

Synergieffekter i markedet

- Fordeler ved å markedsføre en samlet norsk fiskerinæring.

Bodil B-Richardsen
Director Food International
Handelshuset Bjarne Johnsen AS Bergen

Opprinnelse – Mangfold – Trygghet - Bærekraftighet



shellfish /pelagic/red fish/white fish

Åpenhet om kalkyler? "win-win"

- Råvarepris ferdigvarekilo
- Produksjon
- Emballasje
- Transport

- (ref. olivenolje)



Blogg

- "Good for your IQ"



- "Good for your weight"



Nordsee

The image shows a map of Europe with a search overlay for 'Nordsee' franchises. A red fish logo is positioned above a white callout box that reads '399 Filialen warten auf Sie!' and 'Alle anzeigen'. To the right, a search panel titled 'FILIALSUCHE' contains a search input field with the placeholder 'Straße, Ort oder Postleitzahl eingeben', a list of filter categories with checkboxes, and a radius selector set to '10 km'. The map shows various cities across Europe, with a red pin marking a location in Germany near Leipzig. The search panel lists the following categories: Aktionen, Snacks, Sushi, Strandcafé, Autobahnstandort, Restaurant, Meeresbuffet, Delikatessen, and Salate. The map is powered by Google and includes a copyright notice for 2010 Geocentre Consulting.

FILIALSUCHE
399 Filialen warten auf Sie!

Straße, Ort oder Postleitzahl eingeben

Nur Filialen mit:

- Aktionen
- Snacks
- Sushi
- Strandcafé
- Autobahnstandort
- Restaurant
- Meeresbuffet
- Delikatessen
- Salate

Filialen im Umkreis von

POWERED BY Google

©2010 Geocentre Consulting, PPWK, Tele Atlas, Transna.com - Bruksvilkår



Les crustacés

Homard, Langouste, Langoustine,
Crevette, Tourteau...

Les céphalopodes

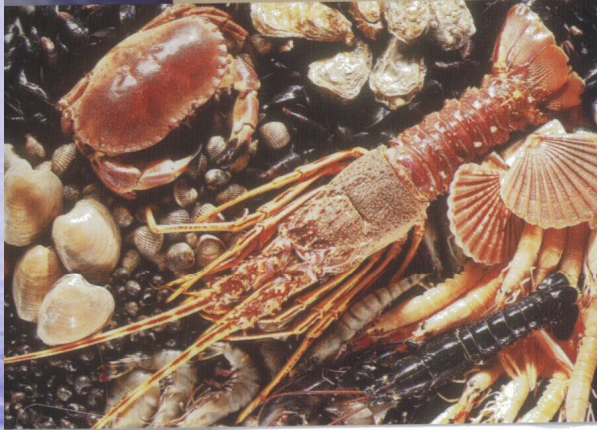
Encornet, Seiche, Poulpe entier...

Crustaceans

Lobster, Rock lobster, Dublin
bay prawns, Prawns, Edible crabs...

Cephalopods

Squid, Cuttlefish, Whole Octopus...



SEAFOOD **BAR**
CAVIAR HOUSE & PRUNIER

