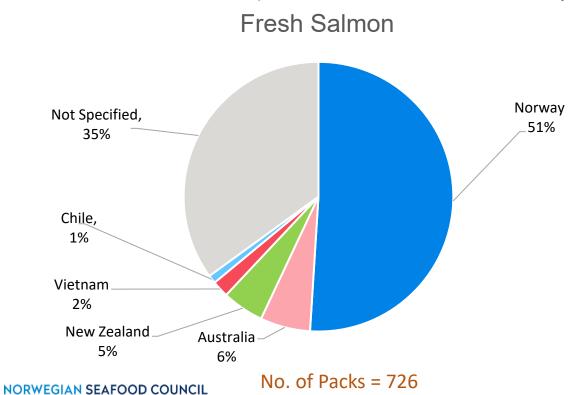
# Report for Norwegian Seafood retail mapping study

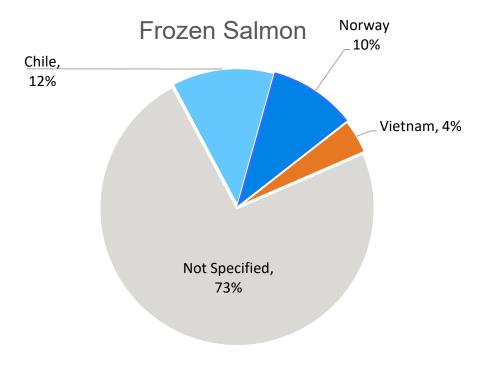
Provided by: Cascade Asia

November 2025

#### Seafood in Selected Retail

- Overall, there is an estimate of 1,665 packs of salmon in the five stores visited in Ho Chi Minh City.
- Out of the total, 726 packs are fresh salmon (43%), 480 packs are frozen salmon (29%), 15 packs are trout (1%) and the remaining
  ones are smoked products.
- Out of the total number of packs of fresh salmon, 51% are from Norway, the remaining ones are from New Zealand, Australia, Vietnam, Chile and not specified origin.
- Out of the total number of packs of frozen salmon, 48% are from Norway, the remaining ones are from Chile, Vietnam, and not specified origin.
- Out of the total number of packs of trout, 100% are from Norway.





No. of Packs = 480

		Fresh salmon		
	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter
Product	Report Report			
Store	Emart	Emart	Winmart	Lotte Mart
Store Type	Hypermarket	Hypermarket	High-end Supermarket	High-end Supermarket
Consumption mode	For heating	For heating	For heating	For heating
Country of origin	Norway	Norway	Australia	Not specified
Processor	Thiso Retail Company Limited	Thiso Retail Company Limited	Wincommerce General Commercial Services Joint Stock Company	Not specified
Price and weight				(5,300 VND/100g)
	(528,000 VND/kg)	(68,000 VND/kg)	(399,000 VND/kg)	(53,000 VND/kg
Price in NOK	206 NOK/kg	27 NOK/kg	156 NOK/kg	21 NOK/kg

	Fresh salmon				
	Fillet	Fillet	Fillet	Fillet	
Product	TO NO COMO PRESTO POR POR POR POR POR POR POR POR POR PO	FLET G rid CN 18  **G	Strainer Str	507 SOS FRESH	
Store	Go!	Emart	Emart	Lotte Mart	
Store Type	Supermarket	Hypermarket	Hypermarket	High-end Supermarket	
Consumption mode	For heating	For heating	For heating	For heating	
Country of origin	Not specified	Norway	Norway	Norway	
Processor	Not specified	Thiso Retail Company Limited	Thiso Retail Company Limited	Not specified	
Price and weight	(75,012 VND/188g)	(118,272 VND/224g)	(67,060 VND/140g)	(115,134 VND/186g)	
<b>J</b>	(399,000 VND/kg)	(528,000 VND/kg)	(479,000 VND/kg)	(619,000 VND/kg)	
Price in NOK	156 NOK/kg	206 NOK/kg	187 NOK/kg	242 NOK/kg	

	Fresh salmon				
	Fillet	Fillet	Fillet	Fillet	
Product	365 FRESH CO ATT OF THE TOTAL THE TO	EALMON  SOFT FRESH  OF 18 M. A. P. H. L.  Mark of the day for the day of the	SEP FRESH  CHAIN MART PAUL IN THE MART AND	SOS FRESH  Office will be able to the sound of the sound	
Store	Lotte Mart	Lotte Mart	Lotte Mart	Lotte Mart	
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	New Zealand	New Zealand	Norway	Norway	
Processor	Not specified	Not specified	Not specified	Not specified	
Price and weight	(405,280 VND/272g)	(315,900 VND/234g)	(186,938 VND/302g)	(179,124 VND/276g)	
3	(1,490,000 VND/kg)	(1,350,000 VND/kg)	(619,000 VND/kg)	(649,000 VND/kg)	
Price in NOK	582 NOK/kg	527 NOK/kg	242 NOK/kg	254 NOK/kg	

	Fresh salmon				
	Fillet	Fillet	Fillet	Fillet	
Product	SOFFEEN OF THE STATE OF THE STA	To make addresses  365 FRESH  CH MI WATE THI IS the SHOT  AGA SECTION AND AND AND AND AND AND AND AND AND AN	Fresh CA HOI	CA HOI	
Store	Lotte Mart	Lotte Mart	MM Mega Market	MM Mega 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	Norway	Norway	Norway	
Processor	Not specified	Not specified	MM Mega Market (Viet Nam) Company Limited	MM Mega Market (Viet Nam) Company Limited	
Price and weight	(667,282 VND/1078g)	(106,914 VND/206g)	(153,000 VND/360g)	(304,390 VND/610g)	
. Hoo and worght	(619,000 VND/kg)	(519,000 VND/kg)	(425,000 VND/kg)	(499,000 VND/kg)	
Price in NOK	242 NOK/kg	203 NOK/kg	166 NOK/kg	195 NOK/kg	

	Fresh salmon					
	Fillet	Fillet	Fillet	Steak		
Product		WITH Ca shi du Fair Obu-Duill Tallori (1) 111  Democrate 11.3-20  Permitted 11.3-20  Perm	STEED OF THE MERCEN  WHITE AND A STEED OF THE STEED OF TH	Charle Court CA* Tener On Charles CA* Tener On Char		
Store	MM Mega Market	Winmart	Winmart	Go!		
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	Supermarket		
Consumption mode	For heating	For heating	For heating	For heating		
Country of origin	Norway	Australia	Australia	Not specified		
Processor	MM Mega Market (Viet Nam) Company Limited	Wincommerce General Commercial Services Joint Stock Company	Wincommerce General Commercial Services Joint Stock Company	EB Services Co., Ltd		
Price and weight	(1,137,528 VND/2072g)	(112,178 VND/220g)	(102,801 VND/194g)	(115,910 VND/346g)		
The and weight	(549,000 VND/kg)	(509,900 VND/kg)	(529,900 VND/kg)	(335,000 VND/kg)		
Price in NOK	215 NOK/kg	199 NOK/kg	207 NOK/kg	131 NOK/kg		

		Fresh	salmon	
	Steak	Sashimi Slices	Sashimi Slices	Sashimi Slices
Product	WE FOR EAT AND ADDRESS OF THE PARTY OF THE P	Spit A d and a spit an		Q. Z. S. L.
Store	Lotte Mart	Emart	Emart	Lotte Mart
Store Type	High-end Supermarket	Hypermarket	Hypermarket	High-end Supermarket
Consumption mode	For heating	For fresh consumption	For fresh consumption	For fresh consumption
Country of origin	Chile	Not Specified	Not Specified	Not Specified
Processor	Not specified	Thiso Retail Company Limited	Thiso Retail Company Limited	Not specified
Price and weight	(143,780 VND/364g)	(298,000 VND/1000g)		
This and Worght	(395,000 VND/kg)	(298,000 VND/kg)	(10,000 VND/PC)	(270,000 VND/PC)
Price in NOK	155 NOK/kg	117 NOK/kg	4 NOK/PC	106 NOK/PC

		Fresh	salmon	
	Sashimi Slices	Sashimi Slices	Sashimi Slices	Sashimi Slices
Product	REDGIT STATE OF THE STATE OF T	(a to 1) PORTINI MARIA 156    See the first \$1.00 to 10 to 1	Trickers post 5440  Tricker 255 5440  Tricker 25	And the second of the second o
Store	Lotte Mart	MM Mega Market	Winmart	Winmart
Store Type	High-end Supermarket	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	Not Specified	Not Specified	Not Specified
Processor	Not specified	MM Mega Market (Viet Nam) Company Limited	Phan Thanh Akuruhi Co,. Ltd	Phan Thanh Akuruhi Co,. Ltd
Price and weight		(337,662 VND/338g)	(225,940 VND/286g)	
3.5.5.5.5.5.5.5.3.5.	(189,000 VND/PC)	(999,000 VND/kg)	(790,000 VND/kg)	(276,000 VND/PC)
Price in NOK	74 NOK/PC	390 NOK/kg	309 NOK/kg	108 NOK/PC

			Fresh salmon	
	Belly	Belly	Belly	Belly
Product	LONG SA POR TOPOLOGY COME AND	LEA O M DO OF AN VACUE  LEA O	SE PRESI DA AR NE NA AR NA AR	Seminaries  This of this was that  This of this was that  The control of the cont
Store	Go!	Emart	Lotte Mart	Lotte Mart
Store Type	Supermarket	Hypermarket	High-end Supermarket	High-end Supermarket
Consumption mode	For heating	For heating	For heating	For heating
Country of origin	Not Specified	Norway	Vietnam	Norway
Processor	Thiso Retail Company Limited	Thiso Retail Company Limited	Not specified	Not specified
Price and weight	(33,966 VND/306g)	(70,278 VND/442g)	(65,394 VND/346g)	(52,448 VND/352g)
	(111,000 VND/kg)	(159,000 VND/kg)	(189,000 VND/kg)	(149,000 VND/kg)
Price in NOK	44 NOK/kg	63 NOK/kg	74 NOK/kg	59 NOK/kg

		Fresh	Fresh salmon		
	Belly	Scraps (Trimming)	Scraps (Trimming)	Heads	
Product	CONTROL CONTRO	TO CHI TO TO THE TOTAL TO THE T	A COURT		
Store	Winmart	Emart	Winmart	Go!	
Store Type	High-end Supermarket	Hypermarket	High-end Supermarket	Supermarket	
Consumption mode	For heating	For heating	For heating	For heating	
Country of origin	Norway	Not Specified	Not Specified	Not Specified	
Processor	Ton Phuc Nhien Company Limited	Thiso Retail Company Limited	Wincommerce General Commercial Services Joint Stock Company	EB Services Co., Ltd	
Price and weight	(65,000 VND/300g)	(72,114 VND/606g)	(142,002 VND/966g)		
and worght	(216,667 VND/kg)	(119,000 VND/kg)	(147,000 VND/kg)	(49,000 VND/kg)	
Price in NOK	85 NOK/kg	47 NOK/kg	58 NOK/kg	20 NOK/kg	

	Heads	Heads	Heads	Bones
Product	MACUNIC CONTROL OF THE PROPERTY OF THE PROPERT	SSS FRESH  WE ST THE THE THE THE THE THE THE THE THE TH		ma di fi ta
Store	Emart	Lotte Mart	MM Mega Market	Emart
Store Type	Hypermarket	High-end Supermarket	High-end Supermarket	Hypermarket
Consumption mode	For heating	For heating	For heating	For heating
Country of origin	Norway	Norway	Norway	Not Specified
Processor	Thiso Retail Company Limited	Not Specified	Not Specified	Thiso Retail Company Limited
Price and weight	(62,348 VND/572g)	(47,838 VND/402g)		(34,086 VND/494g)
aa meigin	(109,000 VND/kg)	(119,000 VND/kg)	(59,000 VND/kg)	(69,000 VND/kg)
Price in NOK	43 NOK/kg	47 NOK/kg	24 NOK/kg	27 NOK/kg

	Fresh s	salmon	
	Bones	Portion	
Product	Words along on the Control of the Co	Sos Fresh  Out of Quality (Quality of Quality of Qualit	
Store	Winmart	Lotte Mart	
Store Type	High-end Supermarket	High-end Supermarket	
Consumption mode	For heating	For heating	
Country of origin	Not Specified	New Zealand	
Processor	Wincommerce General Commercial Services Joint Stock Company	Not Specified	
Price and weight	(25,938 VND/262g)	(197,802 VND/198g)	
	(99,000 VND/kg)	(999,000 VND/kg)	
Price in NOK	39 NOK/kg	390 NOK/kg	

	Frozen salmon				
	Fillet	Fillet	Fillet	Fillet	
Product	CA NOT BLET DONG LAND PRODUCTION OF THE PROPERTY OF THE PROPER	CA POLITICAL TO STATE OF THE POLITICAL TO ST	Cá hổi Fillet	HAINAMFOODS  ALMORITATE  CON POLICE  FULLET  MARCH STREET  MARCH STREET	
Store	Go!	Go!	Go!	Emart	
Store Type	Supermarket	Supermarket	Supermarket	Hypermarket	
Country of origin	Not Specified	Not Specified	Not Specified	Not Specified	
Processor	Trung Son Foodstuff Corporation	Hai Nam Co., Ltd	Tan Hai Hoa Company Limited	Hai Nam Co., Ltd	
Price and weight	(132,500 VND/200g)	(131,500 VND/200g)	(106,500 VND/200g)	(131,400 VND/200g)	
	(662,500 VND/kg)	(657,500 VND/kg)	(532,500 VND/kg)	(657,000 VND/kg)	
Price in NOK	259 NOK/kg	257 NOK/kg	208 NOK/kg	257 NOK/kg	

	Frozen salmon				
	Fillet	Portion	Portion	Portion	
Product	SSS CÁ HỐI PHILE  THE PROPERTY OF THE PROPERTY	AHIGO  NIÓI CÁT THÓI BONG LANI THOZEN GALHON DICI CHI THOZEN GALHON	HAINAM POODS  ACTION OF THE POOP OF THE PO	CÁ HÒI COHO CÁT LÁT CHE E COHO SALMAN SUCES  EN S  EN S  G	
Store	Lotte Mart	Go!	Go!	Emart	
Store Type	High-end Supermarket	Supermarket	Supermarket	Hypermarket	
Country of origin	Not Specified	Not Specified	Not Specified	Chile	
Processor	Sai Gon Food Joint Stock Company	Trung Son Foodstuff Corporation	Hai Nam Co., Ltd	Ocean Gift Foods Joint Stock Company	
Price and weight	(127,500 VND/200g)	(112,000 VND/200g)	(131,500 VND/200g)	(129,200 VND/200g)	
	(637,500 VND/kg)	(560,000 VND/kg)	(657,500 VND/kg)	(646,000 VND/kg)	
Price in NOK	249 NOK/kg	219 NOK/kg	257 NOK/kg	252 NOK/kg	

	Frozen salmon				
	Portion	Portion	Portion	Portion	
Product	CÁ HÒI COHO CÁT LÁT CHU SALMON SUCES 200 200 200 200 200 200 200 200 200 200	CÁ HÔI DẠNG VIÊN  THE STATE OF	CÁ HỒI CẨT LÁT  SHO SHOULD SHOWN SKINS  Well though the control of	BANNAMFOODS  CÓ VÔC  Cắt thời  Thomas and the state and th	
Store	Lotte Mart	Lotte Mart	Lotte Mart	MM Mega Market	
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	
Country of origin	Chile	Vietnam	Vietnam	Not Specified	
Processor	Ocean Gift Foods Joint Stock Company	Mowi Vietnam Company Limited	Mowi Vietnam Company Limited	Hai Nam Co., Ltd	
Price and weight	(129,000 VND/200g)	(139,000 VND/200g)	(179,000 VND/200g)	(199,000 VND/500g)	
	(645,000 VND/kg)	(695,000 VND/kg)	(895,000 VND/kg)	(398,000 VND/kg)	
Price in NOK	252 NOK/kg	272 NOK/kg	350 NOK/kg	156 NOK/kg	

	Frozen salmon				
	Portion	Portion	Portion	Steak	
Product	Will Color of the	EA HOLDOW LAND PRINT LANDAUGH	HAINAMPLUS  FRANCISCO  CÁT CHÓ  CĂT CHÓ  CHÓ  CÁT CHÓ  CHÓ  CÁT CHÓ  CHÓ  CÁT CHÓ  CHÓ  CÁT CHÓ  CHÓ  CHÓ  CHÓ  CHÓ  CHÓ  CHÓ  CHÓ		
Store	MM Mega Market	MM Mega Market	Winmart	Go!	
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	Supermarket	
Country of origin	Not Specified	Not Specified	Not Specified	Not Specified	
Processor	Tran Gia Production Trading Service Co., Ltd	Tran Gia Production Trading Service Co., Ltd	Hai Nam Co., Ltd	Tan Hai Hoa Company Limited	
Price and weight	(199,000 VND/500g)	(236,160 VND/640g)	(199,000 VND/500g)	(106,500 VND/300g)	
. Hoo and worght	(398,000 VND/kg)	(369,000 VND/kg)	(398,000 VND/kg)	(532,500 VND/kg)	
Price in NOK	156 NOK/kg	144 NOK/kg	156 NOK/kg	139 NOK/kg	

	Frozen salmon				
	Steak	Steak	Steak	Belly	
Product	SEA FOOD	Cà hội cát khúc  Thiên thiên chi họi c	BEST POZIA HEALTH STOTE CO	Large Class Polyce Care	
Store	Lotte Mart	Winmart	Winmart	Lotte Mart	
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	
Country of origin	Chile	Not Specified	Chile	Norway	
Processor	KOME88 Co., Ltd	Trung Son Hung Yen Foodstuff Corporation	Branch Of Hoang Le Trading Company Limited Ho Chi Minh City	Seafood Farmers of Norway AS	
Price and weight	(119,000 VND/300g)	(123,000 VND/200g)	(180,000 VND/500g)	(77,000 VND/500g)	
9	(396,667 VND/kg)	(615,000 VND/kg)	(360,000 VND/kg)	(154,000 VND/kg)	
Price in NOK	155 NOK/kg	240 NOK/kg	141 NOK/kg	61 NOK/kg	

	Frozen salmon				
	Belly	Belly	Fins	Fins	
Product	To Ca Hab	UNI CLIDI CONGLANI	VÂY CÁ HỐI  TONN KOUTEN LIỆU NHÀP RING  * STUU CHECK-1  * and sour Chât  *	SS CONTROL OF THE PARTY OF THE	
Store	Winmart	Winmart	Go!	Go!	
Store Type	High-end Supermarket	High-end Supermarket	Supermarket	Supermarket	
Country of origin	Not Specified	Norway	Not Specified	Not Specified	
Processor	Tan Hai Hoa Company Limited	HOFSETH AALEAUND AS	Tan Hai Hoa Company Limited	Sai Gon Food Joint Stock Company	
Price and weight	(63,000 VND/500g)	(77,500 VND/500g)	(103,500 VND/500g)	(52,000 VND/500g)	
	(126,000 VND/kg)	(155,000 VND/kg)	(207,000 VND/kg)	(104,000 VND/kg)	
Price in NOK	50 NOK/kg	61 NOK/kg	81 NOK/kg	41 NOK/kg	

	Frozen salmon				
	Fins	Fins	Fins	Fins	
Product	SG VAV CA HO	ANS-LIDING CONTROL OF THE PROPERTY OF THE PROP		VA V	
Store	Emart	Lotte Mart	MM Mega Market	Winmart	
Store Type	Hypermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	
Country of origin	Not Specified	Norway	Not Specified	Not Specified	
Processor	Sai Gon Food Joint Stock Company	Seafood Farmers of Norway AS	Hai Nam Co., LTD	Sai Gon Food Joint Stock Company	
Price and weight	(65,100 VND/500g)	(72,000 VND/500g)	(79,000 VND/500g)	(59,600 VND/500g)	
	(130,200 VND/kg)	(144,000 VND/kg)	(158,000 VND/kg)	(119,200 VND/kg)	
Price in NOK	51 NOK/kg	57 NOK/kg	62 NOK/kg	47 NOK/kg	

		Frozen salmon					
	Smoked slices	Smoked slices	Smoked slices	Smoked slices	Smoked slices		
Product	Amigo  Ca not a constraint  Energy States  Phong cach fin they not			Amigo  CA HOY NOVE ARTOR  HINGES MA HOY  Phong cách ẩm thực mới	ABTIS' AL SW LED SALMON  NOMEN WOOD COLD SMOKED  C. P. J. P.  SWINDSHOP COLD SMOKED  SWINDS		
Store	Go!	MM Mega Market	MM Mega Market	MM Mega Market	MM Mega Market		
Store Type	Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket		
Country of origin	Norway	Norway	Norway	Norway	Not Specified		
Processor	Trung Son Foodstuff Corporation	Trung Son Foodstuff Corporation	Trung Son Foodstuff Corporation	Trung Son Foodstuff Corporation	Caspiar Caviar Co., Ltd		
Price and weight	(91,500 VND/100g)		(486,000 VND/500g)	(119,000 VND/100g)	(265,000 VND/200g)		
. Hoo and worght	(915,000 VND/kg)	(962,000 VND/kg)	(972,000 VND/kg)	(1,190,000 VND/kg)	(1,325,000 VND/kg)		
Price in NOK	357 NOK/kg	376 NOK/kg	380 NOK/kg	465 NOK/kg	517 NOK/kg		

	Frozen salmon				
	Smoked slices	Smoked slices	Smoked slices	Smoked slices	
Product	SMORED SALMON PASTRAMI  DELEGATION OF THE PASTRAMI  DELEGA	SMOKED SALMON PASTRAMI	NOVIE COLD SALOGED SALATON PARTIE LE MIL AND ANDREAD SALATON	CA C	
Store	MM Mega Market	MM Mega Market	Winmart	Winmart	
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	Caspiar Caviar Co., Ltd	Caspiar Caviar Co., Ltd	T&P Trading Freshfoods Company Limited	T&P Trading Freshfoods Company Limited	
Price and weight	(432,000 VND/500g)	(265,000 VND/200g)	(95,900 VND/100g)	(184,700 VND/200g)	
	(864,000 VND/kg)	(1,325,000 VND/kg)	(959,000 VND/kg)	(923,500 VND/kg)	
Price in NOK	337 NOK/kg	517 NOK/kg	375 NOK/kg	361 NOK/kg	

	Frozen salmon				
	Smoked slices	Heads	Heads	Heads	
Product	HOMEMADE SMOKED SALMON PIESII SALMON SMOKED WITH OAK & SELECTED WOODS	TES SAMES	PAU CA HOU CA HO	SOUTH AND THE PROPERTY OF THE	
Store	Winmart	Go!	Go!	Go!	
Store Type	High-end Supermarket	Supermarket	Supermarket	Supermarket	
Country of origin	Norway	Not Specified	Not Specified	Norway	
Processor	Caspiar Caviar Co., Ltd	Foodymart Co., Ltd	Sai Gon Food Joint Stock Company	Foodymart Co., Ltd	
Price and weight	(140.000 VND/100g)	(49,000 VND/500g)	(76,500 VND/500g)	(49,900 VND/500g)	
a.i.d Wolgin	(1,140,000 VND/kg)	(98,000 VND/kg)	(153,000 VND/kg)	(99,800 VND/kg)	
Price in NOK	445 NOK/kg	39 NOK/kg	60 NOK/kg	39 NOK/kg	

	Frozen salmon				
	Heads	Heads	Heads	Heads	
Product	PAU CÁ HÓI LÁM SACH Martin mid — Sag — — Sag —	Take and this day has a second and a second	CAHOL AM SACH		
Store	Emart	Lotte Mart	Winmart	Winmart	
Store Type	Hypermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	
Country of origin	Not Specified	Not Specified	Not Specified	Norway	
Processor	Sai Gon Food Joint Stock Company	Tan Hai Hoa Company Limited	Sai Gon Food Joint Stock Company	Ton Phuc Nhien Company Limited	
Price and weight	(76,000 VND/500g)	(55,000 VND/500g)	(76,500 VND/500g)	(59,600 VND/500g)	
	(152,000 VND/kg)	(110,000 VND/kg)	(153,000 VND/kg)	(119,200 VND/kg)	
Price in NOK	60 NOK/kg	43 NOK/kg	60 NOK/kg	47 NOK/kg	

	Frozen salmon				
	Sashimi Slices	Marinated salmon	Marinated salmon	Marinated salmon	
Product	Callie Suhi Rhông Da	CXHOI TATEGA VI INCHES AND IN 1009 TO	THE ROLL OF THE PARTY OF THE PA	TRANSPORT OF THE PROPERTY OF T	
Store	Winmart	Go!	Emart	Emart	
Store Type	High-end Supermarket	Supermarket	Hypermarket	Hypermarket	
Country of origin	Not Specified	Not Specified	Not Specified	Not Specified	
Processor	Trung Son Hung Yen Foodstuff Corporation	Sai Gon Food Joint Stock Company	Tran Gia Production Trading Service Co., Ltd	Tran Gia Production Trading Service Co., Ltd	
Price and weight	(87,000 VND/120g)	(67,000 VND/500g)	(133,300 VND/180g)	(133,300 VND/180g)	
	(725,000 VND/kg)	(134,000 VND/kg)	(740,556 VND/kg)	(740,556 VND/kg)	
Price in NOK	283 NOK/kg	53 NOK/kg	289 NOK/kg	289 NOK/kg	

	Frozen salmon				
	Marinated salmon	Marinated salmon	Marinated salmon	Marinated salmon	
Product	TRANSPORTED TO THE PARTY OF THE	SG CÁ HÔI PHI LÊ  WINNE XỐT TIỀU XANH  VÀ LIỚI MURA MURA  YẾ LI Ở MURA MURA  YẾ LI ỚI MURA  YẾ LI Ở MURA  YẾ LI ỚI MURA  YẾ LI MURA  YẾ LI ỚI MURA  YẾ LI MURA  YẾ	VÂY DAN GIAN GIAN GIAN GIAN GIAN GIAN GIAN GI	TATAKI CÁ HÔI PHI LÊ  SET ESEM SEMENTINE  A diang trọc tiếp  K thát họng tinh: 200 g	
Store	Emart	Emart	Emart	Lotte Mart	
Store Type	Hypermarket	Hypermarket	Hypermarket	High-end Supermarket	
Country of origin	Not Specified	Not Specified	Not Specified	Vietnam	
Processor	Tran Gia Production Trading Service Co., Ltd	Sai Gon Food Joint Stock Company	Sai Gon Food Joint Stock Company	Mowi Vietnam Company Limited	
Price and weight	(133,300 VND/180g)	(128,400 VND/300g)	(72,300 VND/500g)	(179,000 VND/200g)	
and mongrit	(740,556 VND/kg)	(428,000 VND/kg)	(144,600 VND/kg)	(895,000 VND/kg)	
Price in NOK	289 NOK/kg	167 NOK/kg	57 NOK/kg	350 NOK/kg	

	Frozen salmon				
	Marinated salmon	almon Marinated salmon Marinated salmon		Marinated salmon	
Product	TATAKI CÁ HÓI CĂT LÁT  RI PROPER COLA TELES ESSIONES SERVES  RICHARDO  RICHA	CÁ HỜI NƯỚNG CÁT LÁT  SE SE 23 SEMAS GRANDAMON BAN  SE SE 24 SEMAS GRANDAMON BAN  SE SE 24 SEMAS GRANDAMON BAN  SE S	CÁ HÒI Ú MUÓI CÁ BHÌ CHI LÁT SHITING STEEN S	Cresh LUON CÁ HOI TÂM SA TÉ BARROWSET PLAT SANTONICA PLAT SANTONIC	
Store	Lotte Mart	Lotte Mart Lotte Mart		MM Mega Market	
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	
Country of origin	Vietnam	Vietnam	Vietnam Not Specified		
Processor	Mowi Vietnam Company Limited	Mowi Vietnam Company Limited	Mowi Vietnam Company Limited	Limited Tran Gia Production Trading Service Co., Ltd	
Price and weight	(199,000 VND/200g)	(139,000 VND/200g)	(179,000 VND/200g)		
	(995,000 VND/kg)	(695,000 VND/kg)	(895,000 VND/kg)	(149,000 VND/kg)	
Price in NOK	389 NOK/kg	272 NOK/kg	350 NOK/kg	59 NOK/kg	

	Frozen salmon				
	Marinated salmon	Marinated salmon	Marinated salmon	Marinated salmon	
Product	Lydr Des resident of the second of the secon	LICON CÁ HÓI TÁM EO TOI RANG BUST HAI RANG MICHES SAUTHA	CANGI TAN GIA VI	VAV CA HOI TAM GIA VI	
Store	MM Mega Market	MM Mega Market	MM Mega Market	Winmart	
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	Tran Gia Production Trading Service Co., Ltd	Tran Gia Production Trading Service Co., Ltd	Sai Gon Food Joint Stock Company	Sai Gon Food Joint Stock Company	
Price and weight			(66,000 VND/500g)	(66,000 VND/500g)	
	(149,000 VND/kg)	(149,000 VND/kg)	(132,000 VND/kg)	(132,000 VND/kg)	
Price in NOK	59 NOK/kg	59 NOK/kg	52 NOK/kg	52 NOK/kg	

	Frozen salmon			
	Others	Others		
Product	CÁ HỘI THẢ LẬU Salmon Hot Pot	A supplied with the control of the c		
Store	Go!	MM Mega Market		
Store Type	Supermarket	High-end Supermarket		
Country of origin	Not Specified	Japan		
Processor	Tan Hai Hoa Company Limited	Okamura Foods Co. LTD The Second Factory		
Price and weight	(95,000 VND/500g)	(210,000 VND/250g)		
	(190,000 VND/kg)	(840,000 VND/kg)		
Price in NOK	75 NOK/kg	328 NOK/kg		

## Frozen Trout Products in Selected Retail

	Frozen trout				
	Smoked slices	Smoked slices Smoked slices		Smoked slices	
Product	OSSE	SINCE 1899  NORWICIAN QUALITY	NORWEGIAN QUALITY	NORWEGIAN QUALITY	
Store	Lotte Mart	Emart	Lotte Mart	Lotte Mart	
Store Type	High-end Supermarket	Hypermarket	High-end Supermarket	High-end Supermarket	
Country of origin	Norway	Norway	Norway	Norway	
Processor	Leroy Fossen AS	Leroy Fossen AS	Leroy Fossen AS	Leroy Fossen AS	
Price and weight	369,000 VND/ 200g	(148,000 VND/100g)	(369,000 VND/200g)	(169,000 VND/100g)	
	(1,845,000 VND/kg)	(1,480,000 VND/kg)	(1,845,000 VND/kg)	(1,690,000 VND/kg)	
Price in NOK	720 NOK/kg	578 NOK/kg	720 NOK/kg	660 NOK/kg	

# Appendix 1:

The ten stores for retail observation in Ho Chi Minh City from November 8<sup>th</sup> – November 16<sup>th</sup>, 2025

Supermarket	Hypermarket	High-end supermarkets	High-end supermarkets	High-end supermarkets
	emart	<b>LOTTE Mart</b>	Mega Market	WinMart TUOI NGON THUỘNG HẠNG!
	C STATIONE STORY	DIOTE MASTER AND ADDRESS OF THE PARTY OF THE	Meda Manuer  Chai No 2007 high  Chai No 2007 high	WinMart DOI NOOT TROOPS 198001 WINMART DOI TROOP 18
792 Nguyen Kiem, Hanh Thong Ward, Ho Chi Minh City	No. 366 Phan Van Tri, An Nhon Ward, Ho Chi Minh City	469 Nguyen Huu Tho, Tan Hung Ward, Ho Chi Minh City	No. 161 Vo Nguyen Giap, An Khanh Ward, Ho Chi Minh City	Vincom Mega Mall Thao Dien, No. 161 Vo Nguyen Giap, An Khanh Ward, Ho Chi Minh City

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

	Fresh salmon	Frozen salmon	Trout	Smoked and others	Total	
Estimated No. of SKUs	43	37	4	<del>1</del> 27	96	
Estimated total No. of packs	726	480	15	1444	1665	
	Estimated total No. of packs  breakdown by country of origin					
Norway	367 (51%)	48 (10%)	15 (100%)	141 (32%)	571 (34%)	
With "Seafood From Norway" Label	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	
Chile	5 (1%)	59 (12%)	0 (0%)	0 (0%)	64 (4%)	
Japan	0 (0%)	0 (0%)	0 (0%)	4 (1%)	4 (0%)	
Australia	47 (6%)	0 (0%)	0 (0%)	0 (0%)	47 (3%)	
New Zealand	33 (5%)	0 (0%)	0 (0%)	0 (0%)	33 (2%)	
Vietnam	15 (2%)	21 (4%)	0 (0%)	69 (16%)	105 (6%)	
Not Specified	259 (35%)	352 (74%)	0 (0%)	230 (51%)	841 (51%)	
TOTAL	726 (100%)	480 (100%)	15 (100%)	444 (100%)	1,665 (100%)	

#### Appendix 3:

There are signs regarding salmon in Lotte Mart and Winmart:



Fresh everyday 365 Fresh

Tươi mới mỗi ngày 365 Fresh

From fresh seafood sources every day. Salmon Fillet 61,900 Ð/100G Từ nguồn hải sản tươi sống mỗi ngày Cá hồi phi lê 61,900 Đ/100G



Weekend Promotion
Cheaper Price
26% We are Fresh Frozen Food

Imported Frozen Salmon Steak FR WRF (413395) Frozen Salmon – Core WRF 349,000 VND 259,000 VND/Kg

Applied from 14/11 – 16/11/2025

Khuyến mại cuối tuần Hơn cả Giá Rẻ Price Saver 26% We are Fresh Thực phẩm đông lạnh

Ca Hoi NK Cat Khoanh 200G DL WRF (413395) Frozen Salmon – Core WRF 349,000 Đ 259,000 Đ/Kg

Áp Dụng Từ 14/11 – 16/11/2025

## Appendix 4:

#### There are signs regarding salmon in Emart:



#### Premium Norway Salmon

- Imported by Air
- Always fresh
- High protein, vitamin D, omega-3

#### Premium Cá hồi Nauy

- Nhập khẩu bằng đường hàng không
- Luôn luôn tươi ngon
- Giàu protein, vitamin D, omega-3



Just Fresh Smart Choice Smarter's Choice

**Seafood From Norway** 

600g Bigsize

Featured tiger stripes on the back Norway Jumbo Mackerel Just Fresh Sự lựa chọn đúng đắn Smarter's Choice

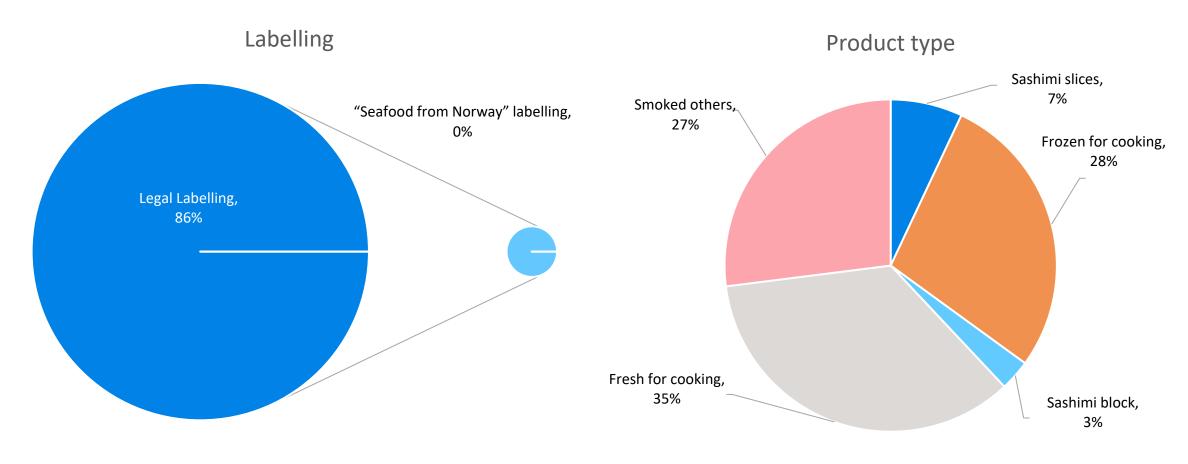
Seafood From Norway

600g Bigsize

Vằn hổ đặc trưng trên lưng cá Cá Saba Jumbo Nauy

# Labelling and product type

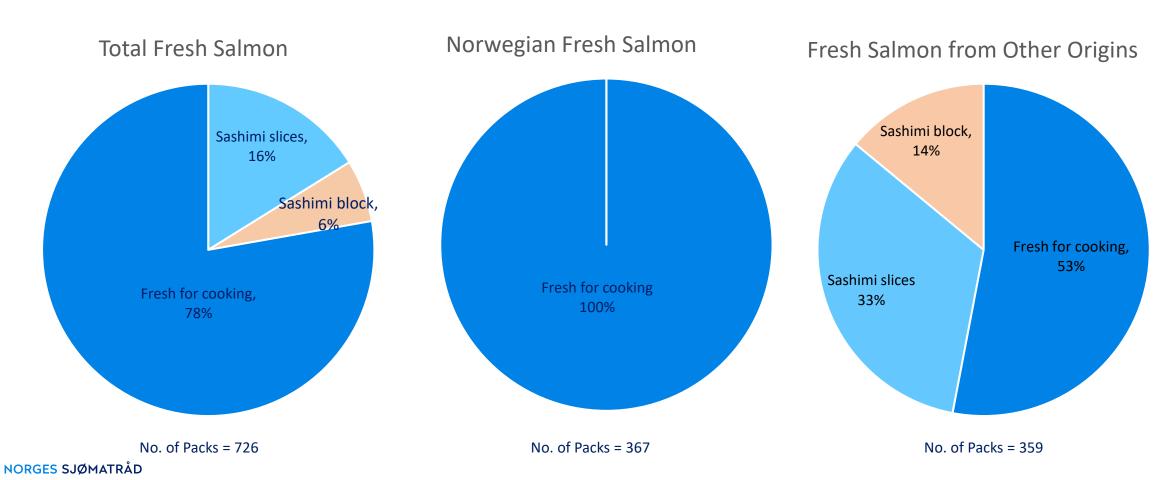
- Out of total, 1435 salmon products have legal labelling (86%), and 0% have "Seafood from Norway" labelling.
- There is a total of 1,665 packs of salmon products, including 124 packs of sashimi slices (7%), 473 packs of frozen for cooking (28%), 50 packs of sashimi block (3%), 559 packs of fresh for cooking (35%), and 444 packs of smoked others (27%).



No. of Packs = 1,665

# Fresh Salmon Breakdown by Product Type

- There is a total of 726 packs of fresh salmon, including, 117 packs of sashimi slices (16%), 50 packs of sashimi block (6%), and 559 packs of fresh for cooking (77%).
- For Norwegian fresh salmon, there is a total of 367 packs, 100% packs are fresh for cooking (87%).
- For fresh salmon from other origins, there is a total of 359 packs, including 192 packs of fresh for cooking (53%), 117 packs of sashimi slices (33%) and 50 packs of sashimi block (14%)



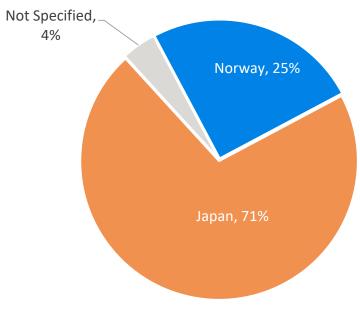
#### Mackerel in Selected Retail

- Overall, there is an estimate of 295 packs of mackerel in the five stores visited in Ho Chi Minh City.
- Out of the total, 11 packs are from fresh mackerel (4%), 68 packs are frozen mackerel (23%), and 216 packs are marinated mackerel (73%).
- Out of the total number of packs of fresh mackerel, 100% are from Norway.
- Out of the total number of packs of frozen mackerel, 79% are from Norway, 21% are from Vietnam the remaining ones are from not specified origin.
- Out of the total number of packs of marinated mackerel, 25% are from Norway, 71% are from Japan and the remaining ones are from not specified origin.



# Vietnam 21% Norway 79% No. of Packs = 68

Marinated Mackerel



No. of Packs = 216

	Fresh mackerel
	Fresh mackerel counter
Product	
Store	Emart
Store Type	Hypermarket
Consumption mode	For fresh consumption
Country of origin	Norway
Processor	
Price and weight	(195,000 VND/kg)
Price in NOK	77 NOK/kg

	Mackerel Products						
	Whole fish	Whole fish	Whole fish	Marinated mackerel	Marinated mackerel		
Product	Salar Ne I (graph) Salar Ne I (g	Stry State And Stry Stry Stry Stry Stry Stry Stry Stry	CA SABA HÃP	RANGE STATE OF THE PARTY OF THE	TO STATE OF THE PARTY OF THE PA		
Store	Lotte Mart	MM Mega Market	Winmart	Emart	Emart		
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	Hypermarket	Hypermarket		
Country of origin	Norway	Norway	Vietnam	Japan	Japan		
Processor	Ocean Gift Foods Joint Stock Company	Ocean Gift Foods Joint Stock Company	TC Food Company Limited	Tran Gia Production Trading Service Co., Ltd	Tran Gia Production Trading Service Co., Ltd		
Price and weight	(85,000 VND/500g)	(83,000 VND/500g)	(50,000 VND/250g)	(86,700 VND/550g)	(86,700 VND/550g)		
. nos ana noight	(170,000 VND/kg)	(166,000 VND/kg)	(200,000 VND/kg)	(157,636 VND/kg)	(157,636 VND/kg)		
Price in NOK	67 NOK/kg	65 NOK/kg	78 NOK/kg	62 NOK/kg	62 NOK/kg		

	Mackerel Products						
	Marinated mackerel	Marinated mackerel	Marinated mackerel	Marinated mackerel	Marinated mackerel		
Product		Tien 100 9	CA SABA XOTIKABAYAKI BEN NAUY MACKERIS WITH MARAMANI SAMORE  JANA JANA SAMORE SAMORE  JANA JANA SAMORE SAMORE  JANA SAMORE SAMORE SAMORE  JANA SAMORE	CA SABA XÓT KABAYAKI BIÓN NATY GACGUER WITH GAGARAN BAUCH  27 8			
Store	Emart	Emart	Emart	Lotte Mart	MM Mega Market		
Store Type	Hypermarket	Hypermarket	Hypermarket	High-end Supermarket	High-end Supermarket		
Country of origin	Japan	Japan	Norway	Norway	Japan		
Processor	Sai Gon Food Joint Stock Company	Sai Gon Food Joint Stock Company	Ocean Gift Foods Joint Stock Company	Ocean Gift Foods Joint Stock Company	Tran Gia Production Trading Service Co., Ltd		
Price and weight	(97,100 VND/600g)	(119,100 VND/600g)	(73,900 VND/270g)	(79,000 VND/270g)	(89,000 VND/550g)		
	(161,833 VND/kg)	(198,500 VND/kg)	(273,703 VND/kg)	(292,593 VND/kg)	(161,818 VND/kg)		
Price in NOK	64 NOK/kg	78 NOK/kg	107 NOK/kg	115 NOK/kg	64 NOK/kg		

	Mackerel Products						
	Marinated mackerel	Marinated mackerel	Marinated mackerel	Marinated mackerel	Marinated mackerel		
Product			Taim!		TOO S DE SELENON		
Store	MM Mega Market	MM Mega Market	Winmart	Winmart	Winmart		
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket		
Country of origin	Norway	Japan	Not Specified	Japan	Japan		
Processor	Ocean Gift Foods Joint Stock Company	Sai Gon Food Joint Stock Company	Trung Son Hung Yen Foodstuff Corporation	Sai Gon Food Joint Stock Company	Sai Gon Food Joint Stock Company		
Price and weight	(99,000 VND/400g)	(112,000 VND/600g)	(69,000 VND/200g)	(91,700 VND/600g)	(92,600 VND/600g)		
Thoo and weight	(247,500 VND/kg)	(186,667 VND/kg)	(345,000 VND/kg)	(152,833 VND/kg)	(154,333 VND/kg)		
Price in NOK	97 NOK/kg	73 NOK/kg	135 NOK/kg	60 NOK/kg	61 NOK/kg		

	Mackerel Products						
	Fillet	Fillet	Fillet	Fillet			
Product	Tox Hell Indo  Cá Saba Fillet  100% nguyên liêu từ Nauy  Analysis Indo  2009	blue c Suba Na Thunki de Rannan Halling	CÁ SABA PHI LÉ BIÉN NAUY MACKEREI PILET  200 9	CÁ SABA PHI LÉ BÉNNAU MACCERE FUET  Ma			
Store	Go!	Go!	Lotte Mart	Winmart			
Store Type	Supermarket	Supermarket	High-end Supermarket	High-end Supermarket			
Country of origin	Norway	Norway	Norway	Norway			
Processor	Tan Hai Hoa Company Limited	Ocean Gift Foods Joint Stock Company	Ocean Gift Foods Joint Stock Company	Ocean Gift Foods Joint Stock Company			
Price and weight	(52,500 VND/200g)	(60,000 VND/250g)	(60,000 VND/250g)	(65,000 VND/250g)			
	(262,500 VND/kg)	(240.000 VND/kg)	(240.000 VND/kg)	(260.000 VND/kg)			
Price in NOK	103 NOK/kg	94 NOK/kg	94 NOK/kg	102 NOK/kg			

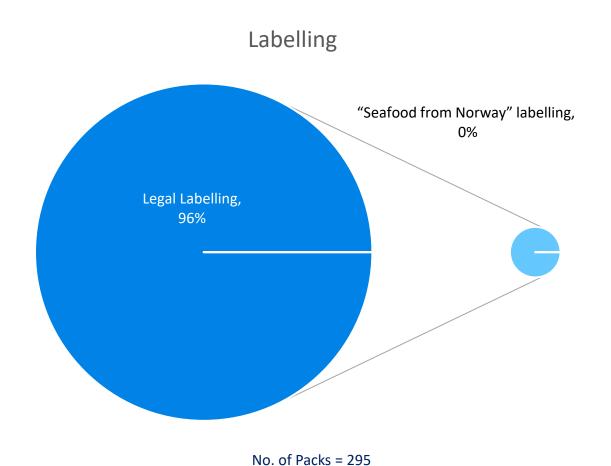
## Appendix 5:

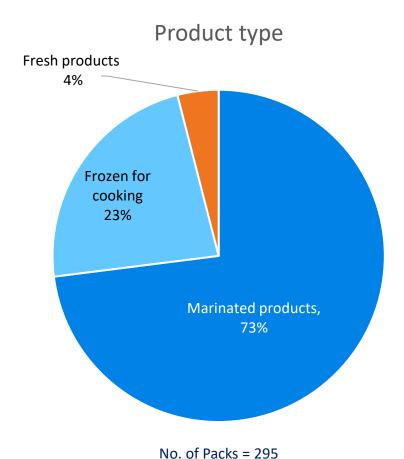
Detail of number of packs observed at stores and their countries of origin

	Fresh mackerel	Frozen mackerel	Smoked others	Total
Estimated No. of SKUs	1	7	12	20
Estimated total No. of packs	11	68	216	295
		Estimated total No. of packs breakdown by country of origin		
Norway	11	54 (79%)	53 (25%)	118 (40%)
With "Seafood From Norway" Label	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Chile	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Japan	0 (0%)	0 (0%)	154 (71%)	154 (52%)
New Zealand	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Vietnam	0 (0%)	14 (21%)	0 (0%)	14 (5%)
Not Specified	0 (0%)	0 (0%)	9 (4%)	9 (3%)
TOTAL	11 (100%)	68 (100%)	216 (100%)	295 (100%)

## Labelling and product type

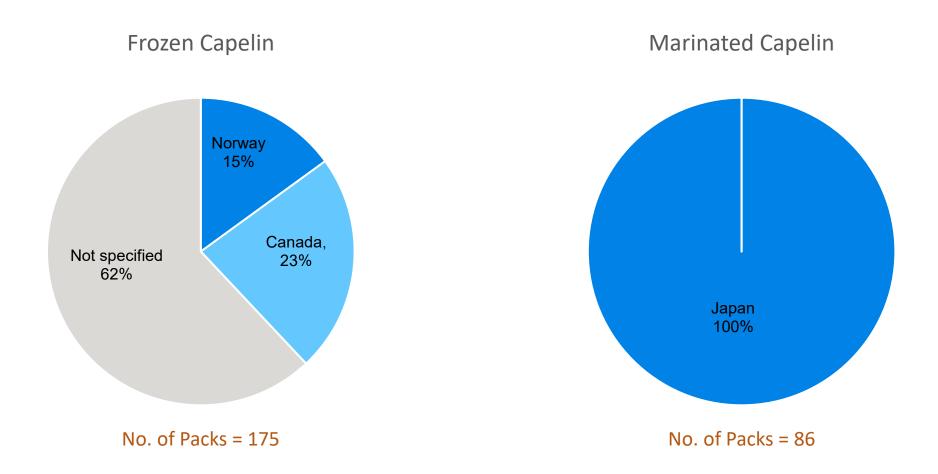
- Out of total, 284 mackerel products have legal labelling (96%), and 0% have "Seafood from Norway" labelling.
- There is a total of 295 packs of mackerel products, including 11 fresh for cooking, 68 frozen for cooking and 216 marinated products.





## Capelin in Selected Retail

- Overall, there is an estimate of 261 packs of capelin in the five stores visited in Ho Chi Minh City.
- Out of the total, 67% are frozen capelin and 33% are marinated capelin.
- Out of the total, 10% are from Norway, 16% are from Canada, and the remaining ones are from not specified origin.



		Capelin				
	Whole fish	Whole fish	Whole fish	Whole fish	Whole fish	
Product	Co. 1 rough	Finding 100	TON HOLLED,			
Store	Go!	Go!	Go!	Go!	Go!	
Store Type	Supermarket	Supermarket	Supermarket	Supermarket	Supermarket	
Country of origin	Not Specified	Norway/ Canada	Not Specified	Norway	Norway	
Processor	Foodymart Co., Ltd	TH Greenfood Co.,Ltd	Tan Hai Hoa Company Limited	Nils Sperre AS	Nils Sperre AS	
Price and weight	(84,000 VND/500g)	(91,000 VND/400g)	(37,700 VND/500g)	(59,000 VND/400g)	(96,500 VND/400g)	
T 1100 and Worght	(168,000 VND/kg)	(227,500 VND/kg)	(75,400 VND/kg)	(147,500 VND/kg)	(241,250 VND/kg)	
Price in NOK	66 NOK/kg	89 NOK/kg	30 NOK/kg	58 NOK/kg	95 NOK/kg	

	Capelin					
	Whole fish	Whole fish	Whole fish	Whole fish	Whole fish	
Product	Cá Trúng.	Cartan Solidaria Cartan	Confidence to the second secon	CA TRUNG  CA TRU		
Store	Go!	Go!	Go!	Go!	Emart	
Store Type	Supermarket	Supermarket	Supermarket	Supermarket	Hypermarket	
Country of origin	Not Specified	Not Specified	Not Specified	Norway	Canada	
Processor	Dong Do Process Food Co., Ltd	Tan Hai Hoa Company Limited	Tan Hai Hoa Company Limited	Foodymart Co., Ltd	Quinlan Brothers Limited	
Price and weight	(101,500 VND/400g)	(71,900 VND/500g)	(39,800 VND/200g)	(95,500 VND/500g)	(72,600 VND/400g)	
	(253,750 VND/kg)	(143,800 VND/kg)	(199,000 VND/kg)	(191,000 VND/kg)	(181,000 VND/kg)	
Price in NOK	99 NOK/kg	57 NOK/kg	78 NOK/kg	75 NOK/kg	71 NOK/kg	

		Capelin						
	Whole fish	Whole fish	Whole fish	Whole fish	Whole fish			
Product	Company and the second of the	Gá trớng capalin ngườn con vaith sa grơ vụ y và lượng the NO g			Tata Harrison			
Store	Emart	Lotte Mart	Lotte Mart	Lotte Mart	Winmart			
Store Type	Hypermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket			
Country of origin	Canada	Not Specified	Canada	Not Specified	Not Specified			
Processor	Thiso Retail Company Limited	Tan Hai Hoa Company Limited	Bay Roberts Seafoods Limited	Tan Hai Hoa Company Limited	Tan Hai Hoa Company Limited			
Price and weight	(39,072 VND/264g)	(44,900 VND/500g)	(89,000 VND/500g)	(64,900 VND/300g)	(33,600 VND/500g)			
. noo ana woight	(148,000 VND/kg)	(89,800 VND/kg)	(178,000 VND/kg)	(216,333 VND/kg)	(67,200 VND/kg)			
Price in NOK	58 NOK/kg	36 NOK/kg	70 NOK/kg	85 NOK/kg	27 NOK/kg			

	Capelin					
	Whole fish	Whole fish	Whole fish	Marinated capelin	Marinated capelin	
Product	CA TRING BONG LANH	A MING Abg JAHI	Carling Males and the same of	SG CÁ TRÚND TÁI GU U AS AGAINGTE AS AGAINT	CÁTRÚNG TÍN BU VI MANDARIS MARINGER, II  SARAMANIA  SAR	
Store	Winmart	Winmart	Winmart	Go!	Emart	
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	Supermarket	Hypermarket	
Country of origin	Canada	Canada	Not Specified	Not Specified	Not Specified	
Processor	Bay Roberts Seafoods Limited	Bay Roberts Seafoods Limited	Tan Hai Hoa Company Limited	Sai Gon Food Joint Stock Company	Sai Gon Food Joint Stock Company	
Price and weight	(39,072 VND/200g)	(89,900 VND/500g)	(36,600 VND/200g)	(55,100 VND/250g)	(55,100 VND/250g)	
	(195,360 VND/kg)	(179,800 VND/kg)	(183,000 VND/kg)	(220,400 VND/kg)	(220,400 VND/kg)	
Price in NOK	77 NOK/kg	71 NOK/kg	72 NOK/kg	86 NOK/kg	86 NOK/kg	

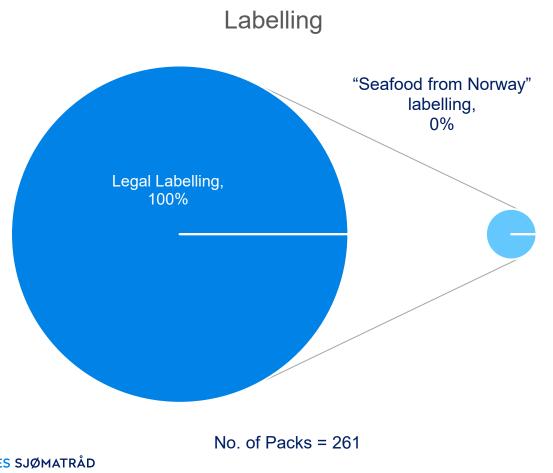
	Capelin
	Marinated capelin
Product	CÁ TRÚNG TÂH GIA VI YOU CHA CHUNG THE CHANGE
Store	Winmart
Store Type	High-end Supermarket
Country of origin	Not Specified
Processor	Sai Gon Food Joint Stock Company
Price and weight	(54,500 VND/250g)
aaa.	(218,000 VND/kg)
Price in NOK	86 NOK/kg

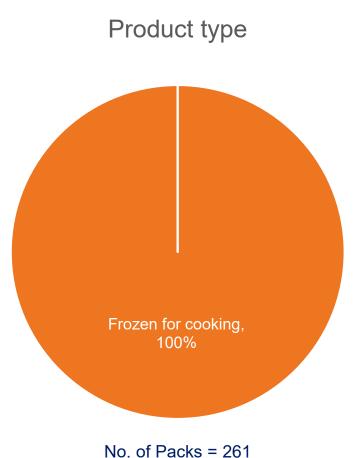
Appendix 5:
Detail of number of packs observed at stores and their countries of origin

	Frozen capelin	Marinated Capelin	Total		
Estimated No. of SKUs	18	3	21		
Estimated total No. of packs	175	86	261		
Estimated total No. of packs breakdown by country of origin					
Norway	27 (15%)	0 (0%)	27 (9%)		
With "Seafood From Norway"  Label	0 (0%)	0 (0%)	0 (0%)		
Chile	0 (0%)	0 (0%)	0 (0%)		
Denmark (Faroe Islands)	0 (0%)	0 (0%)	0 (0%)		
Canada	41 (23%)	0 (0%)	41 (14%)		
Vietnam	0 (0%)	0 (0%)	0 (0%)		
Not Specified	107 (62%)	86 (100%)	193 (65%)		
TOTAL	175 (100%)	86 (100%)	1,069 (100%)		

## Labelling and product type

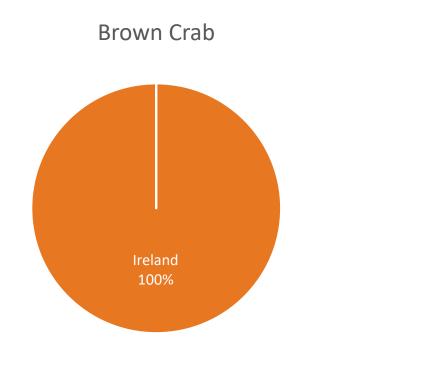
- All capelin products have legal labelling, and 0% have "Seafood from Norway" labelling.
- There is a total of 261 packs of capelin products. Out of total, 100% are frozen for cooking.



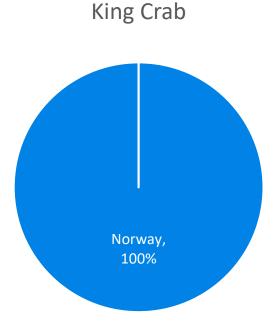


#### Crab in Selected Retail

- Overall, there is an estimate of 282 packs of crab in the five stores visited in Ho Chi Minh City.
- Out of the total, 10% are brown crab, 1% are king crab and the remaining one are others.
- Out of the total, 100% king crab are from Norway and 100% brown crab are from Ireland.







	Crab					
	Whole crab	Whole crab	Whole crab	Whole crab	Whole crab	
Product	567 000 T	Cas Nanc Cas Cas Man to to de la constant de la con		385 FRESH LE TO	SES FRESH  OF SENT HE SANS  We die die Ne weiter der Sent	
Store	Go!	Go!	Emart	Lotte Mart	Lotte Mart	
Store Type	Supermarket	Supermarket	Hypermarket	High-end Supermarket	High-end Supermarket	
Country of origin	Vietnam Vietnam		Vietnam	Vietnam	Vietnam	
Processor	Not Specified	Not Specified	Not Specified	Not Specified	Not Specified	
Price and weight	(339,000 VND/kg)	(369,000 VND/kg)	(790,000 VND/kg)	279,950 VND/550g (509,000 VND/kg)	221,910 VND/390g (569,000 VND/kg)	
Price in NOK	133 NOK/kg	144 NOK/kg	309 NOK/kg	199 NOK/kg	222 NOK/kg	

	Crab					
	Whole crab					
Product	77900					
Store	Lotte Mart	Lotte Mart	Lotte Mart	Lotte Mart	MM Mega Market	
Store Type	High-end Supermarket					
Country of origin	Norway	Vietnam	Vietnam	Shanghai	Vietnam	
Processor	Not Specified					
Price and weight	(2,799,000 VND/kg)	(949,000 VND/kg)	(790,000 VND/kg)	(1,489,000 VND/kg)	(539,000 VND/kg)	
Price in NOK	1092 NOK/kg	371 NOK/kg	309 NOK/kg	581 NOK/kg	211 NOK/kg	

	Crab						
	Whole crab Whole crab		Whole crab	Whole crab			
Product			ACT TO IN USE.  ACT TO IN USE.				
Store	MM Mega Market	MM Mega Market	MM Mega Market	MM Mega Market			
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket			
Country of origin	Vietnam	Vietnam	Vietnam	China			
Processor	Not Specified	Not Specified	Not Specified	Not Specified			
Price and weight	(299,000 VND/kg)	(439,000 VND/kg)	(249,000 VND/kg)	(1,489,000 VND/kg)			
Price in NOK	117 NOK/kg	172 NOK/kg	98 NOK/kg	581 NOK/kg			

	Crab					
	Brown crab	Brown crab	Brown crab	Brown crab	King crab	
Product	Steamed I Cance	THE REPORT OF THE PARTY OF THE	SS3,000 we will be a second of the second of		7790,00	
Store	Go!	Lotte Mart	Lotte Mart	MM Mega Market	MM Mega Market	
Store type	Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	
Country of origin	Ireland	Ireland	Ireland	Ireland	Norway	
Processor	Sofimar.Ltd	Not Specified	Not Specified	Not Specified	Not Specified	
Price and weight	446,208 VND/896g	221,910 VND/390g				
	(498,000 VND/kg)	(569,000 VND/kg)	(989,000 VND/kg)	(989,000 VND/kg)	(2,799,000 VND/kg)	
Price in NOK	195 NOK/kg	222 NOK/kg	386 NOK/kg	386 NOK/kg	1092 NOK/kg	

Appendix 6:
Detail of number of packs observed at stores and their countries of origin

	Fresh Crab	Brown Crab	King Crab	Others	Total		
Estimated No. of SKUs	12	4	1	2	19		
Estimated total No. of packs	241	29	3	9	282		
Estimated total No. of packs breakdown by country of origin							
Norway	2 (1%)	0 (0%)	3 (100%)	0 (0%)	5 (2%)		
With "Seafood From Norway"  Label	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)		
Chile	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)		
Ireland	0 (0%)	29 (100%)	0 (0%)	0 (0%)	29 (10%)		
China	24 (10%)	0 (0%)	0 (0%)	0 (0%)	24 (9%)		
Vietnam	215 (89%)	0 (0%)	0 (0%)	9 (100%)	224 (79%)		
Not Specified	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)		
TOTAL	241 (100%)	29 (100%)	3 (100%)	9 (100%)	282 (100%)		

## Labelling and product type

- 22 crab products have legal labelling (8%), and 0% have "Seafood from Norway" labelling.
- There is a total of 282 packs of crab products. Out of total, 100% are intended for cooking.

