

# Fryst blir ferskt – ny trend i Europa?

Sjømatdagene 2011

Hell, 18-19.01.11

Finn-Arne Egeness

Forsker

Nofima

# Agenda

- Storbritannia
  - Supermarkedskjedene
    - Historisk utvikling for brettpakke torskprodukt
    - Situasjonen i de betjente fiskediskene
    - Hva har skjedd og hvorfor?
  - Forbruker
    - Fokusgrupper
    - Sensoriske tester
- Frankrike
- Sverige

Foredraget er basert på resultater fra prosjekter finansiert av Fiskeri- og havbruksnæringens forskningsfond (FHF)

MARKS &  
SPENCER

fresh  
never frozen

2 COD

FILLETS

No skin or bone

Chunky fillets of moist  
and succulent cod,  
just ready to cook.



FISH FROM

KEEP REFRIGERATED 0°C to +5°C

DISPLAY UNTIL	USE BY
21 OCT	21 OCT
£ PER kg	kg
13.49	0.258
PACK PRICE	£ 3.48

0 01 7762 703483 >

## COOKING, CARE & STORAGE

This product is raw fish and must be cooked according to guidelines. As size and thickness of fish may vary, please note that larger, thicker pieces may take longer to cook.

Preheat oven. Remove packaging. Place on oiled foil. Season with salt and pepper. Dot with butter. Close foil loosely over product. Place on a baking tray.



Oven

190°C  
Fan 165°C  
375°F  
Gas 5

12-15  
min

The fillet will begin to flake when cooked.

Microwave ovens vary. The following is a guide only. Remove outer film and pad. Cover with microwaveable film. Pierce film. Cook on full power.



Microwave

2½-3  
min

Cat B - 650W

2-2½  
min

Cat D - 750W

After cooking leave to stand for 1 minute. Two or more packs will require longer cooking time. Check that product is piping hot before serving. The fillet will begin to flake when cooked.

**Do not reheat.**



Freeze on day of purchase. Use within one month. Defrost thoroughly before use.



Although extra care has been taken to remove all bones, some small ones may remain.



Our fresh cod is fished from the deep waters of the Atlantic, then airfreighted to the UK within hours of landing.



Cod's large, succulent flakes taste delicious in a fish pie or baked with Mediterranean vegetables. Makes a great alternative to haddock.

Packaged in a protective atmosphere for freshness.

### NUTRITION

Typical Values Per 100 g:  
Energy 335kJ/80kcal · Protein 18.3g · Carbohydrate Nil, of which sugars Nil · Fat 0.7g, of which saturates 0.1g · Fibre Nil · Sodium 0.06g · Equivalent as salt 0.1g.



UK BB 011 FE  
EC

Fish caught in the North East Atlantic  
Packed in the UK.  
© Marks and Spencer plc  
Baker Street London  
W1U 8EP 2000  
[www.marksandspencer.com](http://www.marksandspencer.com)



READY TO COOK	
KEEP REFRIGERATED 0°C TO +5°C	
DISPLAY UNTIL	USE BY
<b>19 MAR</b>	<b>19 MAR</b>
PRICE PER Kg	
<b>14.99</b>	<b>0.244kg</b>
PACK PRICE	<b>£3.66</b>
	
0 01 7762 703667 >	

MARKS & SPENCER

# 2 Fresh Cod Fillets

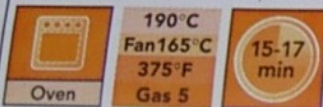
NO SKIN OR BONE	NATURALLY LOW IN	 SUITABLE FOR FREEZING
	FAT	

### COOKING, CARE & STORAGE

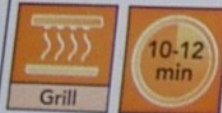
This product is raw fish and must be cooked according to the cooking instructions. As size and thickness of fish may vary, please note that larger, thicker pieces will take longer to cook. Remove all packaging.

#### For best results oven bake.


Preheat oven. Place product on foil. Dot with butter and season with salt and pepper to taste. Wrap product loosely in foil and place on baking tray.




Domestic grills vary. The following is a guide only. Preheat grill to medium. Coat fillets lightly in seasoned flour. Place product directly on base of grill pan. Dot with butter. Turn once during cooking.



Do not reheat.

 Freeze on day of purchase. Use within one month. Defrost thoroughly before use.

 Although extra care has been taken to remove all bones, some small ones may remain.

### NUTRITION

Typical Values	Per 100g
Energy kJ	335
kcal	80
Protein g	18.3
Carbohydrate g	Nil
of which sugars g	Nil
Fat g	0.7
of which saturates g	0.1
Fibre g	Nil
Sodium g	0.06
Equivalent as salt g	0.1

### GUIDELINE DAILY AMOUNTS

Recommended by nutrition professionals for average adults

	Per 100g	Woman	Man
Calories	80	2000	2500
Fat g	0.7	70	95
Salt g	0.1	5	7

Packed in the UK with North East Atlantic cod.

© Marks and Spencer plc  
PO Box 3339 Chester  
CH99 9QS 2000

M 0177 627 S

UKBB011FE  
EC



find out more

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

for the love of  
**food...**

All of our fresh cod is caught in the deep, icy cold water around Iceland.



We work in partnership with the best boats and fishermen who pride themselves on catching the finest cod every day. It is line caught, not trawled, which means that there is less damage to the fish therefore maintaining quality, texture and colour. The cod is then hand filleted and flown daily to the UK ensuring fantastic freshness. Olafur Bjornsson fishes cod for Marks and Spencer: "Icelanders have a passion for fish which is passed down for generations. For this reason we ensure that we fish sustainably which means care for the environment goes hand in hand with managing fish stocks."

to make this even more  
**special...**

Lightly season the cod fillets with salt and cracked black pepper and bake in buttered foil.

Serve with grilled tomatoes, garlic mushrooms and some

**buttery mashed potatoes.**

2 Fresh Cod Fillets

MARKS &  
SPENCER

## 2 Cod Loin Fillets

Our sustainably sourced Cod  
is delicious baked in the oven.

This medium flavoured fish  
has a large flaking texture



DISPLAY UNTIL USE BY	PRICE/Kg
22 Mar	£ 19.99

PACK WEIGHT	PACK PRICE
0.287 Kg	£ 5.74



0 055800 605740 >



KEEP REFRIGERATED 0°C TO +5°C  
READY TO COOK

## COD LOIN FILLETS


Fry, grill, bake or poach -


### FOR BEST RESULTS BAKE

As size and thickness of fish may vary, please note that larger, thicker pieces will take longer to cook.

### OVEN

Remove all packaging. Preheat oven. Place product on foil. Dot with butter and season with salt and pepper to taste. Wrap product loosely in foil and place on baking tray.

 190°C Fan 165°C 375°F Gas 5

 15-17 mins

Do not reheat.

### STORAGE



Suitable for freezing.

This product may have been frozen and returned to chill temperature.

Further freezing will not affect quality.

Freeze on day of purchase.

Use within one month.

Defrost thoroughly before use.

NUTRITION		GDA	
Typical values	per 100g	adult	
Energy kJ	380		
Energy kcal	90	2000	
Protein	18.8g	45g	
Carbohydrate	0.3g	230g	
of which sugars	0.3g	90g	
Fat	1.5g	70g	
of which saturates	1.0g	20g	
Fibre	0.3g	24g	
Sodium	0.06g	2.4g	
Equivalent as salt	0.20g	6g	

GDA = Guideline daily amount

### DISPOSAL

PACK



plastics

NOT CURRENTLY  
RECYCLABLE

### IMPORTANT



This product is raw fish and must be cooked according to the cooking instructions.

Although extra care has been taken to remove all bones, some small ones may remain.



Our cod is caught with hook and line by a small number of fishing boats, specially selected by M&S. Our fish is selected from the best of the daily catch and filleted by hand for outstanding quality.

Packed in Scotland with cod caught in the North East Atlantic. 2000

© Marks and Spencer plc  
PO Box 3339 Chester CH99 9QS  
marksandspencer.com

UK  
BB 011  
EC



TESCO Finest Quality Unsalted

# COD FILLETS



Caught in **North East Atlantic - Norway**

Catch method

**Long Line**

Display until

**17 Mar**

Use by **7 70 16:17**

**17 Mar**

Weight (kg)

**0.386**

£/kg

**8.00**

Price

**£ 3.09**



0 297462 003094 >



A typical fillet contains



Suitable for home freezing

Calories	Sugar	Fat	Saturates	Salt
150	0g	1.7g	0.4g	0.5g
8%	0%	2%	2%	8%

of your guideline daily amount

Keep refrigerated. Once opened, use immediately.

**Cod (*Gadus morhua* or *Gadus macrocephalus*)  
fillets, skin on, bone in.**

**Oven:** • Remove all packaging. • Place on a baking tray in the centre of a pre-heated oven 180°C/350°F/Gas Mark 4 for 15-22 minutes.  
• Adjust times according to your particular oven. (For fan assisted ovens cooking times should be reduced). • All appliances vary, these are guidelines only. • Check food is piping hot throughout before serving.

• Not suitable for cooking from frozen.

**Freezing guidelines:** • Freeze on day of purchase. Use within one month.

**Defrost:** • Defrost thoroughly for a minimum of 10 hours in a refrigerator. **IMPORTANT: If food has thawed, do not refreeze.**

**Caution:** • This product will contain bones.

**Storage:** • Keep refrigerated. • Once opened, use immediately. • This product may have been previously frozen and has been restored to chill temperature under carefully controlled conditions. It is still suitable for home freezing. • Use by: see front of pack.

**Nutrition**

**Additional information:**

• Packaged in a protective

**Storage:** • Keep refrigerated. • Once opened, use immediately. • This product may have been previously frozen and has been restored to chill temperature under carefully controlled conditions. It is still suitable for home freezing. • Use by: see front of pack.

**Additional information:**

Sainsbury's

*Taste the difference*



## Line caught Cod loin

skinless & boneless  
**chunky** cod loin from the  
clear waters of the  
North East Atlantic ocean.

Keep refrigerated			1624
Use by	kg	£ / kg	
17 MAR	0.268	15.99	
		Pack price	£ 4.29
		Landed in	Iceland
0 275263 004298 >			

Our cod loins are cut from large cod, which are line caught in the well managed fisheries off the Icelandic, Norwegian and Faroese coasts. The size of the fish produces chunky loins which are ideal for all types of recipe.

#### Nutrition information

Typical values (steamed as per instructions) Per 100g: Energy 350 kJ; 83 kcal; Protein 18.6g; Carbohydrate nil of which sugars nil; Fat 0.9g of which saturated 0.7g; Fibre nil; Salt 0.2g of which sodium 0.07g.

The Wheel of Health is based on guideline daily amounts. For more information call 0800 636262 or visit [www.sainsburys.co.uk/health](http://www.sainsburys.co.uk/health)

#### Ingredients

Cod.



**Allergy advice**  
Contains fish.



**Safety** Although extra care has been taken to remove all bones, some may remain.

#### We care...

...about our quality and what you think. If you have any comments, good or bad, please call us on our Careline 0800 636262 or visit [www.sainsburys.co.uk](http://www.sainsburys.co.uk)  
Packaged in a protective atmosphere. Caught in the North East Atlantic Ocean and packed in the UK for Sainsbury's Supermarkets Ltd, London EC1N 2HT.  
See reverse for GDA information, storage and cooking instructions.

UK  
GG199  
EC

## Try...

...sprinkling with herbs and lemon crumbs, serve with lemon wedges and parsley.

## How to store and cook

Use by: see front of pack.



### Keep refrigerated

For maximum freshness, store at less than 5°C and consume within 24 hours.

This product has been previously frozen - do not refreeze.



### Oven cook from chilled

Electric	180°C
Gas	4

1 Preheat oven to the required temperature as shown. 2 Remove all packaging. 3 Place the fish in foil to form a parcel. 4 Place on a baking tray in the centre of the oven and cook for 25-30 minutes.



### To grill

1 Pre-heat grill to a moderate heat. 2 Remove all packaging. 3 Place the fish onto the base of the grill pan. 4 Brush the top of the fish with oil or butter. 5 Place the grill pan in the middle position in the grill. Cook without turning for 15 minutes.



### To poach

1 Remove all packaging. 2 Place the fish in a pan with enough milk or water to cover. 3 Bring to the boil and simmer gently for 10 minutes.



### To shallow fry

1 Remove all packaging. 2 Coat the fish lightly in flour. 3 Heat 10ml of oil in a frying pan over a medium heat. 4 Gently lower the fish into the hot oil. 5 Cook for 10-12 minutes, turning occasionally.



### To steam

1 Bring a pan of water to the boil on a medium heat. 2 Remove all packaging. 3 Place the fish on a plate and cover with foil. 4 When the water is boiling, place the plate on top of the pan. 5 Continue to cook on a medium heat for 20-24 minutes.

As the natural thickness and size of the fish and the performance of cooking appliances may vary, these are guidelines only. Always check that the product is piping hot before serving.



# Brettpakkede produkter

- Variasjon i tidligere behandling av råstoffet (may have been previously frozen, previously frozen, fresh, never frozen)
- Større fokus på bærekraft og fangstredskap, enn ferskhet
- Skifte fra ferskt til tint, hos alle de største kjedene, slik som Tesco (31 %), ASDA (17 %) og Sainsbury`s (12 %)
- Morrisons (12 %) forsøker å differensiere seg og tilbyr kun genuint ferske produkter
- (% = markedsandel av det totale dagligvaremarkedet)

# Hvordan ser det ut i ferskvaredisken?

- Waitrose
- Tesco
- ASDA
- Morrisons





Council Standard  
www.msc.org

**Fresh Hake Fillets**

£15.99  
kg  
£7.25/lb

Cought in the  
South East Atlantic

Quality  
12/21

Fresh Haddock  
Prime Haddock  
Live Caught

**FISH OF THE DAY**

**Fresh Icelandic Prime Cod Loins**

Line caught in the North East Atlantic Ocean  
Offer ends 31/10/14

**SAVE 1/3**

£17.99  
kg  
£11.99

~~£9.44/lb~~



**Skinless and  
Boneless  
Atlantic Cod  
Loin**

**£1.47** 100g

£14.67 kg

Juicy, firm white fish, caught by line or seine net.

Responsibly Sourced from  
Well Managed Fisheries

Guide price per loin is

**£2.93**

Based on an average weight of 200g

May have been previously frozen, however, is still suitable for home freezing. Wild caught in the North West Atlantic, the North East Atlantic. Equivalent to £6.65/lb.

Responsibly Sourced from  
Well Managed Fisheries

**£2.93**

Based on an average weight of 200g

May have been previously frozen, however, is still suitable for home freezing. Wild caught in the North West Atlantic, the North East Atlantic. Equivalent to £6.65/lb.

# Fresh Fish



Our collection of fresh fish - just ask!

Haddock & Cod Fillet Portions

2 for £3

Cod Fillet

Your delicious fish  
in 3 easy steps

1. Pick your fish and choose your portion
2. We'll put it in the oven ready bag
3. Just pop it in the oven!



Lobster

£4

delicious source  
for fish

# Cod Fillet

£5.00

Cod Fillet

Per Kg

£8.70

**£5.00**

Caught in NE Atlantic.  
Previously frozen.  
May contain nuts, seeds & other allergens.

All fish on our counter is **fresh** and **never frozen**

*100% of the time!*

**Save £2**

**Fresh Smoked Haddock Loin**  
Melanogrammus aeglefinus  
Contains codlin

~~£12.29~~  
**£10.29**

£4.67

Net Caught in North East  
30 21st March

Smoked **£9.99**

# Bakgrunn for markedsendringer

- Aktørene i verdikjedene opplevde en varierende og uforutsigbar tilgang på ferske torskeprodukter i perioder av året (sommer)
- Hvordan løse denne utfordringen?
- Leverandører fant det hensiktsmessig å forsøke tinte produkter
- Akseptert av supermarkedskjedene etter vareprøver



# Leverandører

- Selvstendige økonomiske aktører (Seachill, The Seafood Company)
- Avgjør hvilket råstoff som skal brukes (ferskt eller tint)
- Ingen sammenheng mellom tidligere behandling av råstoffet og utsalgspris
- Profittmaksimering styrer valg av råstoff
  - Lavere råstoffpris gir større marginer
  - Substitusjon hele året



# Leverandører

- Mange produktalternativer for innkjøper;
  - Fersk filet
  - Fryst filet
  - Sløyd og hodekappet fisk
- Tint fisk gir (ofte) lavere transaksjonskostnader;
  - Mindre svinn
  - Enklere logistikk
  - Færre uforutsette hendelser

# Supermarkedskjedene

- Stabilt og forutsigbart utvalg av alle fiskeprodukter hele året, som bidrar til større lønnsomhet





## OUR NEW FISH COUNTER

Welcome to our Fish counter. Fish counter gives you the option of purchasing fresh fish to be delivered directly to your door. Use our Fish Counter Option tool to easily browse our fresh fish range and provide you with suggestions for filleting, wine matches and reasons to buy fish.

Browse our fresh fish range, using our [Fish Counter tool](#) >

### Reasons to buy fresh fish from tesco.com:

- Fresh fish delivered straight to your door
- Over 50 fresh fish and shell fish to purchase
- Low in calories and packed with goodness
- Download and print our preparation guides



## WINE AND FOOD MATCHING



## REASONS TO EAT FISH

*"Tesco take care to maintain the quality of our fish at every stage from the boat or the farm to our stores. As soon as the fish are brought aboard the fishing boats or taken from the farm they are chilled down in ice (or ice cold water for smaller fish like mackerel and herring) and kept at that temperature all the way to the factory that processes and*

*packs our fish. To give a full range of fish all year some of our fish and shellfish has to be frozen in peak condition and carefully defrosted to preserve the flavour and texture that we demand for our customers. The*

*emphasis with all our fish is on the speed of processing in a temperature controlled factory, and the fish is soon in a chilled lorry on route to our store. We keep your fish in the best possible condition to preserve the delicate flavours and texture."*

## OUR FRESHNESS STATEMENT



## PREPARATION GUIDE

**"We know you love fish and shellfish..."**

*...which is why we work daily to ensure we source products in a Responsible manner"*

## RESPONSIBLE FISHING



**Find out more about Tesco's sourcing policies at Greener Living**

## SOURCING POLICIES

# Fokusgruppeundersøkelser i UK

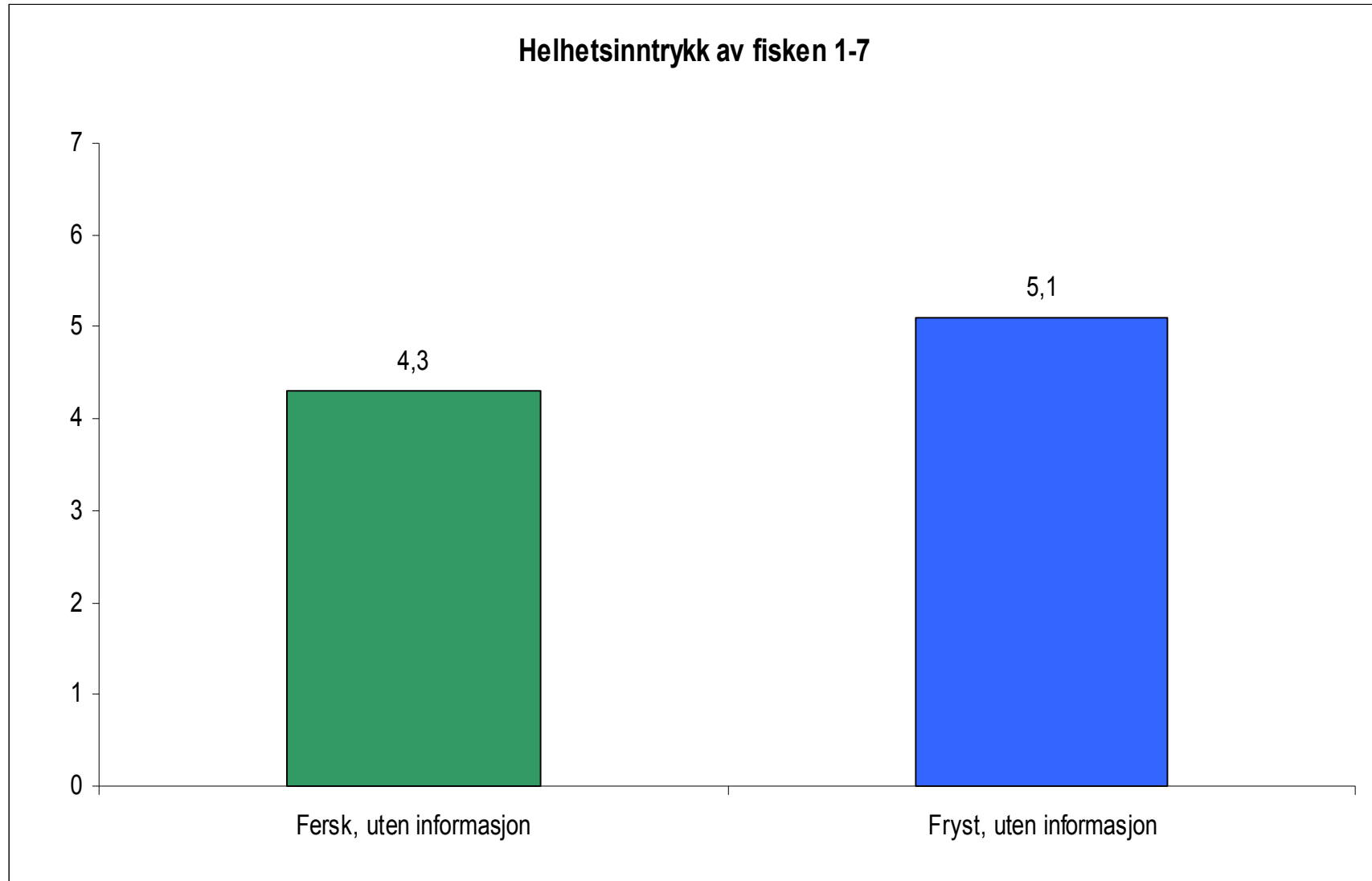
- Britiske forbrukere oppfatter “chilled” som ferskt
- Liten eller ingen kjennskap til endringene i kategorien
- Er det grunnlag for differensiering slik vi har sett hos Morrisions?



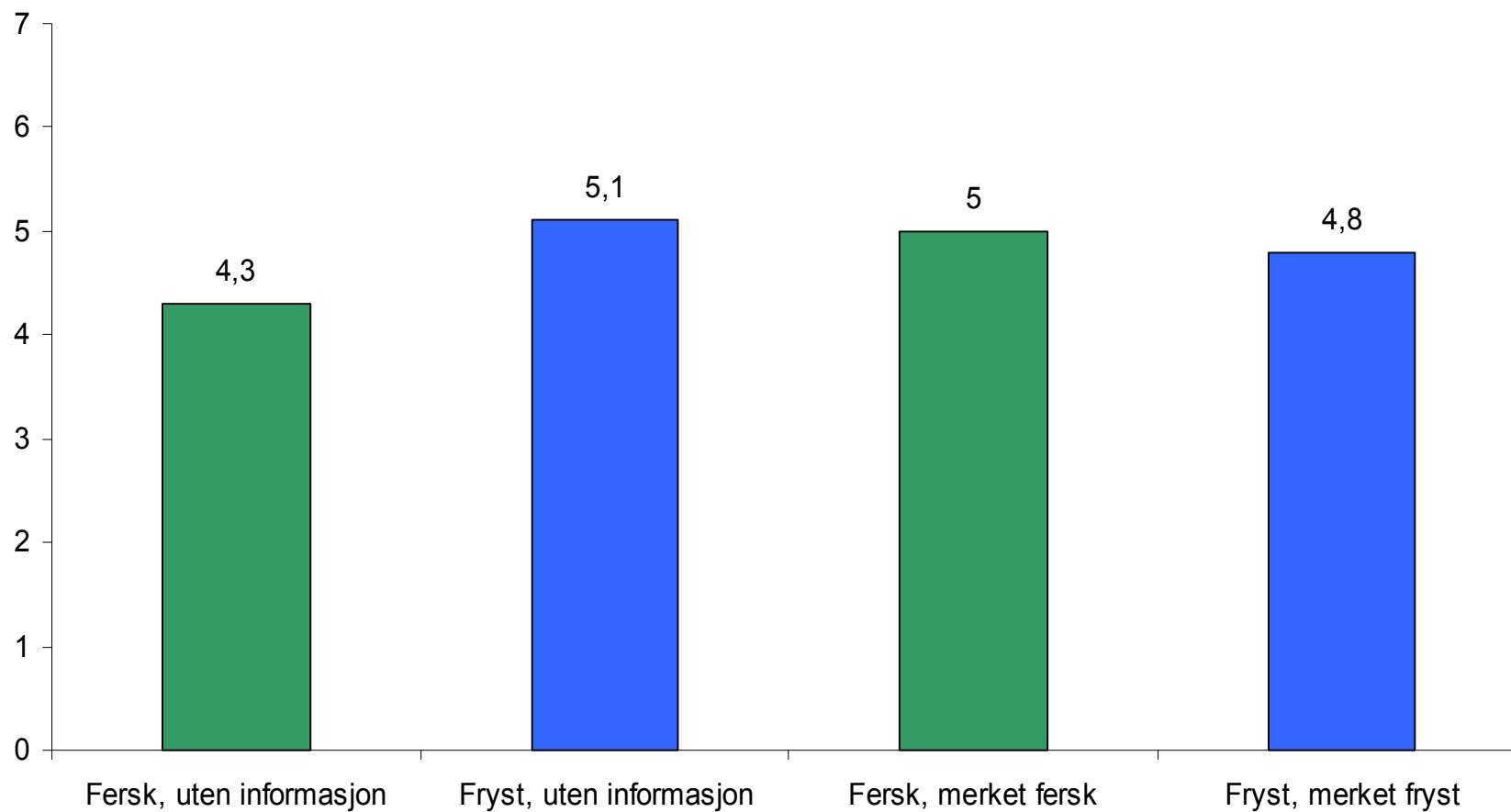
# Forbrukertest i UK - forbrukers oppfatning av tinte og genuint ferske fiskeprodukter

- Reading, England
- 136 personer, 70 % kvinner og 30 % menn
- Helt eller delvis ansvar for innkjøp av mat
- Råstoff - levendelagret (ufôret) torsk. Halvparten fryst i 2 uker, andre sendt fersk til markedet
- Prøvene ble servert kokt, naturell
- Første par uten informasjon, andre par med informasjon og tredje par med uriktig informasjon
- Hver runde bestod av en fersk og tint prøve
- Forbruker rangerte produktene på en skala fra 1-7

### Helhetsinntrykk av fisken 1-7



### Helhetsinntrykk av fisken 1-7



# Oppsummering

- Tint fisk har fått innpass i etablerte kanaler for fersk fisk i det britiske markedet
- Lønnsomhet og stabil tilførsel er drivkrefter for endring
- Indikasjon på at konsumentene i liten grad er klar over denne endringen
- Tint fisk aksepteres av forbrukere
- Informasjon om ferskhet gir bedre helhetsinntrykk for fersk fisk
- Hvordan er utviklingen i andre markeder?
  - Frankrike
  - Sverige



# Frankrike

- Ingen tinte torskeprodukter i de største supermarkedskjedene (Auchan, Carrefour, Super U, Leclerc, Monoprix, Intermarche)
- Er tilførselen av fersk torsk tilstrekkelig?
- Liten informasjon om råstoffet til forbruker, særlig sammenlignet med Storbritannia (fangstområde FAO-27)



Produit de France  
N° LOT: 1028510158 02 #7  
CONSERVATION: 0 à 2°C  
A CONSOMMER JUSQU'AU:  
POIDS NET 10  
0,250 kg  
PRIX AU KG  
Marine Harvest Boulogne  
1 Rue Maréchal  
82200 Boulogne sur Mer

Produit décongelé  
ne peut être congelé à  
Consais pratiques, recettes: www.aucpachetusaletapies.fr  
Matière sèche: 99,0 %  
Emballage le: 05/11/2010  
42/11/2010 jusqu'au 0,250 kg  
Poids net: 10,389  
Lot N°: [ ]  
PRIX/KG

**Filet de Cabillaud SA**  
Gadus morhua (sous atmosphère protectrice) Pêché en: ATLANTIQUE NORD EST  
Congélation possible  
A consommer cuit à coeur  
A conserver entre 0°C et +2°C  
Transformation en France  
LOT: 44 C KB 056 / 101104047D  
Date d'emballage: 04/11/10  
A consommer jusqu'au: 10/11/2010  
Poids net à l'emballage: 0,280 Kg  
Prix / kg: 19,65 €/kg  
Prix à payer: 5.50 €  
2 831986 036077

F  
62 180 264  
CE

POISSONNERIE  
**4,00€**  
3 000030 500003

Malgré tous nos soins quelques arêtes  
**SANS ARÊTE**  
Peuvent se trouver exceptionnellement dans ce produit

Produit de France  
N° LOT: 1028510158 02 #7  
CONSERVATION: 0 à 2°C  
A CONSOMMER JUSQU'AU:  
POIDS NET 10  
0,250 kg  
PRIX AU KG  
Marine Harvest Boulogne  
1 Rue Maréchal  
82200 Boulogne sur Mer

**Filet de Cabillaud SA**  
Gadus morhua Pêché en: ATLANTIQUE NORD EST/FA027  
(sous atmosphère protectrice)  
Congélation possible

# Frankrike

- Liten produktinformasjon gir stor fleksibilitet i kjøp av råstoff (Norge, Island, Færøyene, Danmark, Frankrike)
- Hvitfisk er bredere definert enn i det britiske markedet
- Stor intern substitusjon mellom artene
- Forbruker har ikke alltid bestemt seg før han eller hun skal handle
- Fravær av torsk noen dager i året er kanskje mindre kritisk?



# Frankrike

- Salgskampanjer står for en stor del av omsetningen av torskeprodukter i supermarkedskjedene (30-50%)
- Råstofftilgang er naturlig kritisk i forbindelse med slike kampanjer
- Hvordan har franske aktører løst tilførselsproblematikken?



Loïc, poissonnier et mousquetaire

du 19 au 23 octobre  
**Intermarché**

*Harée*

*Noix de pétoncles*  
**11,90** € Le kg  
Noix de pétoncles corallées  
Aequipecten opercularis

*Dos de cabillaud*  
**15,90** € Le kg  
Dos de cabillaud

*Pêche en*  
ATLANTIQUE NORD-EST  
ou élevé  
EN NORVÈGE

*Pêchées en*  
ATLANTIQUE  
NORD-EST

*Cabillaud à la coupe*  
**9,90** € Le kg  
Cabillaud à la coupe

*Tourteau*  
**3,90** € Le kg  
Tourteau vivant issu d'une pêche responsable\*\*

*\*Pêché en*  
ATLANTIQUE NORD-EST  
ou élevé en  
NORVÈGE

*Pêché en*  
ATLANTIQUE



sole tropicale

# Frankrike

- Tint pangasius har vært en stor suksess i det franske markedet
  - Lav pris, hvitt fiskekjøtt og skinn- og beinfritt
  - Gode marginer, forutsigbar tilførsel
- Paradoks at en ikke bruker tinte torskefileter i det franske markedet?
- Fersk fisk har en stor status i det franske markedet
- Suksessen til pangasius kan forklares med at den er et billig og tilgjengelig alternativ for de som ønsker å kjøpe fisk?

# Oppsummering - Frankrike

- Mange er klar over muligheten for å selge tint som ferskt, men ingen har foreløpig forsøkt dette
- Viktig at norske aktører følger med på situasjonen framover
- Naturlig å anta at eventuelle markedsendringer først vil skje i forbindelse med salgskampanjer





# Sverige

- Mange fellestrekk med det franske markedet
- Liten informasjon til forbruker
- Torsk er torsk (Nordsjøen, Nordøst-Atlanteren, Kattegat, Østersjøen, Skagerrak eller norsk oppdrettstorsk)



**LERØY**

# TORSKFILE KRAV

GADUS MORHUA  
PACKAD I KONTROLLERAD ATMOSFÄR

FISKAD I NORDOSTATLANTEN

Sista förbr.dag

23.07.2010

16.07.2010

Förp.dag

Batch nr: 10197



Kylvara 0-+4°C

0,401

Nettovikt Kg

150,00

Kr/kg

60,15

Ord. pris



2 084269 760156

# Sverige

- Mer informasjon (differensiering) gir færre valgmuligheter.





Torskrygg  
Ekologisk  
Vildfångad  
**199 00** /kg  
ICA

Laxfile  
Ekologiskt odlad  
Salmo salar  
**209 00** /kg  
ICA

Liten Kålfile  
Finsk  
Färdig i Värme  
**219 00** /kg  
ICA

Rödspättafile  
Finsk i Norra Stalleten  
Pleuronectes platessa  
**169 00** /kg  
ICA

Torskfile  
Gadus Morhua  
Ödad i Norge  
**149 00** /kg  
ICA

Svartfiskfile  
Oceanen  
Älus  
**00** /kg  
ICA

**Mörsjödeli**  
tunnbrödchips

**ödeli**  
dchips

Torskrygg

Ekologisk  
Vildfångad

199<sup>00</sup>  
/kg

Största pris 199,- /kg

ICA

Laxfile

Ekologiskt odlad  
Salmo salar

209<sup>00</sup>  
/kg

Största pris 209,- /kg

ICA

ICA

# Ekologisk Torskrygg

Gadus morhua  
Vildfångad med lina och krok  
Har varit fryst

# Oppsummering

- Fryst blir fersk – nye trend i Europa?
- Tint fisk har fått innpass i britiske supermarkedskjeder
- Liten kunnskap om hvordan situasjonen er i andre kanaler i UK
- Fersk fisk er enerådende i det franske markedet
- Stor fleksibilitet sikrer råstoff og løser tilførselsutfordringer
- Kan tint fisk vinne markedsandeler i forbindelse med salgskampanjer?
- Sverige har mange av de samme trekkene som Frankrike, hvor stor fleksibilitet sikrer tilgangen på ferskt råstoff
- Flere funn av tint fisk i ”ferskvaredisken” i fjor sommer, med begrenset informasjon til forbruker



# Takk for oppmerksomheten.

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