A dive into the global trade flow of Norwegian cod (and a tiny bit about salmon)

The future of Bacalao
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Value of Norwegian exports to Portugal 2017

3,2 billion NOK (-1,7 %)
344 million EURO (-2,1 %)

Salmon: 782 million NOK (-4 %)
Cod: 2,4 billion NOK (-2,6 %)
Saithe: 16,7 million NOK (+118 %)
Product shares in total Norwegian cod exports

1988
- Cured: 66%
- Filet: 33%
- Whole: 1%

2017
- Whole: 47%
- Filet: 11%
- Cured: 42%
Norwegian Cod exported directly to selected markets in 2016

All numbers are live fish equivalent
Trade flow analysis of most important Norwegian species

2016

Live fish equivalent
Total flow of Norwegian Cod to Portugal 2016

<table>
<thead>
<tr>
<th>Export Type</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Norwegian export</td>
<td>118,359 tonnes</td>
</tr>
<tr>
<td>Norwegian export through HUB</td>
<td>2,956 tonnes</td>
</tr>
<tr>
<td>Netherlands</td>
<td>2,867 tonnes</td>
</tr>
<tr>
<td>Denmark</td>
<td>2,929 tonnes</td>
</tr>
<tr>
<td>Other European countries and China</td>
<td>2,929 tonnes</td>
</tr>
<tr>
<td>Total</td>
<td>127,111 tonnes</td>
</tr>
</tbody>
</table>

All numbers are live fish equivalent.

NORWEGIAN SEAFOOD COUNCIL
Total flow of Norwegian **Cod** to the UK 2016

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Direct Norwegian export</td>
<td>35,448 tonnes</td>
</tr>
<tr>
<td>Norwegian export through HUB</td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>23,032 tonnes</td>
</tr>
<tr>
<td>Denmark</td>
<td>4,422 tonnes</td>
</tr>
<tr>
<td>Other European countries</td>
<td>12,328 tonnes</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>75,231 tonnes</strong></td>
</tr>
</tbody>
</table>

All numbers are live fish equivalent

NORWEGIAN SEAFOOD COUNCIL
Total flow of Norwegian Salmon to Portugal 2016

<table>
<thead>
<tr>
<th>Direct Norwegian export</th>
<th>13,430 tonnes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norwegian export through HUB</td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>2,627 tonnes</td>
</tr>
<tr>
<td>Germany</td>
<td>674 tonnes</td>
</tr>
<tr>
<td>Other European countries</td>
<td>1,148 tonnes</td>
</tr>
<tr>
<td>Total</td>
<td>17,879 tonnes</td>
</tr>
</tbody>
</table>

All numbers are live fish equivalent.

NORWEGIAN SEAFOOD COUNCIL
Total input of Cod in Portugal - 193 869 tonnes

DISTRIBUTION OF TOTAL INPUT

- Export from Portugal
- Total consumption

70% of total cod for consumption is Norwegian

Total input = direct and indirect exports from Norway + imports from other countries + own catch

NORWEGIAN SEAFOOD COUNCIL
Total Cod flow - Portugal

Direct Norwegian exports
118 360 tonn

Norwegian cod via HUB
8 750 tonn

Other imports
56 300 tonn

Own catches
10 460 tonn

Total available cod
193 870 tonnes

66% Norwegian origin

Exports from Portugal
44 310 tonn

52% norsk fisk

Total consumption
149 560 tonnes

70% Norwegian fish

70% Norwegian fish
Norwegian Cod exported **directly** and **indirectly** to selected markets in 2016

All numbers are live fish equivalent.
Total Cod available for consumption in selected markets

- UK: 250,000 tonnes
- France: 150,000 tonnes
- Spain: 150,000 tonnes
- Portugal: 100,000 tonnes
- Germany: 75,000 tonnes
- Italy: 75,000 tonnes
- Sweden: 50,000 tonnes
- Poland: 50,000 tonnes

All numbers are live fish equivalent.
Norwegian share of the Cod available for consumption

All numbers are live fish equivalent
Portuguese are #1 consumers of Norwegian cod

All numbers are live fish equivalent.
Total Cod flow - Portugal

- Direct Norwegian exports: 118,360 tonnes
- Norwegian cod via HUB: 8,750 tonnes
- Other imports: 56,300 tonnes
- Own catches: 10,460 tonnes

Total available cod: 193,870 tonnes (66% Norwegian origin)

- Exports from Portugal: 44,310 tonnes (52% norsk fisk)

Total consumption: 149,560 tonnes (70% Norwegian fish)
Thank you!