

SEAFOOD

with a **story**

Coastshow - Strekkodeskolen
Oslo 11. februar 2013

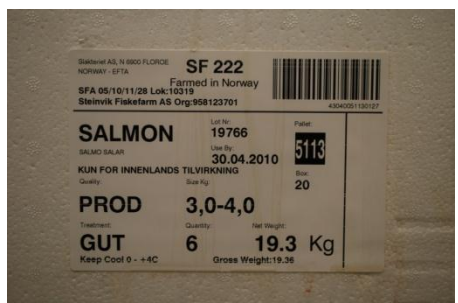
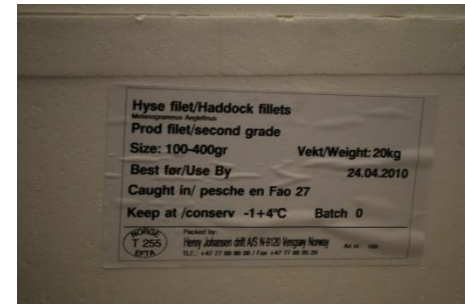
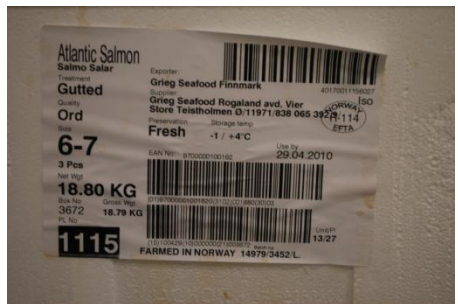
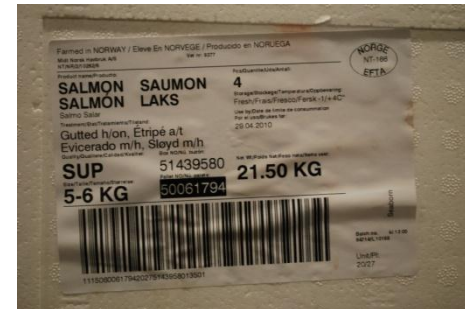
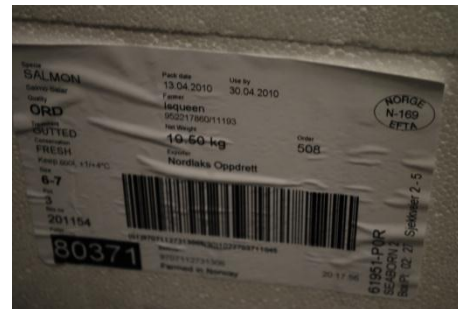
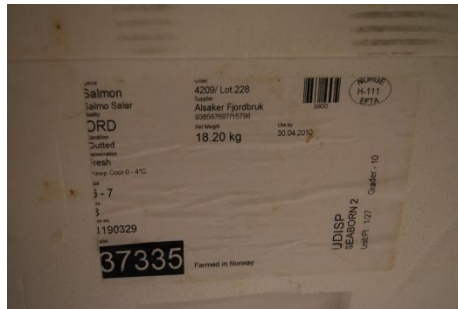
Odd Ustad
TotalConsult Norge







We do it our own ways!



The market require standard labelling



The market require standard labelling



The market require standard labelling



The market require standard labelling



The market require standard labelling



The market require standard labelling



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SEAFOOD
with a story

Visjonen

**Norge skal bli verdens
fremste
sjømatnasjon!**

(Fiskeri – og kystminister Lisbeth Berg-Hansen)

The market require standard labelling

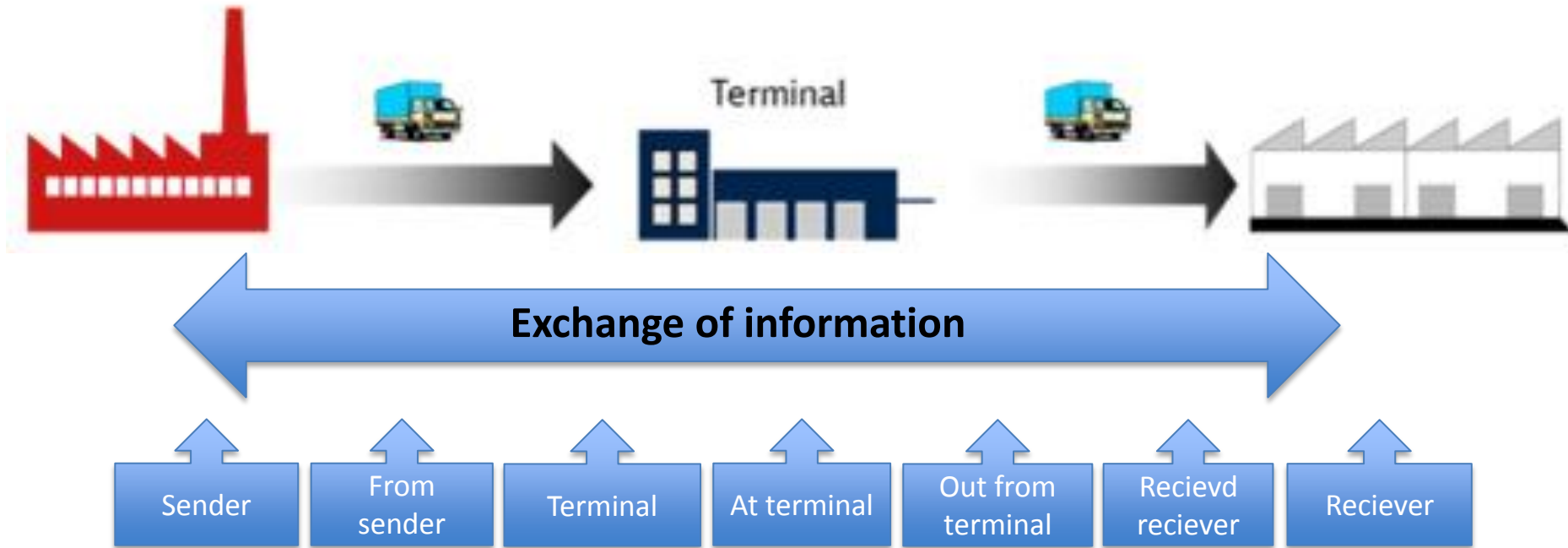




SEAFOOD
with a story

Visjonen

**Da må Norge også bli
verdens fremste nasjon
til å merke sjømaten!**



Observation of barcode in the value chain



Observation of barcode in the value chain



Observation of barcode in the value chain



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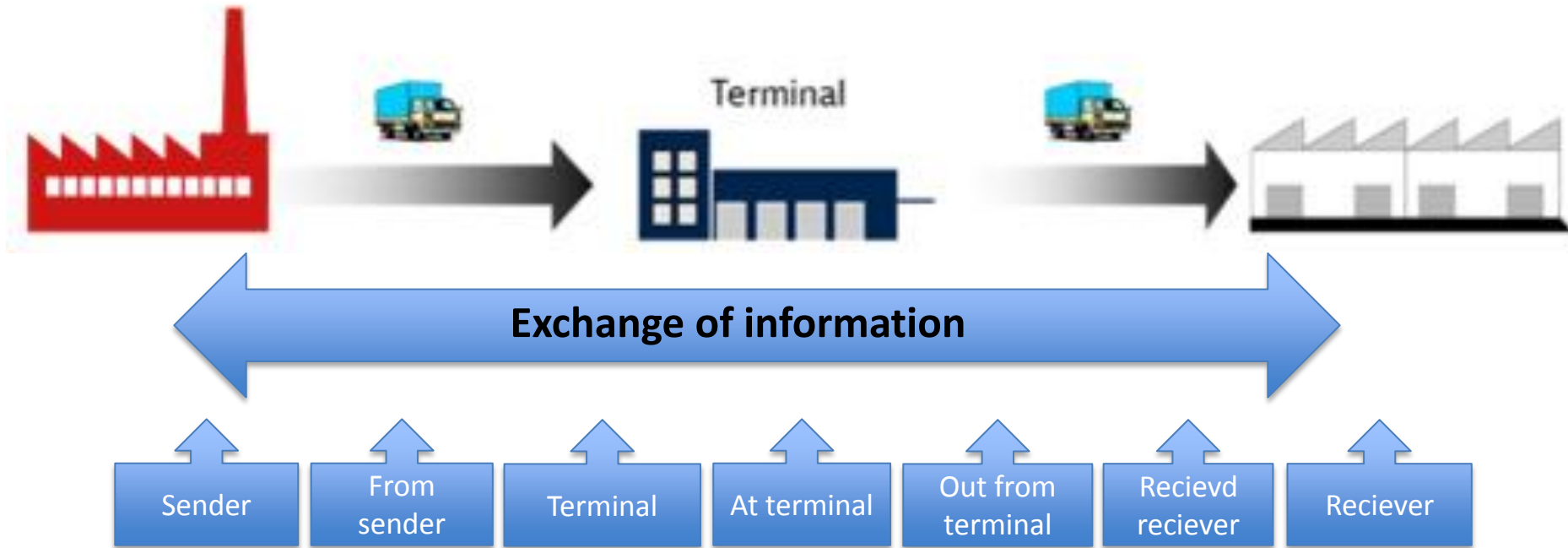


The market require standard labelling



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Observation of barcode in the value chain



One code

Fast traceable

Safe and Healthy



GTIN: 97033352002374

Exp: Hallvard Lerøy AS
5020 Bergen, NORWAY
Farmer: 972325198-12891



Produktnavn / Product name / Produit

Atlantic Salmon

SALMO SALAR

Production method: **Farmed in Norway**

Batch no: **85247961**

Size: **3-4**
Treatment: **Gutted Head on**
Quality: **SUP**
Preservation: **Fresh**



(01) 9 7033352 002374 (10) 85247961

Harvest date: **2012-04-10**
Prod date: **2012-04-13**



(11) 120413 (3102) 002150 (90) 02N0

Net weight

21,50 kg



(00) 3 7033350 001122254 9

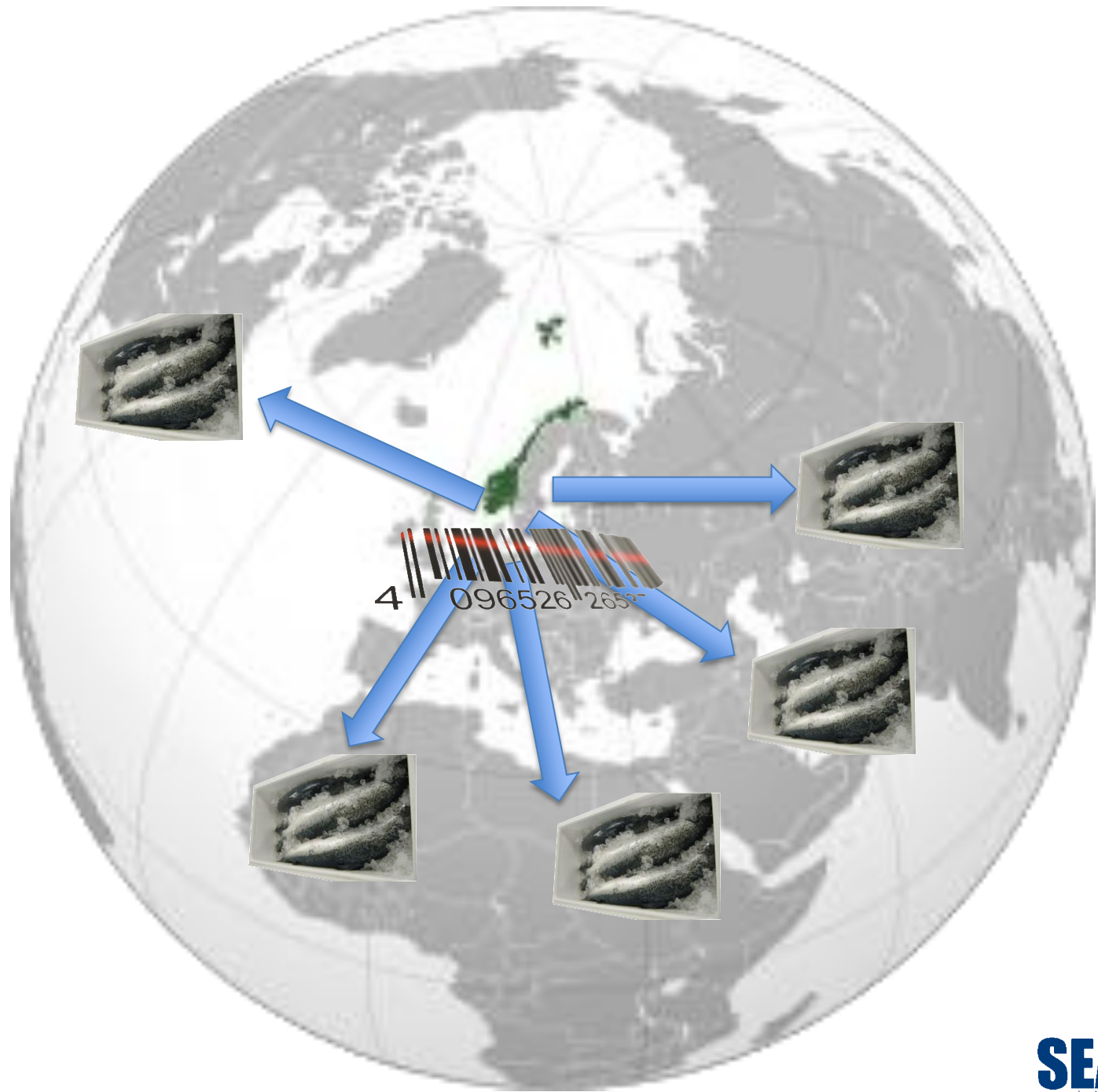
Box no.

23489

Pail no.

2300

Keep cool, storage temp: 1 - +4 °C



Bon Apetit!

