	497.16 NOK/kg	490.63 NOK/kg	621.88 NOK/kg	309.38 NOK/kg

Frozen Trout Products in Selected Retail

			Frozen trout		
	Portion	Portion	Portion	Portion	Portion
Product		Unclinarity 6.55 mills Unclinarity 6.55 mills Crimit		LISAUSUUTASIA SUULUATAS SOORIUS ALPON PROSES CITE. SOORIUS ALPON PROSES CITE. SAUSAN PROSES	
Store	Makro	Makro	Makro	Makro	Makro
Store Type	Wholesaler	Wholesaler	Wholesaler	Wholesaler	Wholesaler
Country of origin	Not Specified	Chile	Not Specified	Chile	Chile
Processor	CP Axtra PLC	CP Axtra PLC	CP Axtra PLC	CP Axtra PLC	CP Axtra PLC
Price and weight		(304.00 THB/450g)		(109.00 THB/100g)	(499.00 THB/500g)
The and weight	(295.00 THB/kg)	(675.56 THB/kg)	(469.00 THB/kg)	(1,090.00 THB/kg)	(998.00 THB/kg)
Price in NOK	92.19 NOK/kg	211.11 NOK/kg	146.56 NOK/kg	340.63 NOK/kg	311.88 NOK/kg

Smoked Trout Products in Selected Retail

			Smoked trout		
	Portion	Smoked slices	Smoked slices	Smoked slices	Smoked slices
Product	FULL STREET, THE WAY AND THE PARTY THAT AND THE PARTY THE PA	Thampachart. Sagood Sissuan Body James Trapel Marian Trapel Mari	the rings but so the sound of t	themmechants search state of the search of t	thammachart saafood ssunfi awa saafood ssunfi awa saafood ssunfi awa saafood s
Store	Gourmet Market				
Store Type	High-end Supermarket				
Country of origin	Not Specified				
Processor	Thammachart Seafood Retail Co. Ltd.				
Price and weight	(990.00 THB/480g)	(390.00 THB/180g)	(195.00 THB/80g)	(195.00 THB/80g)	(195.00 THB/80g)
The and weight	(2,062.50 THB/kg)	(2,166.67 THB/kg)	(2,437.50 THB/kg)	(2,437.50 THB/kg)	(2,437.50 THB/kg)
Price in NOK	644.53 NOK/kg	677.08 NOK/kg	761.72 NOK/kg	761.72 NOK/kg	761.72 NOK/kg

Smoked Trout Products in Selected Retail

		Smoke	d trout	
	Smoked slices	Smoked slices	Smoked slices	Smoked slices
Product	SADVED SALVA FROUT TÜCTUN USSELLED VAN DER ANDER VAN DER ANDER	SAUNED SALMON TO UT TO U	thammachart seafood seasoni Sida fuel and the fuel and th	thammachart saadod ssuna Dulp Jules on July Jules on July Jules on July July July July July July July July
Store	Tops Food Hall	Tops Food Hall	Tops Food Hall	Tops Food Hall
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Norway	Norway	Not Specified	Not Specified
Processor	Central Food Retail Co. Ltd.	Central Food Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.
Price and weight	(359.00 THB/200g)	(189.00 THB/80g)	(195.00 THB/80g)	(195.00 THB/80g)
Trice and weight	(1,795.00 THB/kg)	(2,362.50 THB/kg)	(2,437.50 THB/kg)	(2,437.50 THB/kg)
Price in NOK	560.94 NOK/kg	738.28 NOK/kg	761.72 NOK/kg	761.72 NOK/kg

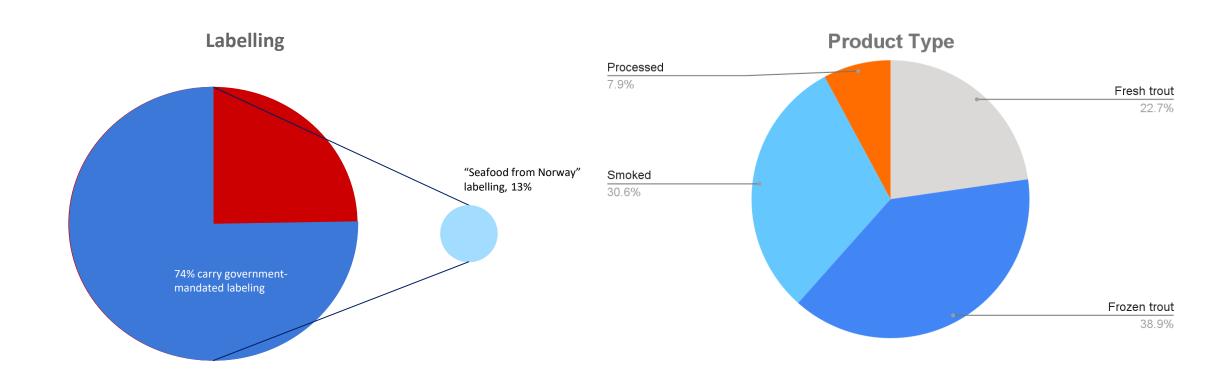
Processed Trout Products in Selected Retail

	Processed trout
	Trout eggs
Product	LABEYR E SEUFS DE TRUTE AD Dance and the second s
Store	Villa Market
Store Type	High-end Supermarket
Country of origin	Norway
Processor	Labeyrie Fine Foods Group
Price and weight	(550.00 THB/80g)
THE and weight	(6,875.00 THB/kg)
Price in NOK	2,148.44 NOK/kg

Labelling and product type

No. of Packs = 229

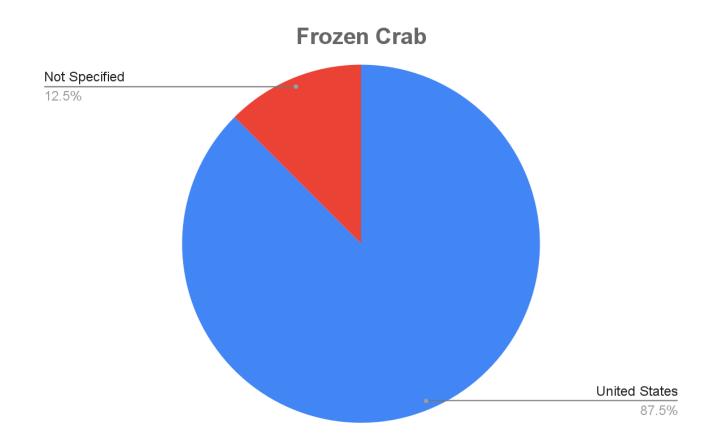
- 74% of trout products carry government-mandated labeling, while 13% feature the 'Seafood from Norway' label.
- Out of the total number of 229 packs, 36 packs are fresh trout for cooking (16%), 89 packs are frozen trout for cooking (39%), 70 packs are smoked trout (31%), 16 packs are trout sashimi slices (7%), and 18 packs are processed trout (7%).



No. of Packs = 229

King Crab in Selected Retail

- Overall, a total of 8 packs of King crab products were observed across the 5 stores visited in Bangkok.
- Out of the total number of 8 packs, 100% were frozen crab products.
- Out of the total number of 8 frozen crab packs, 87.5% originated from the United States, while 12.5% were of unspecified origin.



King crab products

	King Crab		
	Crab legs	Whole crab	
Product	7sc Frozen Alaska King Crab	A STATE OF THE PARTY OF THE PAR	
Store	Gourmet Market	Makro	
Store Type	High-end Supermarket	Wholesaler	
Country of origin	United States	Not specified	
Processor	Thammachart Seafood Retail Co. Ltd.	Not specified	
Price and weight	(1,447.16 THB/484g)		
	(2,990.00 THB/kg)	(989 THB/kg)	
Price in NOK	934.38 NOK/kg	309.06 NOK/kg	

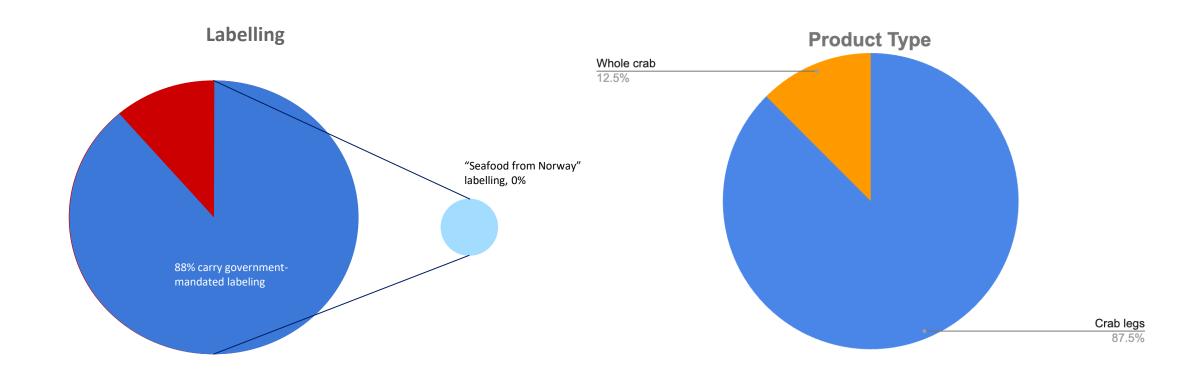
Appendix 6:

Detail of number of packs observed at stores and their countries of origin

	Frozen king crab	Total
Estimated No. of SKUs	2	2
Estimated total No. of packs	8	8
	Estimated total No. of packs breakdown by country of origin	
Norway	0 (0%)	0 (0%)
With "Seafood From Norway" Label	0 (0%)	0 (0%)
United States	7 (87.5%)	7 (87.5%)
Not Specified	1 (12.5%)	1 (12.5%)
TOTAL	8 (100%)	8 (100%)

Labelling and product type

- 88% of King crab products carry government-mandated labeling, while 0% feature the "Seafood from Norway" label.
- Out of the total number of packs, 87.5% are frozen crab legs and 12.5% are frozen whole crab.



No. of Packs = 8

Other Norwegian seafood products

	Other Norwegian seafood products
	Fresh Atlantic cod
Product	Les of the state o
Store	Gourmet Market
Store Type	High-end Supermarket
Country of origin	Norway
Processor	Thammachart Seafood Retail Co. Ltd.
Price and weight	(1,890 THB/kg)
Price in NOK	590.63 NOK/kg