

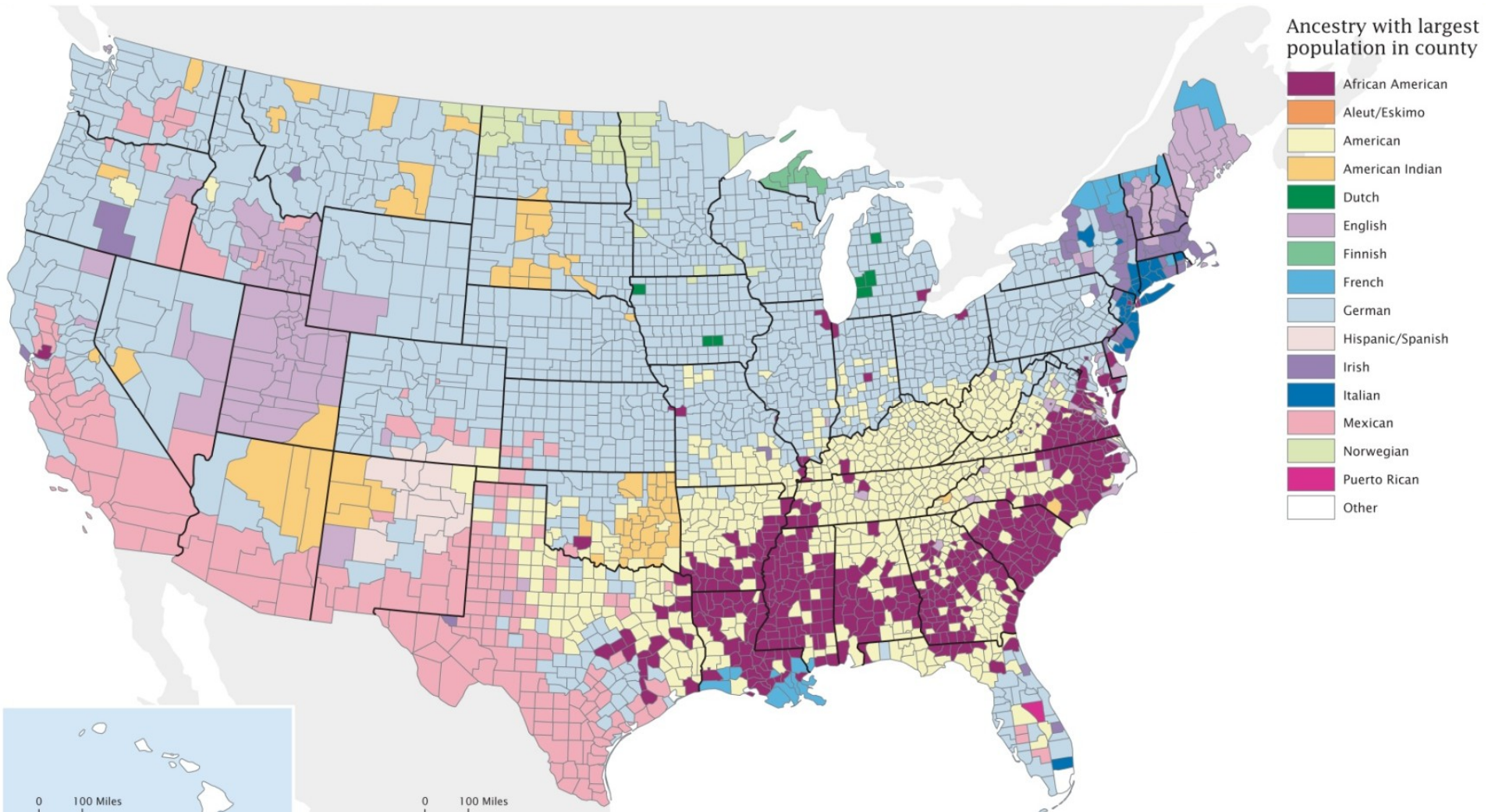
**NORGE**



# Vil USA være vårt største marked for laksefilet også om 5 år?

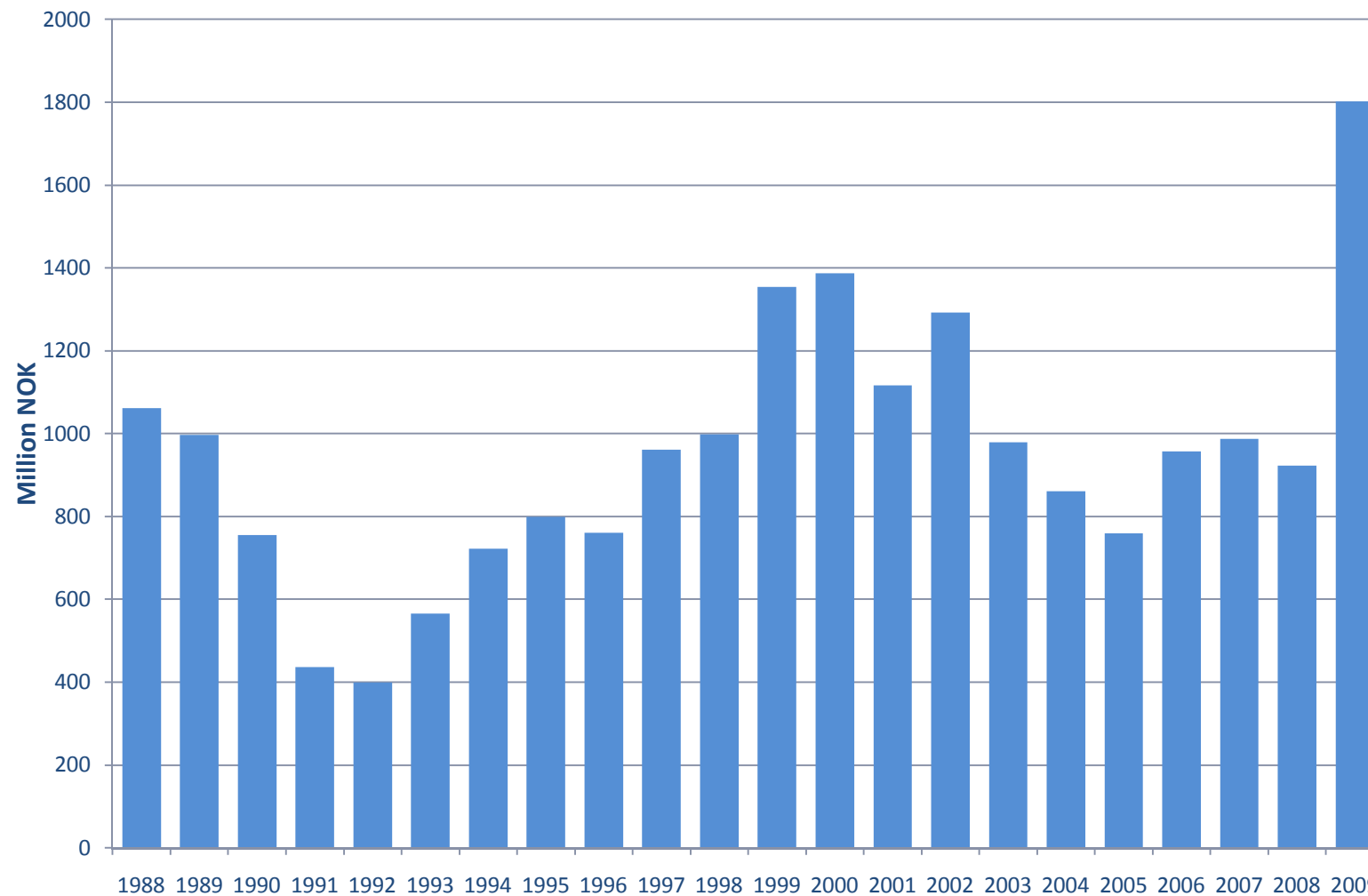
Børge Grønbech  
Fiskeriutsending USA  
Eksportutvalget for fisk

Sjømatdagene, 19. januar 2010

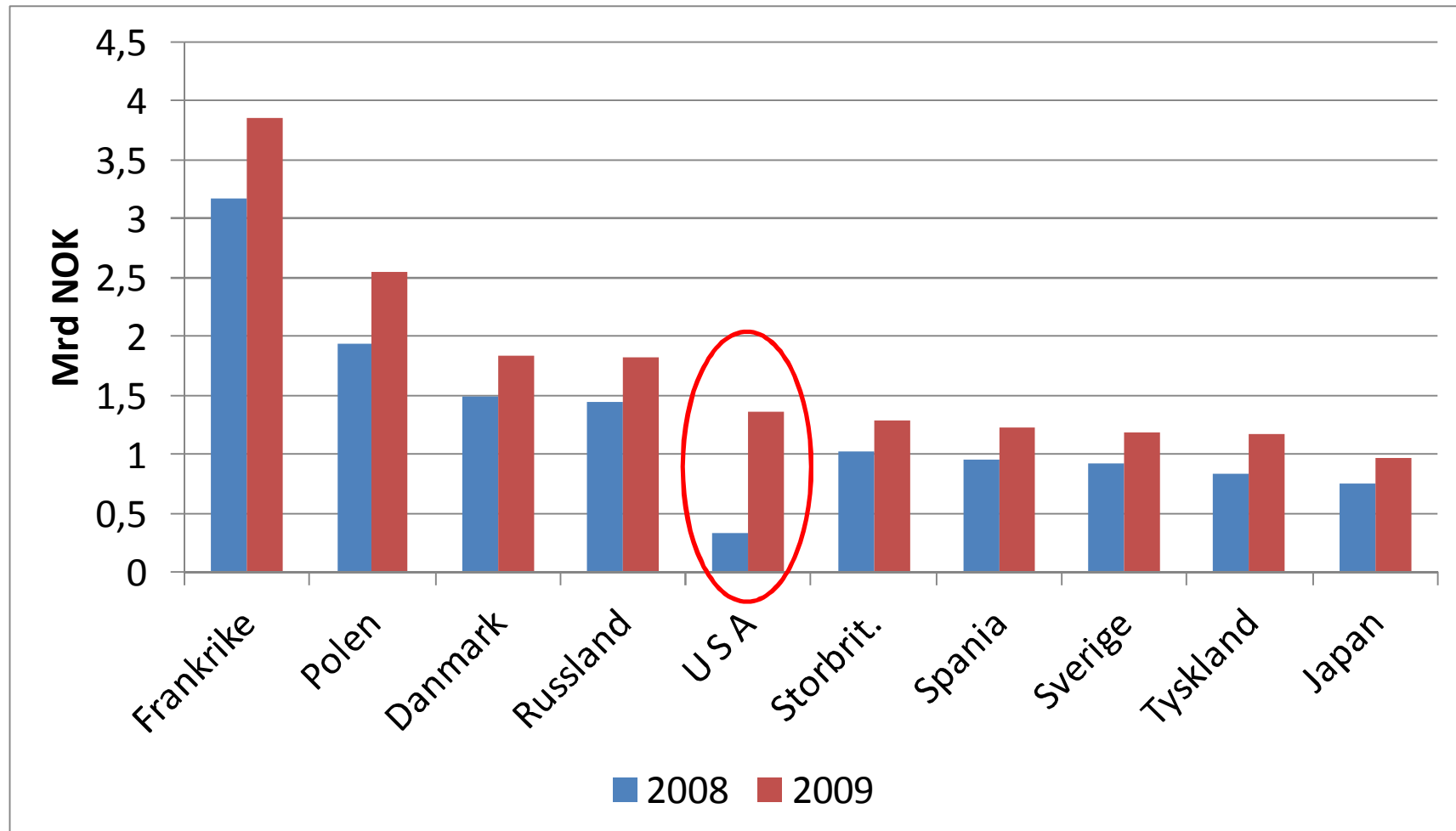


# Dobling til USA i fjor

-Norsk sjømateksport til USA

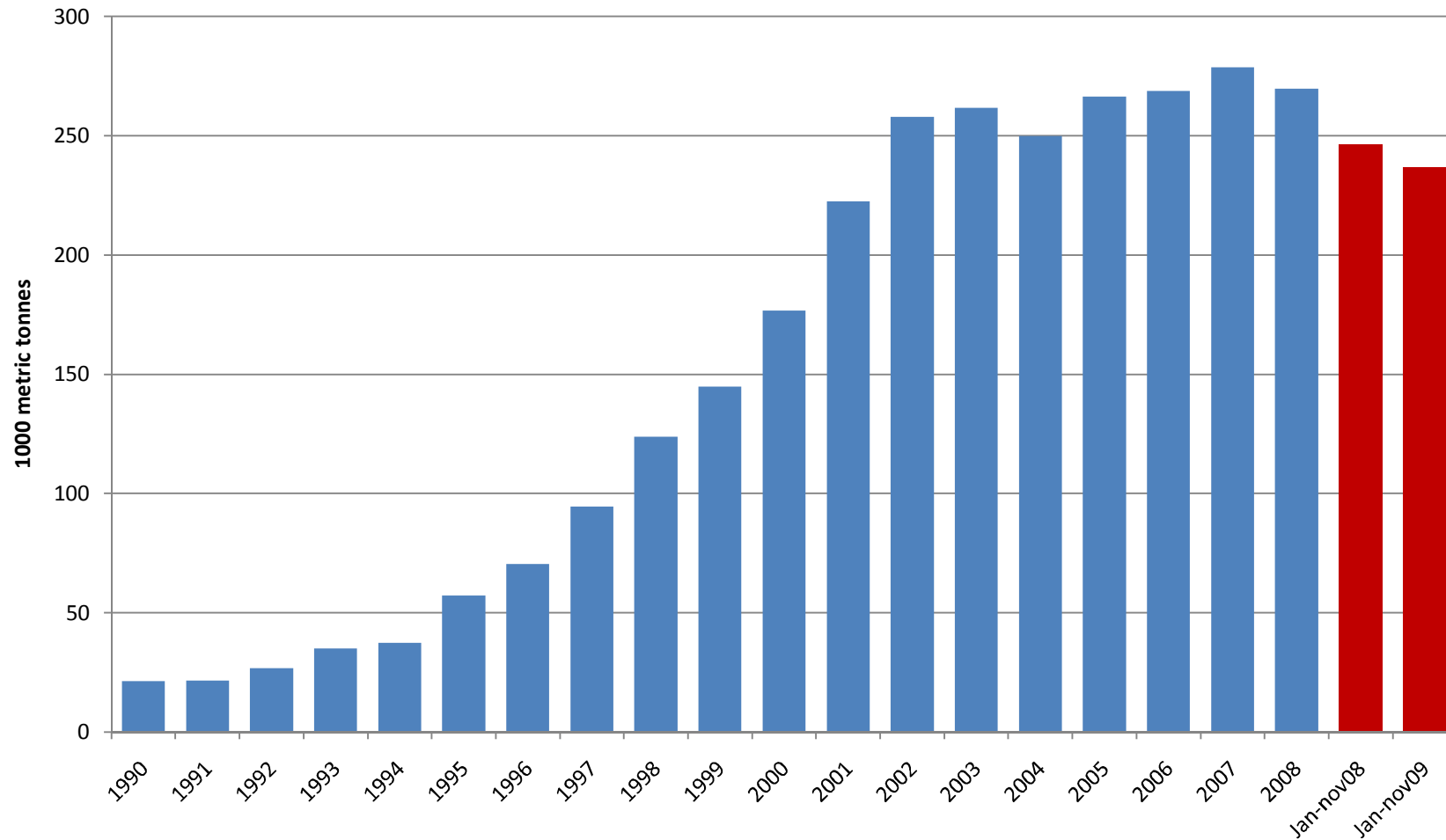


## USA- vårt fjerde største laksemarked



# 4% nedgang i USAs lakseimport

## -Import oppdrettslaks, USA



## Chile's Antibiotics Use on Salmon Farms Dwarfs That of a Top Rival's

By ALEXEI BARRIONUEVO  
Published: July 26, 2009

ASUNCIÓN, Paraguay — [Chile](#) used almost 350 times more antibiotics in its farmed salmon in 2008 than [Norway](#), its chief competitor and the largest salmon producer in the world, according to official data from both countries.

Chile's [Economy Ministry revealed](#) this month that Chile used almost 718,000 pounds of antibiotics in 2008 and more than 850,000 pounds in 2007.

Based on [information published by the Norwegian Institute of Public Health](#), that was about 346 times the amount of antibiotics Norway

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## Facing Deadly Fish Virus, Chile Introduces Reforms

By ALEXEI BARRIONUEVO  
Published: September 3, 2008

### Correction Appended

RIO DE JANEIRO — With a deadly virus threatening its fish farms, [Chile](#) has introduced measures to improve the sanitary conditions of its salmon industry and reduce the levels of antibiotics used to treat the fish.

[Enlarge This Image](#)



Chile exports more salmon to the United States than to any other country besides Japan, but it has drawn sharp criticism from environmentalists and other experts in recent months as a virus has killed millions of its salmon. The illness, infectious salmon anemia, or I.S.A., continues to spread, underscoring the crowded conditions of Chile's fish farms and other sanitary concerns are giving rise to a variety of fungal and bacterial fish ailments.

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# Wild or farmed?

## CNN: "Bytt til Canadisk eller aller helst vill laks"



Asked by Adrienne Jones,

They say that wild salmon is best, but what if you can't always get wild salmon? Is it safe to eat farm-raised or do you just not eat it? I see farm-raised from Canada and always think maybe that's better, but is it?



**Diet and Fitness**

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**Dr. Melina**

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Physician Nutrition

Specialist

### Expert answer

Hi Adrienne. This is a great question as many people are confused about salmon consumption, which may lead them to eat less and miss out on all the terrific health benefits, especially when it comes to heart health.

The American Heart Association recommends eating fish, especially fatty fish such as salmon, at least twice a week to ensure you get plenty of heart-healthy omega 3 fatty acids. [Fresh or farmed: Dr. Jampolis revisits her answer](#)

To get a few more answers for you, I consulted Jane Houlihan, senior vice president for research of the Environmental Working Group, a nonprofit organization that has examined this subject in detail. She told me the following:

"Nearly all salmon Americans eat are farm-raised -- grown in dense-packed pens near ocean shores, fed fish meal that can be polluted with toxic PCB chemicals, awash in excrement flushed out to sea and infused with antibiotics to combat unsanitary conditions. Some salmon are raised on farms that use more sustainable methods, but you can't tell from the

or fisk  
od.no





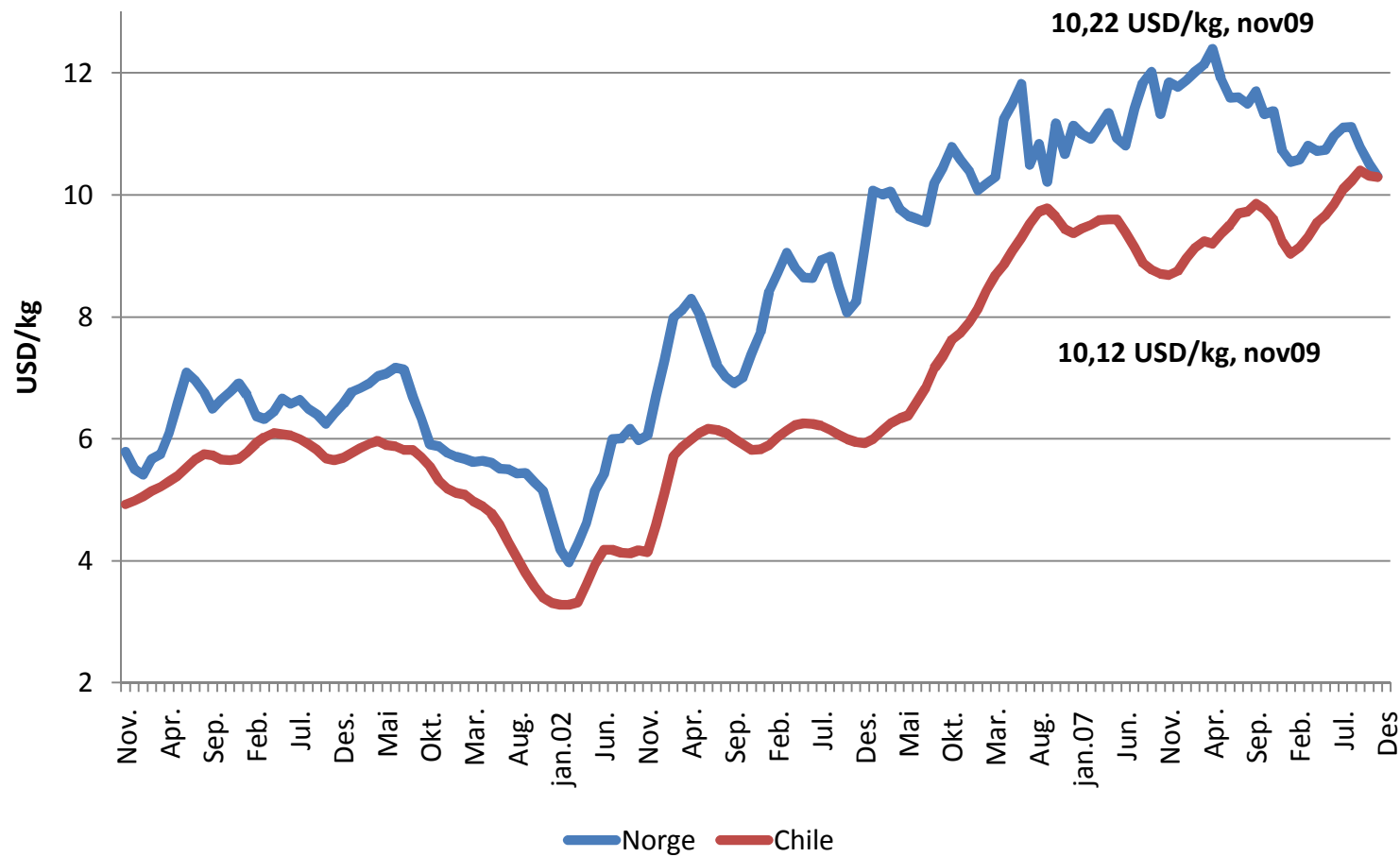
# Norsk Laks med 15% andel av laksemarkedet

- USAs import av oppdrettslaks

Rund vekt Jan-nov	Fersk hel		Fersk filet		Fryst filet		Fryst hel		Totalt		Leverandørlands andel	
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
Chile	862	564	108438	60392	25612	22269	591	1095	135503	84320	55 %	36 %
Canada	71028	67781	7709	6103	124	499	42	48	78903	74431	32 %	31 %
Norge	152	138	3165	26110	2648	7816	2056	2394	8021	36458	3 %	15 %
Storbrit.	9106	12425	2526	6645	2	16	0	0	11634	19086	5 %	8 %
Færøyene	2304	9549	390	1031	0	0	0	0	2694	10580	1 %	4 %
Kina	0	0	0	29	8426	8358	19	0	8445	8387	3 %	4 %
Polen	0	0	0	1460	255	0	0	0	255	1460	0 %	1 %
Andre	367	767	468	484	110	719	0	0	945	1970	0 %	1 %
<b>Totalt</b>	<b>83819</b>	<b>91224</b>	<b>122696</b>	<b>102254</b>	<b>37177</b>	<b>39677</b>	<b>2708</b>	<b>3537</b>	<b>246400</b>	<b>236692</b>	<b>100 %</b>	<b>100 %</b>
Produktandel	34 %	39 %	50 %	43 %	15 %	17 %	1 %	1 %	100 %	100 %		

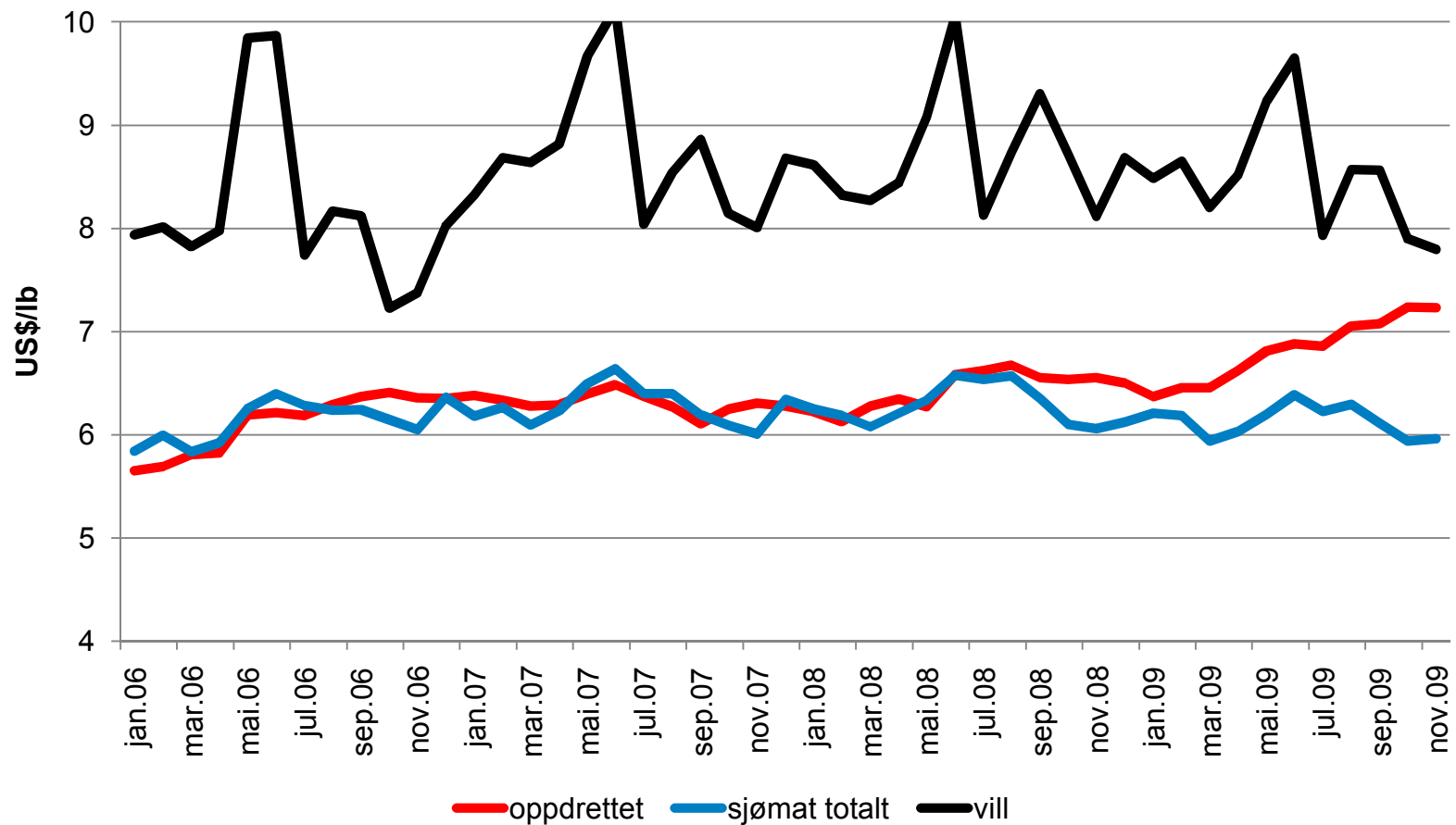
# Norsk Laks historisk dyrere enn chilensk, men...

- Importpris, USA



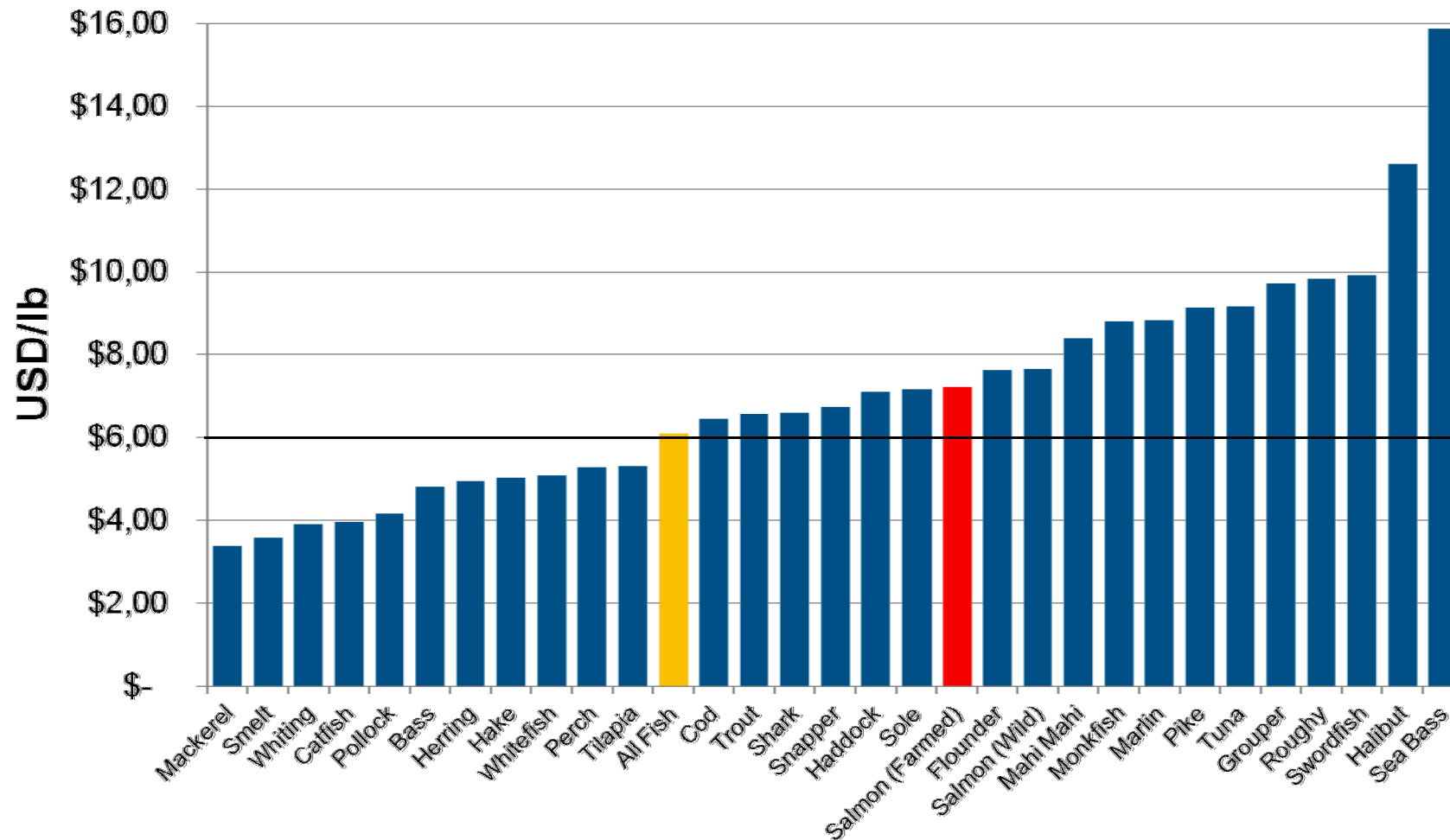
# 13% prisøkning på oppdrettslaks i supermarkededene

-månedlige priser på fersk sjømat



# Oppdrettslaks fortsatt godt posisjonert i ferskdiskden

- Pris fersk fisk november 2009

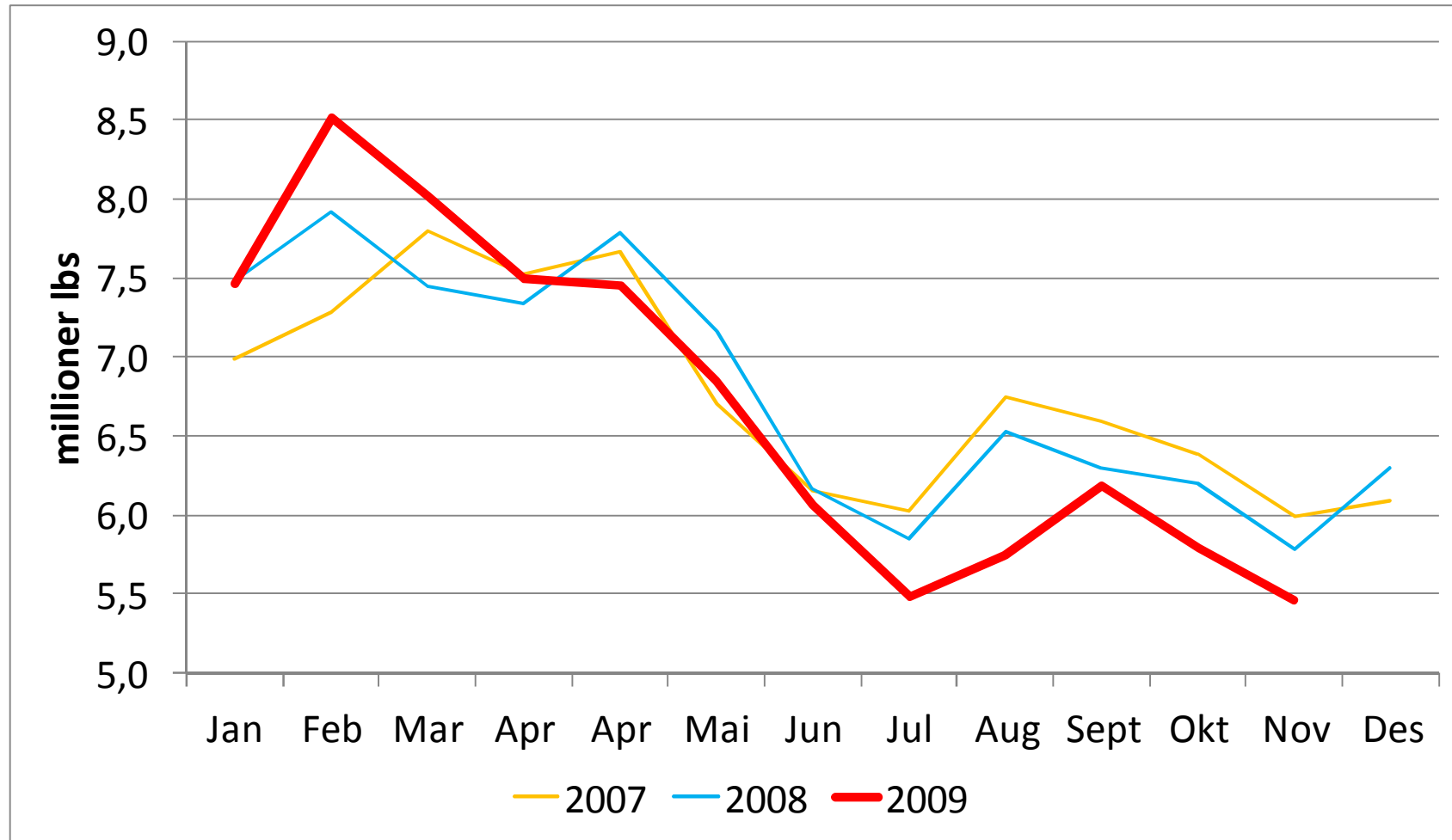


Source: Fresh Look Marketing, Inc./The Food Group



# 6,5% nedgang i laksesalget siden sommeren 2009

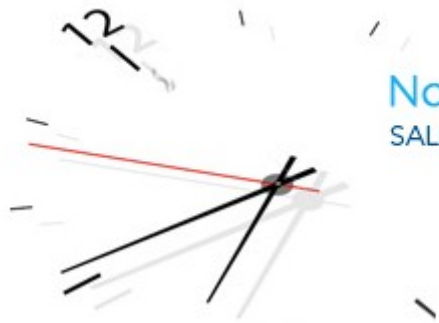
- 4 ukers omsetning av fersk oppdrettslaks i supermarked



***”Quite simply, people don’t know how to cook fish”***

**Ernæringsfysiolog, National Fisheries Institute**

[www.salmoninseconds.com](http://www.salmoninseconds.com)



## Norwegian Salmon. Surprisingly Simple.

SALMON IN SECONDS. SIMPLE WAYS TO PREPARE, SERVE AND ENJOY NORWEGIAN SALMON.



HOW TO PURCHASE



HOW TO PREP



HOW TO COOK



WHY NORWEGIAN



RECIPE LIBRARY





# COOKING LIGHT & NORWEGIAN SALMON

Norway's unique coastline boasts clear arctic waters that make Norwegian Salmon famous for its quality, taste and naturally refined flavor.

Norwegian Salmon is an important source of vitamins and minerals, is rich in beneficial Omega-3 fatty acids, is good for the heart and circulation, and can counter certain kinds of cancer. Not only is Norwegian Salmon delicious and nutritious, but it is also versatile and easy to make any night of the week!

Cooking Light Executive Chef Billy Strykowski gives these Norwegian Salmon recipes the Tested & Recommended Seal of Approval. Prepare with confidence!



**BROWN SUGAR ROASTED NORWEGIAN SALMON WITH MAPLE MUSTARD DILL SAUCE**  
SERVES: 4

- 4 (6-OUNCE) NORWEGIAN SALMON FILLETS
- 1/4 CUP BROWN SUGAR
- 1 TABLESPOON CRACKED BLACK PEPPER
- 1/4 TEASPOON KOSHER SALT
- 2 TABLESPOONS OLIVE OIL
- 1/4 CUP ALL-NATURAL MAPLE SYRUP
- 1/4 CUP GRAINY MUSTARD OR DIJON
- 2 TABLESPOONS CHOPPED FRESH DILL

Pre-heat oven 400 degrees.

Combine brown sugar, cracked black pepper and kosher salt in a bowl. Mix well.

Rub the Norwegian Salmon filets with the brown sugar mixture, making sure to use all of the mixture. Let stand for 15 minutes in the refrigerator covered lightly with plastic wrap.

Combine the maple syrup, mustard and fresh dill in a small mixing bowl. Set aside.

Coat the bottom of a baking pan with 1 tablespoon olive oil. Place salmon filets in the pan and drizzle with remaining olive oil.

Bake for 12 minutes or until cooked to desired temperature.

Remove from baking pan and drizzle salmon with maple mustard dill sauce.



**FAST AND EASY CIOPPINO STYLE NORWEGIAN SALMON**  
SERVES: 4

- 4 (6-OUNCE) NORWEGIAN SALMON FILLETS
- 2 TABLESPOONS OLIVE OIL
- 2 CLOVES FRESH GARLIC, SLICED
- 1 CUP CHOPPED WHITE ONIONS
- 2 CUPS CHOPPED TOMATOES FRESH
- 1/4 CUP ROUGHLY CHOPPED PARSLEY
- 1/4 TEASPOON CRUSHED RED PEPPER
- 1 CUP CLAM JUICE

Pre-heat a large skillet, add olive oil and swirl to coat bottom of pan.

Add garlic and cook for approximately 1 minute, or until slightly brown.

Add onions and cook for 1 minute.

Add remaining ingredients and simmer on low for 5 minutes.

Place Norwegian Salmon filets on top of tomato mixture and cover with lid.

Cook for 6 minutes or until salmon is cooked through to the center.



**CRISPY NORWEGIAN SALMON MILANESE WITH ROASTED LEMON**  
SERVES: 4

- 4 (6-OUNCE) NORWEGIAN SALMON FILLETS
- 1/4 CUP ALL-PURPOSE FLOUR
- 2 EGGS, SCRAMBLED
- 2 CUPS PANKO (JAPANESE-STYLE BREAD CRUMBS)
- 1 CUP CHOPPED FRESH PARSLEY
- 2 TABLESPOONS OREGANO, DRIED
- 1/4 CUP GRATED PARMESAN CHEESE
- 2 TABLESPOONS GARLIC, MINCED
- 2 LARGE LEMONS CUT IN HALF
- 1/4 CUP OLIVE OIL FOR COOKING

Pre-heat oven to 400 degrees.

Mix panko, parsley, oregano, parmesan and garlic together in one bowl.

Place scrambled eggs and flour in two bowls.

Dredge Norwegian Salmon filets in the flour, the eggs, and the panko mixture.

Cut the lemons in half and place in the oven upright (cut side is up) for 15 minutes or until the lemons are caramelized and browned. Surround the lemons with crinkled aluminum foil to keep them from moving out of the upright position.

Heat a large skillet and coat with olive oil.

Place the breaded salmon filets in the skillet and sauté for 3 minutes on both sides, or until browned.

Place salmon on a baking sheet pan and finish in the oven for 6 minutes.

Serve with roasted lemon juice squeezed on top.



Visit [salmoninseconds.com](http://salmoninseconds.com) for more recipes and information about Norwegian Salmon

For more information about Cooking Light Tested & Recommended, visit [testedandrecommended.com](http://testedandrecommended.com)

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## *Ingen historie, ingen preferanse...*





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FRESH CATCH of the WEEK

It is important where your salmon comes from!

At Reasor's we care about our customers and the way Atlantic Farmed Raised Salmon is grown positively impacts our oceans. So we buy Norwegian Atlantic Salmon because the Salmon Farmers in Norway raise them in a humane and en-



**Fresh Norwegian Salmon Fillets**  
\$7.88

**Blue Salmon**

**Ingredients:**  
• Spray Butter  
• Old Bay Seasoning  
• Fresh Blueberries

**Preparation:**  
1. Preheat oven to 450 degrees.  
2. Place a piece of aluminum foil wide enough to wrap around your salmon fillet on a cookie sheet.  
3. Spray butter on foil.  
4. Place fillet on foil and spray butter on top.  
5. Sprinkle Old Bay Seasoning on fillet.  
6. Add generous amount of blue cheese crumbles on top of fillet.  
7. Wrap foil loosely over fillet leaving some space so the top of the fillet does not touch fillet or blue cheese.  
8. Place in oven and cook for approximately 20 minutes, salmon should flake easily with a fork when it is done.  
9. 2 minutes prior to removing from the oven add 1/2 to 1 cup of fresh blueberries (based on preference)  
10. This dish goes great with brown rice and a salad with raspberry vinaigrette dressing.



**THE REAL STORY!**

# Our Farm-Raised Salmon

Fresh from Norway and the Shetland Islands of Scotland.

Raised to Whole Foods Market's rigorous quality standards.




Raised in low-density pens without the use of antibiotics or growth hormones.

No poultry or mammalian products or parasiticides used.

TASTE THE DIFFERENCE



**Norwegian Salmon. Naturally Superior.**  
 Naturally refined flavor from cold, clear arctic waters  
 Naturally raised for safe consumption  
 Naturally simple preparation

**Norwegian Salmon. Naturally Superior.**

**Fresh from the Cold  
 Clear Waters of Norway**

Available everyday in the fresh seafood department




**Norwegian Salmon. Naturally Superior.**



## Preparing a Whole Side of Norwegian Salmon:

1. Spray a sheet of aluminum foil with non-stick spray and place salmon skin side down.
2. Season with salt & pepper. Top with sliced lemon and fresh dill.
3. Fold foil over the salmon to form a tightly sealed package.
4. Bake in a 375° oven for 18-20 minutes or until opaque throughout.

*Tip: you can also cook the salmon on a BBQ grill over medium heat for 12-15 minutes.*

Visit [salmoninseconds.com](http://salmoninseconds.com)



## Portioning a Whole Side of Norwegian Salmon:

1. Place salmon skin side down on a cutting board.
2. Cut into 6 oz. portions.  
*Tip: measure portions by using three fingers as a guide for size.*
3. Cook immediately or wrap individual portions tightly and freeze for later use.

## Black Pepper Crusted Norwegian Salmon

Made with naturally fresh salmon from the cold, clear waters of Norway.



## Black Pepper Crusted Norwegian Salmon

Sautéed salmon with a crisp black pepper crust

15 minutes

Winter, Spring, Summer, Fall

### Ingredients

4 (5-6 oz)	Norwegian Salmon fillets
2 tsp	smoked or cracked black pepper
1 tsp	salt
2 tbsp	extra virgin olive oil

### Directions:

1. Sprinkle ½ tsp of pepper evenly over flesh side of salmon and press lightly to help adhere
2. Heat sauté pan over high heat
3. Add olive oil, reduce heat to medium and swirl oil to coat bottom of pan
4. Carefully place salmon, pepper side down into pan
5. Sprinkle ¼ tsp of salt evenly over exposed side of each fillet
6. Cook for 2-3 minutes until first side is evenly brown and slightly crisp, turn
7. Cook for 4-6 minutes until cooked through to desired doneness
8. Remove and serve

### Serving Suggestion:

1. Over cooked whole wheat pasta tossed with black or smoked pepper enhanced Alfredo Sauce, with sautéed diced red, green, yellow bell peppers, red onion slivers, and diced tomato.
2. Over a bed of mixed greens, tossed with peppercorn ranch dressing, with halved cherry tomatoes, thin sliced red onion rings, and bagel chip croutons.
3. Salmon, crisp bacon, lettuce and tomato sandwich on toasted multi-grain bread spread with dill enhanced tarter sauce.

For more recipes and tips visit [salmoninseconds.com](http://salmoninseconds.com)

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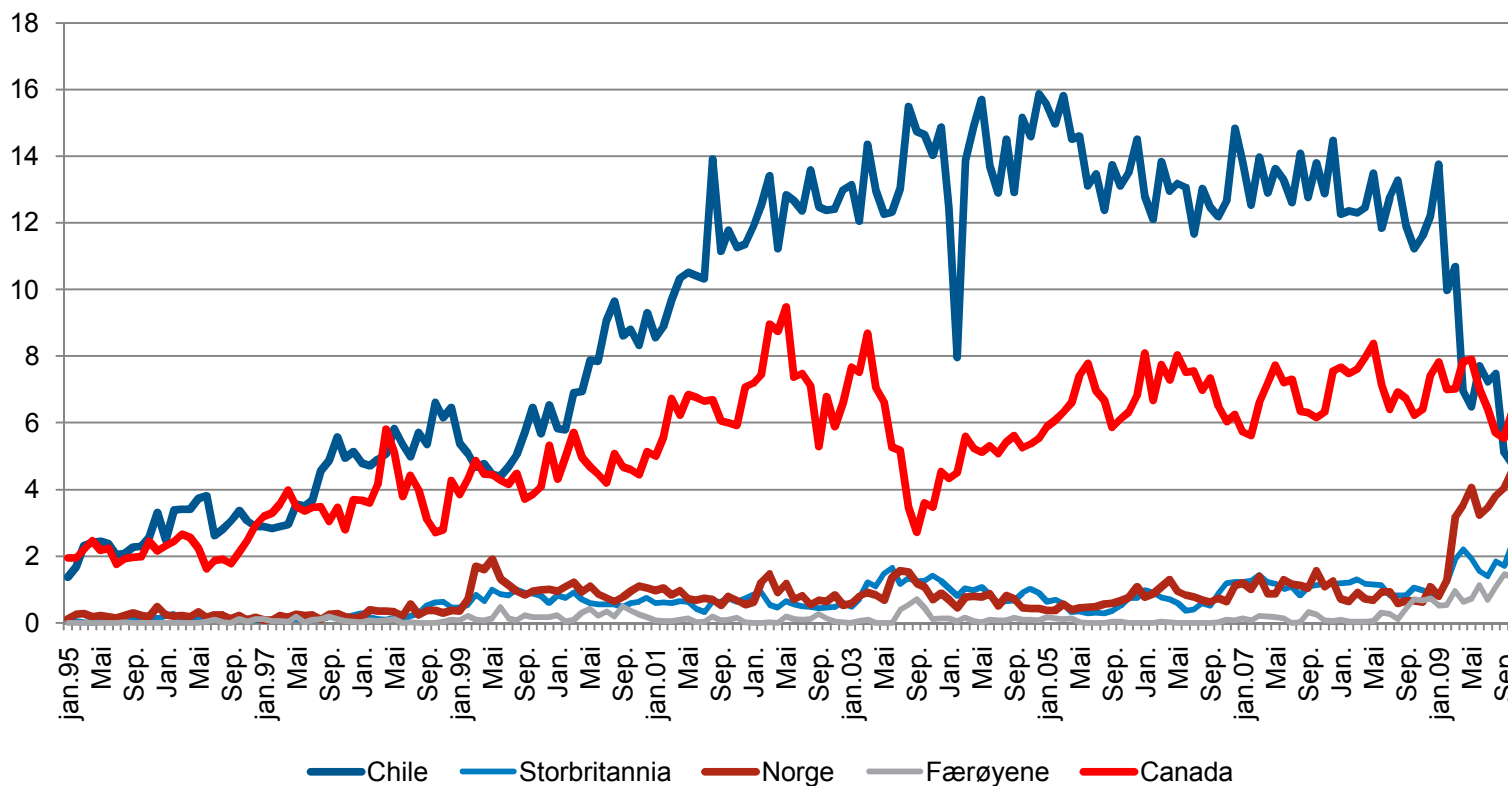
**NORGE**



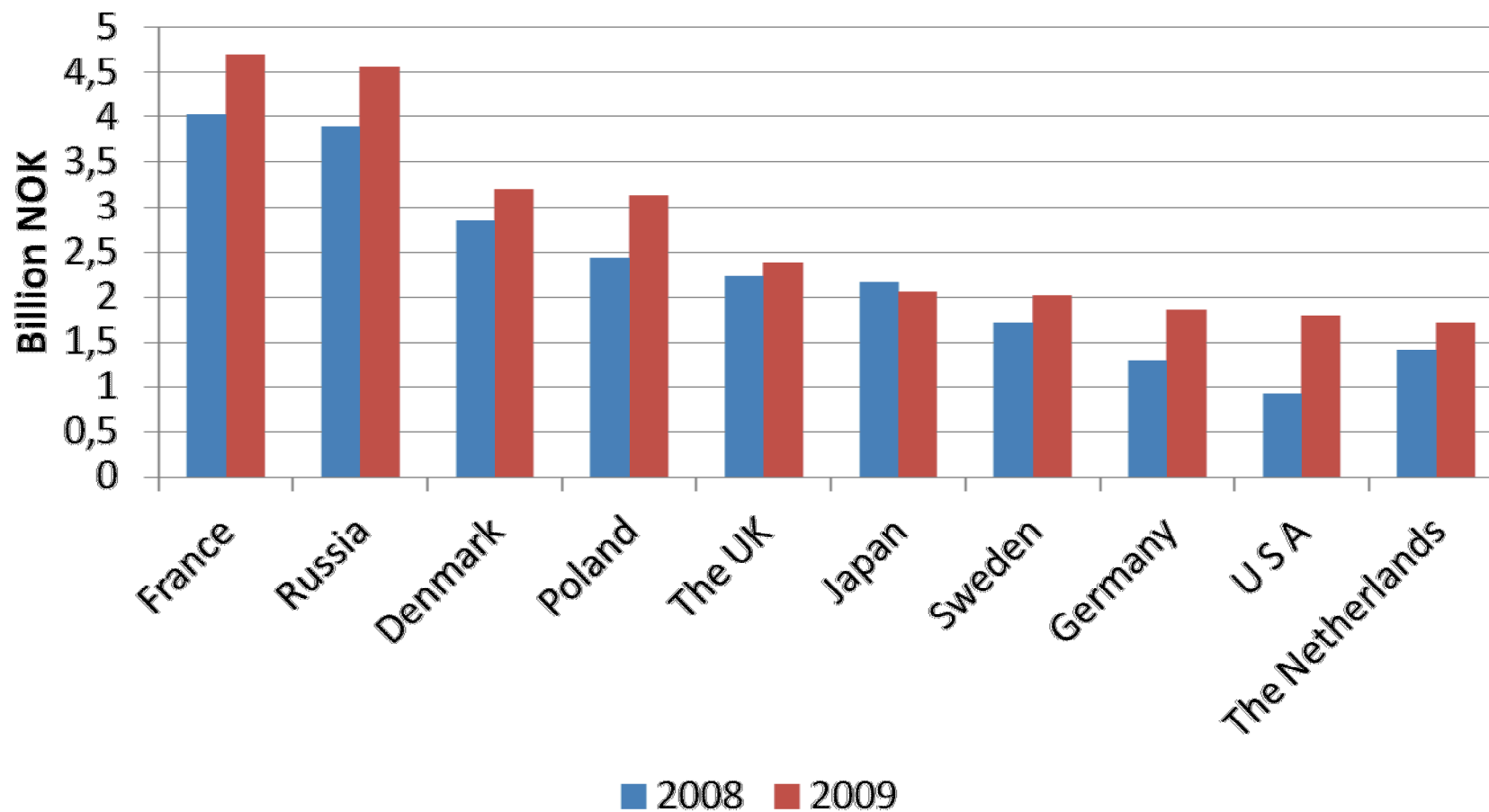


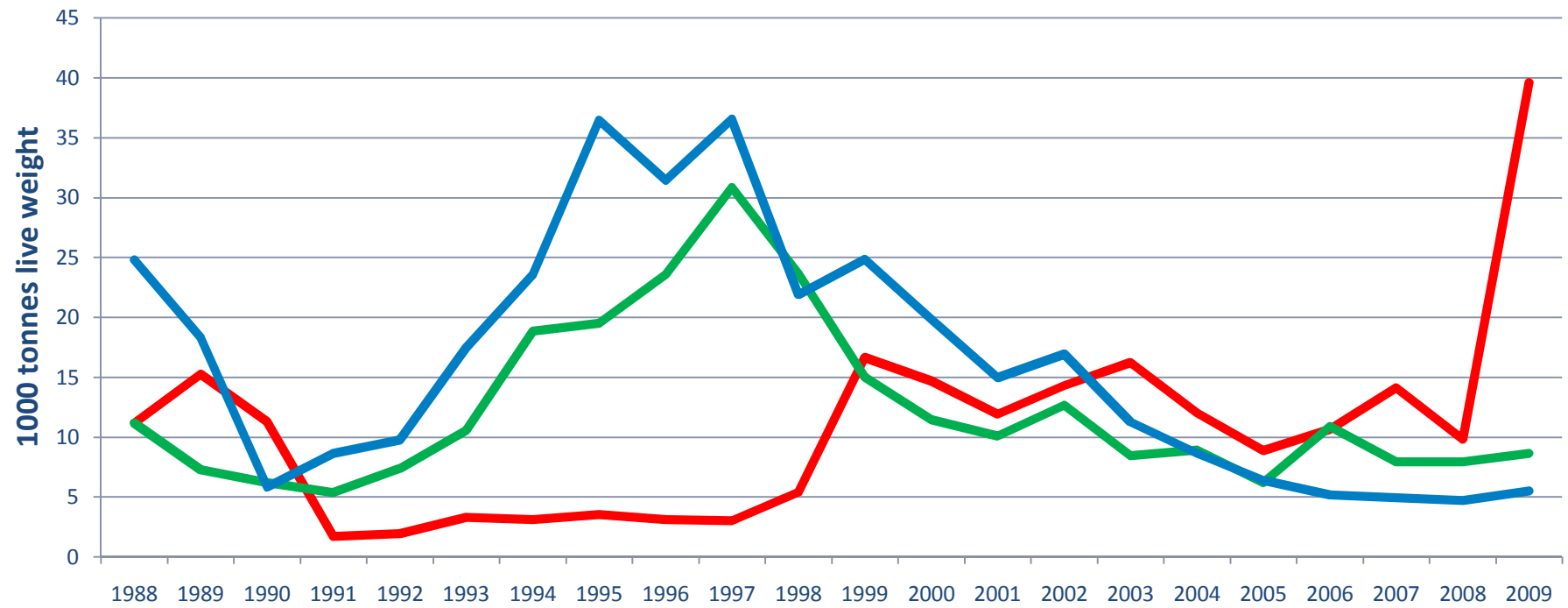
# 40% fall i importen fra Chile

Månedlig import av atl. laks til USA



# Norwegian Seafood export - 10 largest markets





laks hyse torsk

