NORWEGIAN SALTED COD.
SOME THOUGHTS ON PRODUCTION AND SALES.

TOR KRANE
MANAGER UNICOD AS.
WHY NORWEGIAN WET SALTED COD?

We have The quantity – 18/20 000 ton yearly.

We have normally The size and the quality our customers are looking for.

The perfects raw material for the Frozen Ready to eat industry In Portugal and Spain.

Tradition/History/Business relationships.

The name “Bacalhau da Noruega”.

Competitive price.
FRESH RAW MATERIAL
THE BEST!!

• TEXTURE AND TASTE.
• LASCAS.
• IMAGE (FROM FRESH-ICE COLD WATERS- MSC).
• KNOWLEDGE OF THE RAW MATERIAL.
PRODUCTION.

- Wet salted production have small changes last years.
- Pressure from fresh fish markets have influenced on the wet salted production.
- Quality up and down.
- We do investments in productions facilities and equipments.
- Production adjust to the markets.
WE MUST ALWAYS WORK ON QUALITY.
THE MARKETS

• PORTUGAL – VOLUM-SUITS THE NORWEGIAN INDUSTRY.
• SPAIN – CHALLENGE. CAN WE TAKE BACK THE MARKET?
• ITALY – GROWING. FILETS-GOOD PRICES.
• GREECE- SMALL FISH -
• REDUCTION QUOTA + - 5-10% YEARLY.
• SMALLER FISH SIZE. ?? MORE CRESCIDO???
• LESS CLIENTS - BIGGER CLIENTS.
• STRONGER COMPETITION FROM FROZEN/FRESH FISH AND OTHER COUNTRIES.
Wet salted fish:
- Cod, Saithe, Tusk, Ling

Dried salted fish:
- Cod, Saithe, Tusk, Ling

Stockfish:
- Cod, Saithe, Tusk, Ling

Fresh fish & frozen fish

By-products:
- Stockfish head
- Sugar salted roe
- Caras
- Salted tongues

www.unicod.no