





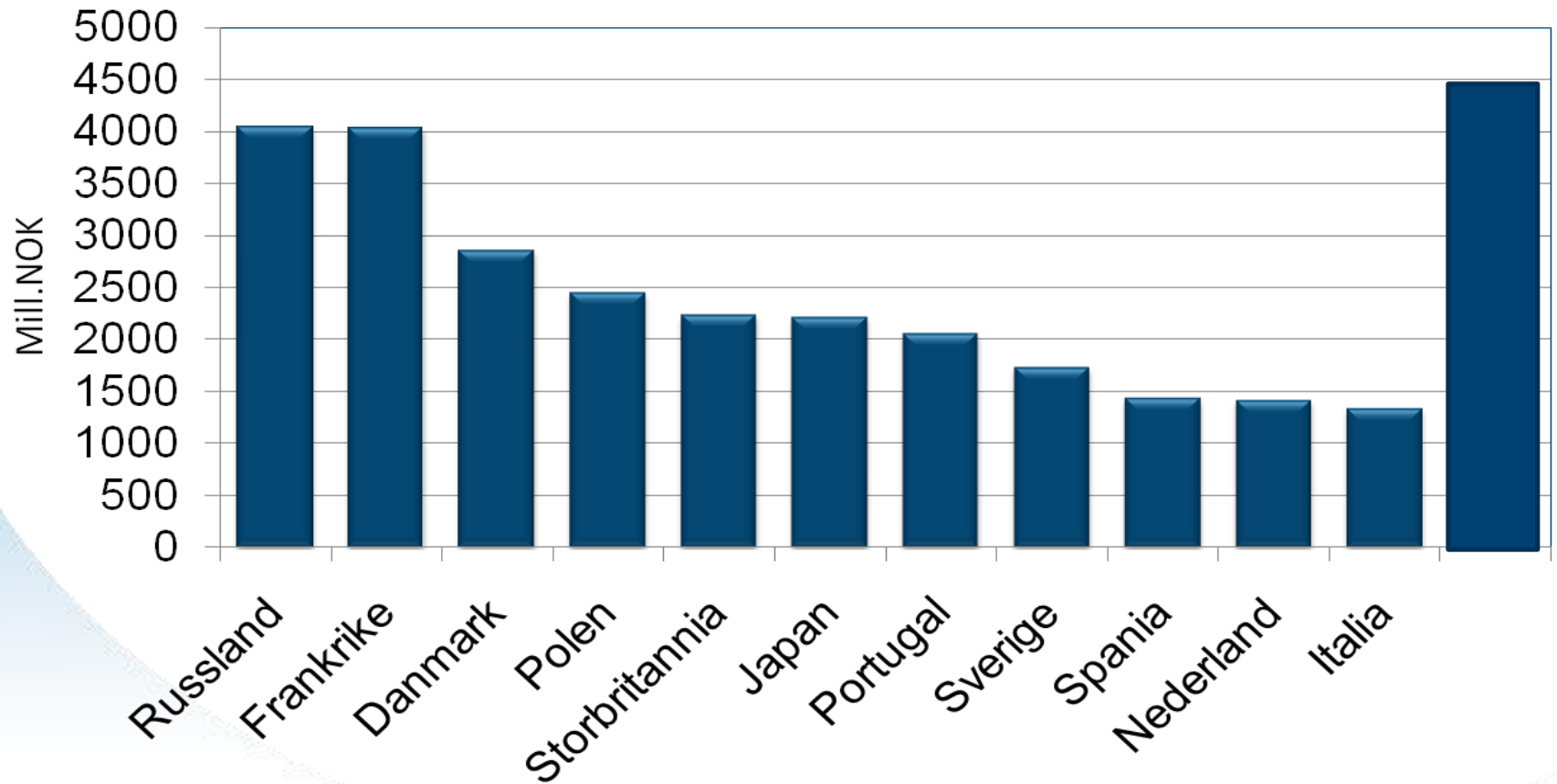
Bærekraft i kommunikasjonen

Ålesund, 14. mai 2009

**Tove Sleipnes
Country Manager UK**

Norsk eksport av sjømat 2008

Største markeder

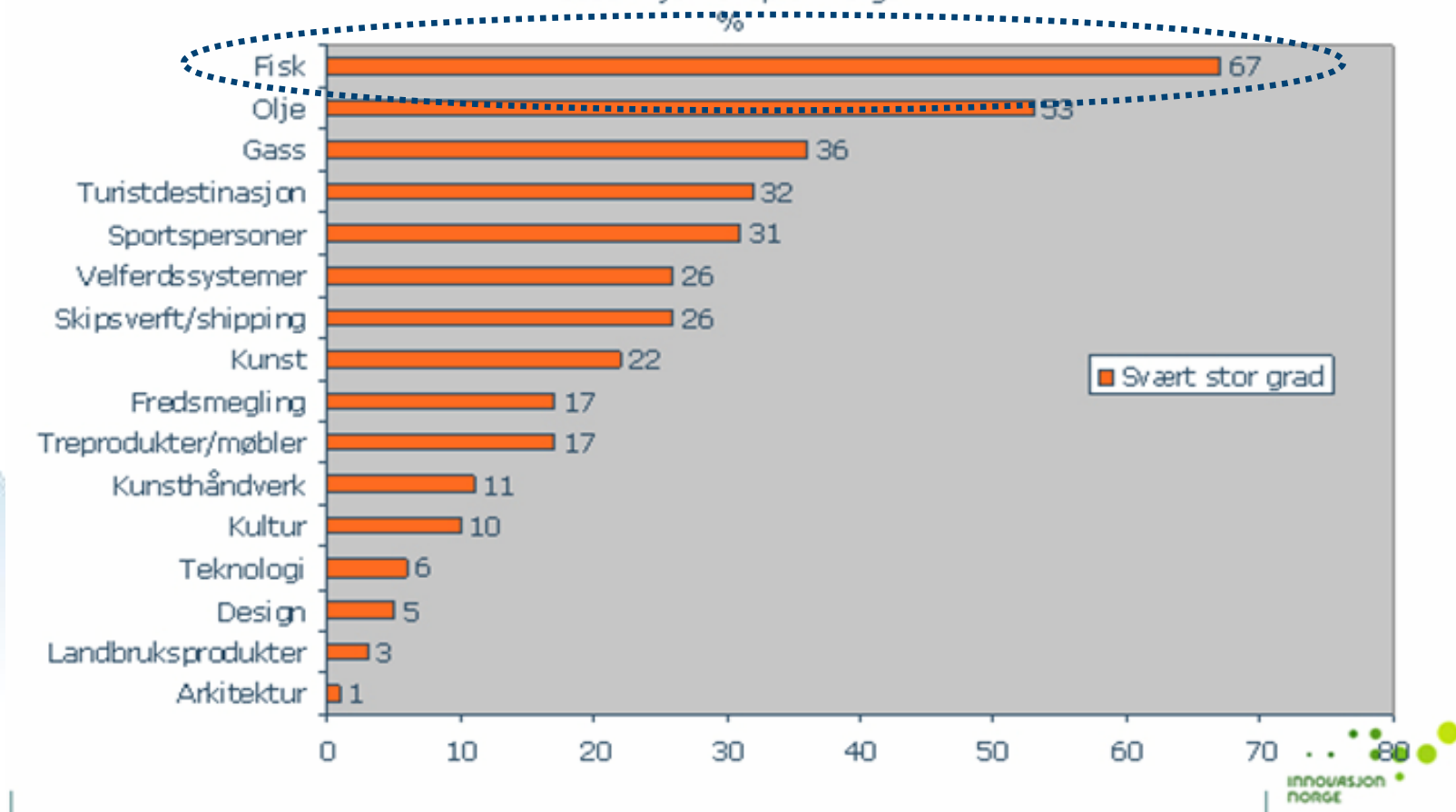




Norge er sjømat, Sjømat er Norge

I hvilken grad assosierer du følgende produkter med Norge?

Base: Kjennskap til Norge



2006: 27 millioner måltider norsk fisk verden rundt HVER DAG



Globale mattrender

Miljø

Helse

- Livsstilsykdommer, kosthold, aldrende befolkning

Tilgjengelighet/bekvemmelighet

- distribusjon, nye produkter, nye matvaner, endret husholdning

Kvalitet/nytelse

- mattrygghet, sporbarhet, smak, ferskhet



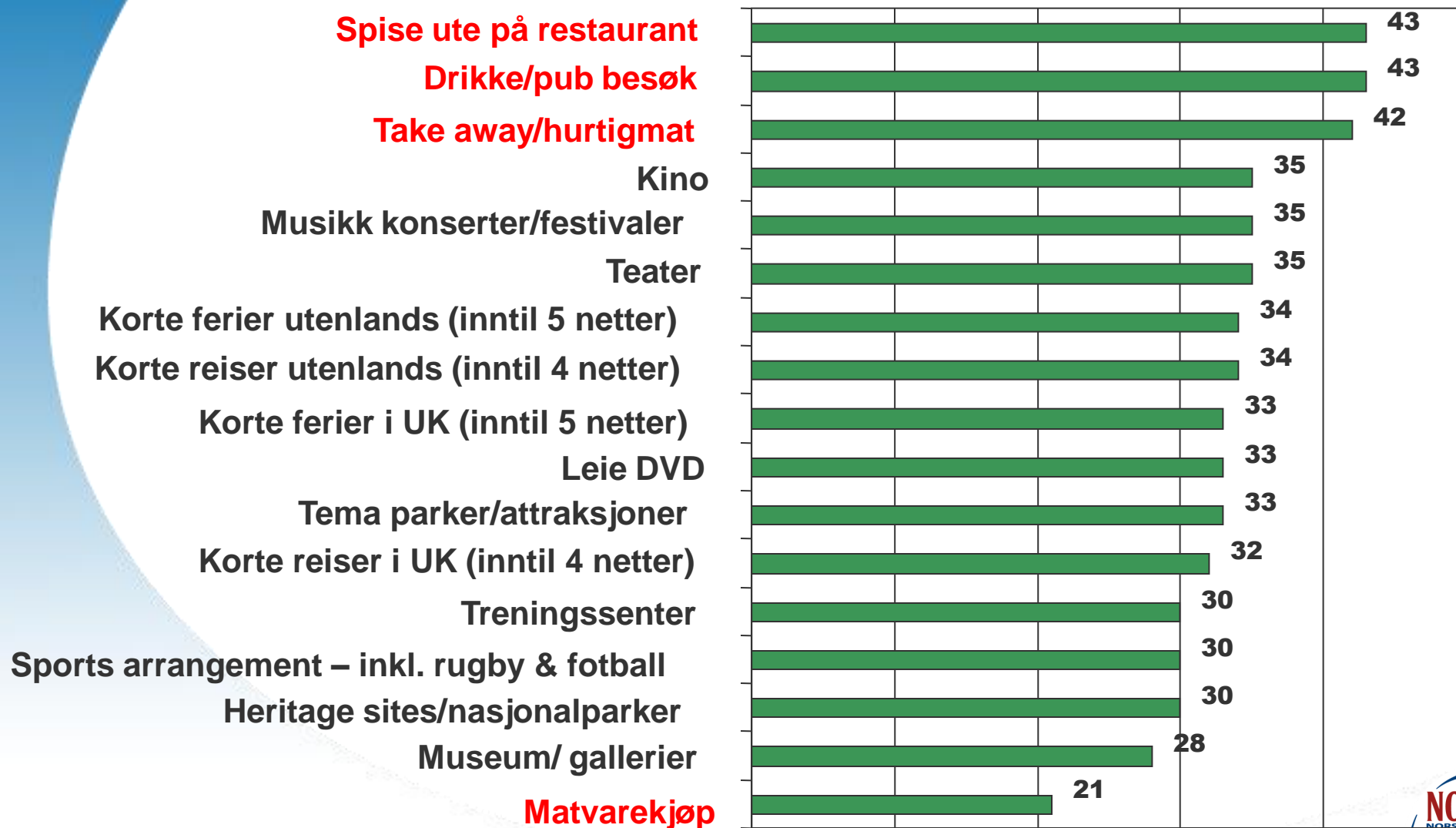
2009: Fra høykonjunktur til lavkonjunktur

**”The ”go-go” years of 2003-2007 are
over,
replaced by the ”go-slow”
years of 2009 and beyond”**

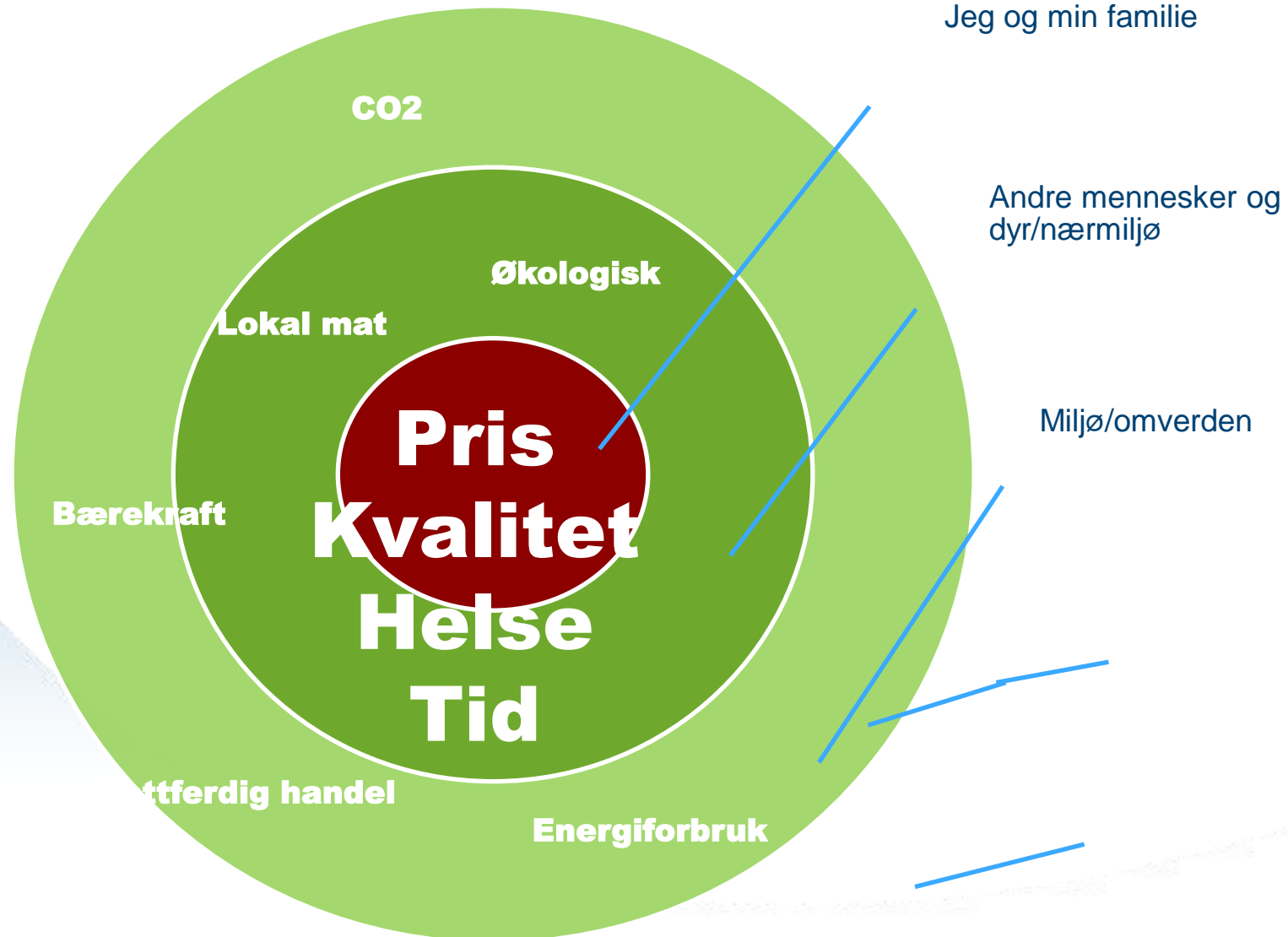
**Robin Bew, chief economist, Economist
Intelligence Unit**



2009: Dette vil vi bruke mindre penger på....



2009: Produktenes rasjonelle verdi blir viktigere – ”kjerneprodukt”



"Before, the sky was the limit. Now the pocket is the limit. People are more careful, they don't take the best of the best as before, they pick the next one after.

50-pound bottles of Deutz champagne have been replaced by cheaper bubbly, while sea bass and salmon are in more demand than oysters and lobster“

Nicolas Dreyfus, caterer based in West London.



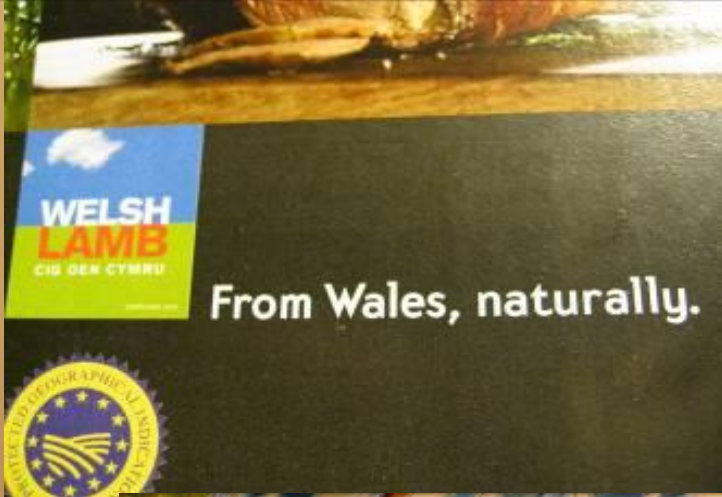


Marks & Spencer, UK: **Plan A,** **because there's no plan B!**



Fokus på lokal/nasjonalt mat- sesong





FOODS FROM
Spain



NUMERO UNO
IN ITALIA



Mange opphav

WHITE
GREEN & BLACK'S
ORGANIC
White Chocolate
made with fragrant Madagascar
vanilla for a creamy taste
30% Cocoa
100g e

MILK
GREEN & BLACK'S
ORGANIC
Milk Chocolate
made with sweet cream and milk with
a delicate chocolate taste
34% Cocoa
100g e

BUTTERSCOTCH
GREEN & BLACK'S
ORGANIC
Milk Chocolate
with smooth butterscotch flavor
for a creamy, smooth taste
34% Cocoa
100g e

ALMOND
GREEN & BLACK'S
ORGANIC
Milk Chocolate
with a subtle almond flavor
for a full, nutty flavor
34% Cocoa
100g e

RAISIN & HAZELNUT
GREEN & BLACK'S
ORGANIC
Milk Chocolate
infused with sweet raisins and
creamy roasted hazelnuts
41% Cocoa
100g e

MAYA GOLD
GREEN & BLACK'S
ORGANIC
Dark Chocolate
made with cocoa and
a touch of vanilla
55% Cocoa
100g e

CHERRY
GREEN & BLACK'S
ORGANIC
Dark Chocolate
rich with cherries for
intense sweetness
60% Cocoa
100g e

HAZELNUT & CURRANT
GREEN & BLACK'S
ORGANIC
Dark Chocolate
infused with creamy hazelnuts
and sweet currants
60% Cocoa
100g e

GINGER
GREEN & BLACK'S
ORGANIC
Dark Chocolate
with instant ground ginger
and peppermint powder
60% Cocoa
100g e

MINT
GREEN & BLACK'S
ORGANIC
Dark Chocolate
blended with peppermint powder
for a fresh, minty flavor
70% Cocoa
100g e

DARK 70%
GREEN & BLACK'S
ORGANIC
Dark Chocolate
made with the finest, 70% cacao
cocoa beans for an intense taste
70% Cocoa
100g e

DARK 85%
GREEN & BLACK'S
ORGANIC
Dark 85% Cocoa
our ultra intense 85% chocolate,
made with the finest cocoa beans

CHOOSE ANY COLOUR
(SO LONG AS IT'S GREEN & BLACK'S)

Only Green & Black's offers such a rich selection of the very finest white, milk and dark chocolate. Great, until it comes to deciding which of the exquisite range to try next.

greenandblacks.com

GREEN&BLACK'S | ORGANIC
It deserves a little respect

Laksekategorien utvides

COMPARING SALMONS

	COLOR	FLAVOR	TEXTURE
KING SALMON	light pink	very rich	firm
COHO SALMON	coral	mild	flaky
SOCKEYE SALMON	red	rich	soft and tender
FARM RAISED SALMON	translucent coral	rich, subtly sweet	firm and moist

Fact.

It's good for you.

Seafood is a sensible dietary choice for anyone concerned about staying healthy. Nutritional content varies between species, but fish are generally a good source of protein and often low in saturated fat and cholesterol. Many fatty fish (like salmon) are a good source of omega-3 fatty acids, which studies show promote heart and mental health. Eat smart to stay smart!





eco news

HOW TO LIVE A GREENER LIFE

Some great news – a brand new website full of news and tips on greener living has launched. The Tesco Greener Living website has been created in response to customer requests for help with becoming environmentally friendly. Packed with advice, the fun new site is:

- interactive – customers can take part in polls and quizzes.
- a place where you can share top tips for being greener – and have the opportunity to ask a panel of experts how to be greener at home, in the garden or at work.
- full of fantastic activities and games to involve children of all ages.

And for those who would like to know more about what Tesco itself is doing to be greener, the new website keeps you up to date on some of the great initiatives in place now, from recycling to zero-emission delivery vans.

So get the whole family enlightened as well as entertained at www.tesco.com/greenerliving.



Going green



What's new and green to inspire you for the New Year

THE ROYAL SOCIETY FOR THE PROTECTION OF BIRDS (RSPB) REMINDS US IT'S VITAL AT THIS TIME OF YEAR NOT ONLY TO PROVIDE A VARIETY OF FOOD FOR DRINKING AND BATHING, YOU CAN STOP AN AREA OF WATER FROM FREEZING OVER BY FLOATING A PING PONG BALL ON THE SURFACE.

SAVE OUR TREES

'Don't throw your Christmas cards in the bin,' says Emily Symons, star of *Emmerdale*. 'It's easy to recycle them. Over Christmas the UK generates around 3-5 million tonnes of waste, but there's so much we can do to change that.' From 1-27 January, many Tesco stores will offer a Christmas card recycling point. Last year 75 million cards – through the national scheme organised by The Woodland Trust (www.woodland-trust.org.uk) and Recycle Now – were recycled into new paper products. These are recycled into new paper products and the money raised goes to help Woodland Trust's crucial work saving our woods and trees.

Type in your postcode at www.recyclenow.com for local recycling facilities or phone your local authority for other possibilities such as Christmas tree shredding.

Make your New Year resolution to get some new green habits,' says Emily.

TOP TIP ...

From reader **Mary Mortimer in Dorset**: 'My mother's generation and many of my friends iron socks, underwear, everything. With a shirt-a-day husband, two rugby-loving sons and a fashion-conscious daughter, I cut down on work and energy use by drying shirts on hangers, pressing when damp, and never ironing towels, bedding or underwear. Anyway I think creases in T-shirts and jeans drop out on a warm body.'

Friendly awards

Actress **Tamzin Outhwaite** has joined Sir Trevor McDonald and the BBC's green living expert Joanna Yarrow to help launch Future Friendly, a partnership of Britain's leading environmental organisations and consumer brands, to help and inspire people to live more sustainable lives. 'The Future Friendly icon will appear on products that help us save water, energy or packaging.'

Tamzin says: 'The more I learn, the more I realise that by doing little things, we can make a difference. And local heroes who change their environmental behaviour and inspire others to copy are eligible for the Future Friendly Awards, supported by the Energy Saving Trust, Waste Watch, Waterwise and Global Cool. To nominate go to www.futurefriendly.co.uk'

Did you know?
Tesco's fleet of battery-powered home delivery vans, the first in the UK, will save 3.1 tonnes of CO₂ a year – the equivalent of driving 1,000 miles in a car.

www.tescomagazine.com

Miljø

BUY FAIRTRADE?
BUY ORGANIC?
BUY FREE RANGE?
BUY LOCAL PRODUCE?
RECYCLE?

If you do any of the green stuff, then why not move over to Ecover?
Based on plant and mineral ingredients, our range cleans effectively
and has a minimal impact on the environment.

IT'S ECOLOGICAL

www.its-ecological.com

Hand Soap
SQUIRLECO
FABRIC SOFTENER
WASHING UP
Ecover
Ecover
Ecover
Ecover



Opphav-miljø

THE PRODUCERS



You shall have a fishy...

Angus MacMillan braves Scotland's wild weather to bring us his organic salmon

THERE'S NOT MUCH THAT KEEPS organic salmon farmer Angus MacMillan from his fish pens, only really wild weather. 'You have to go out to them, even if it's rough,' explains Angus. 'But if it's Force 8 or more, you can't really get about - it's not safe. It sounds like an understatement, but Angus is a native of the Outer Hebrides who can trace his family back through seven generations in these islands off the west coast of Scotland, and seafaring is in his blood. As he says, when your livestock are off the islands of Benbecula, North Uist, Lewis and Harris, 'There's no use being seasick when there's a job to be done.'

Angus and his team produce about 2,000 tonnes of organic salmon per year for Young's, which supplies Sainsbury's fish counters - that's around 200,000 fish. He starts with about one million eggs. Those fish move from the freshwater cycle to saltwater, as salmon do in the wild. 'The fish tell us when they're ready to leave fresh water for the sea,' says Angus, referring to a process called smoltification, when the skin of young salmon changes colour from brown to silver.

'But how do you make farmed salmon organic?' Angus explains. 'Our fish are fed on 100% sustainable sources. We use shrimp meal, a natural product, to give the fish its colour, which is why organic salmon is paler than conventional salmon. And the fish have twice the amount of space in their pens than conventional farmed salmon have.'

But what really counts is the flavour, says Angus. 'There's a fantastic difference in taste. We have slower-growing fish, which have a firmer texture. The taste is more like wild salmon or wild sea trout.'

And the good news is that you don't have to head to the Hebrides to try it. Just dive down to your local Sainsbury's and choose your supper from the wet fish counter. After all, you do have 200,000 to choose from. □

SAINSBURY'S MAGAZINE FEBRUARY 2008 23



Vær etisk!

Spoil your loved ones,



not the planet.

ethical!
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You'll be smitten by the thousands of ethical gifts we've got on offer. From fairtrade chocolate to organic cotton underwear, all of our products are lovingly made and ethically sourced. Buy online at www.ethicalsuperstore.com and we'll even deliver for free. This year, show cupid you care for the environment as well as your loved ones.

Free Delivery on all orders over £50. Promotion code: FSECSF

Offer valid until 31st March 2008. Enter promotion code: FSECSF at final checkout on www.ethicalsuperstore.com. Terms and conditions apply to all contact orders only. This offer cannot be used in conjunction with any other offer.



Transport




Frysedisken?



Our COD is caught in the CLEAR WATERS of the ATLANTIC. The SKINLESS, BONELESS STEAKS are complemented by our chef's own recipe PARSLEY SAUCE made with CREAM. From the ATLANTIC via GRIMSBY to you


105 CALORIES PER SERVING LESS THAN 3% FAT

What is  FISH FOR LIFE

At Young's we have used our 200 YEARS OF EXPERIENCE to create an EXACTING SET OF STANDARDS to help sustain fish for FUTURE GENERATIONS. We call this programme "FISH FOR LIFE" and now all Young's fish is sourced only from fisheries that meet these STRICT PRINCIPLES. To know more about our 10 PRINCIPLES, please visit our website at www.youngsseafood.co.uk

Cod (50g)
Corn Flour,
Fish Steaks
ALLERGEN
CAUTION

FR



Bærekraft

We believe in
sustainable fishing.
Hook, line & sinker.

Greenpeace & the Marine Conservation Society
ranked us the top UK retailer for responsible
fishing in 2005.

look be



Bærekraft



Samvittighet



Vi kaster mat

DISPATCHES

Waste watching

Awareness of the environmental impact of consumerism has never been higher – except when it comes to food. Now, a new campaign is seeking to encourage thrift and prevent overbuying, a habit that not only costs money but also contributes to climate change

REPORT BY RICHARD JOHNSON ILLUSTRATION BY ROBERT HUNTER

What kind of kitchen waste smells the worst? "Definitely raw spoiled chicken," says Dr William Rathje. "It's bad enough to make anyone want to turn and run." He would know. As the world's leading 'garbologist', he's been trawling through dustbins for 30 years. But he's no crank. Leading corporations want to hear what this man-in-a-respirator has to say. After all, kitchen waste is an indicator of consumer behaviour. We are what we throw away – however bad it smells.

As Dr Rathje analysed my kitchen waste, it made me think I was throwing away too much. We all do, according to the not-for-profit organisation Waste & Resources Action Programme (Wrap) and the Prudential Soggy Lettuce Report, which revealed that the average Briton throws away £2.4 in food each year. That's £20 billion worth of unused food annually – more than three times our spending on international aid. When I was asked to help with Wrap's Love Food, Hate Waste campaign, which launched late last year, I couldn't say no. After all, I am part of the problem.

As a food writer, I often throw out things I've been sent to try – unusual stir-fry sauces with goji berries, for instance. Then there are the Buy One, Get One Free products that I never get round to using up. I am buying too much. I blame the supermarkets. But then I blame them for everything. I have to start accepting responsibility for my actions.

We used to. During the Second World War, thrift equated with virtue and food was a 'munition of war'. We were exhorted to work wonders with Spam and dried eggs. But since the end of rationing and the advent of intensive farming, food has been plentiful – and cheap. Throwing away food doesn't seem such a big deal.

Producing, transporting and storing food uses energy. If we were able to halve food waste, the production of CO₂ equivalents would be cut by 15 million tonnes every year. If the waste ends up in landfill and rots without oxygen in a bag, it releases methane, another greenhouse gas that's a big contributor to climate change.

Thankfully, our best chefs agree with the Love Food, Hate Waste message. After all, more waste equals less profit. On the family farm back in Ireland, Richard Corrigan would kill his own pigs and use everything, from the blood to the trotters. The only time I've seen him lose his temper was when a sous chef used the leaves of fresh chervil and threw away the roots.

"Good housekeeping is what I think it used to be called," says Michel Roux. "In this age of convenience foods, the art of how to keep waste to almost nothing has gone. A lot of young chefs haven't a clue. Breasts of chicken and portioned fish are ordered to save time and wage costs. So the skills are no longer required to use the by-products. This, I may add, is not the case at Le Gavroche."

Since being involved in the campaign, I have learned to trust myself, and my sense of smell more. I don't abuse a use-by date, but I treat best-before and sell-by dates as guidelines only.

After all, supermarkets can't help but cater for a general public that's poorly educated about food. I now have a thermometer for my fridge, helping to keep the temperature at the upper end of a 1–5°C range, where food still stays fresh. I'm a more thoughtful cook, making the most of leftovers (and that doesn't just mean bubble and squeak). Dr Rathje would be proud.

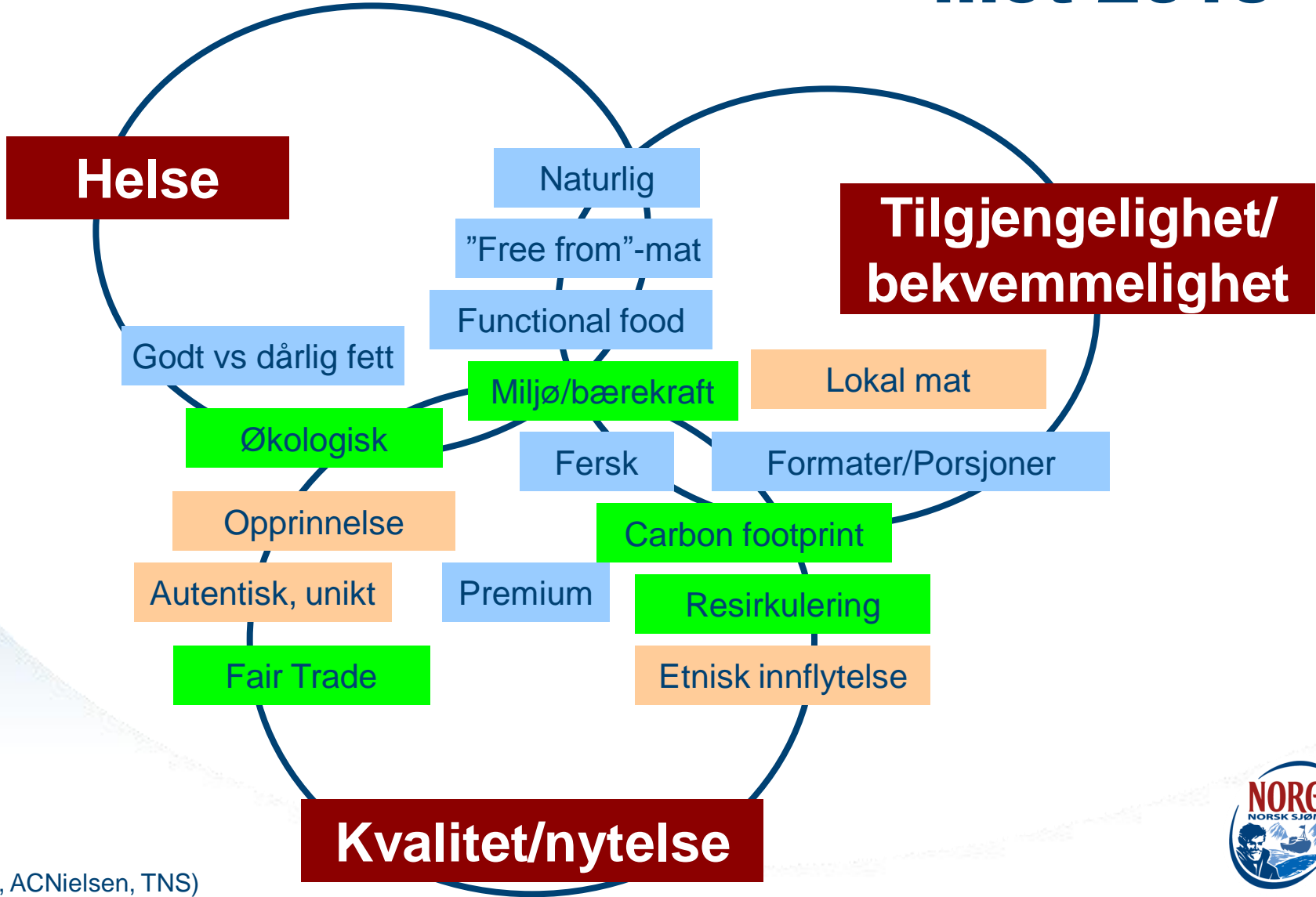
For more information, see lovefoodhatewaste.com.

Classic leftovers And how to reuse them

- **STALE BREAD** Feed the birds? Forget it. Make breadcrumbs and freeze them – then use them in stuffing, or to thicken soups, stews and sauces.
- **SOGGY VEGETABLES** Most vegetables can go into a soup – as can leftover meat, pasta, sauce and gravy.
- **VEGETABLE PEELINGS** Ask around (online newsgroups are great) for anyone who could use the peelings as feed for chickens or pigs. I found one farmer who now feeds his goats with three 33-gallon waste bins' worth of compost a week.
- **RICE** Cool as quickly as possible before chilling, then use in a stir-fry with egg, peas and ham.
- **MASHED POTATO** Mix with herbs and salmon or tuna for quick fish cakes.
- **OVER-RIPE FRUIT** Most fruits can be made into ice cream or sorbet.



Globale matrender - mot 2015



(Kilde: EFF, Just-food, ACNielsen, TNS)



NB merkejungel – forsikring eller usikkerhet for forbruker?



Cabillaud de Norvège

Le savoureux poisson qui a de l'avenir !



Particulièrement apprécié pour sa chair blanche et délicatement feuilletée, le cabillaud est l'un des poissons les plus abondants en Norvège. Il est en effet très répandu dans tout l'océan Atlantique-Nord où, contrairement aux idées reçues, sa population augmente d'année en année grâce à la gestion responsable et durable des pêcheries : afin que les générations à venir puissent, elles aussi et pendant longtemps, savourer le Cabillaud de Norvège...



Plus d'informations et d'idées recettes sur
www.cabillaud-de-norvege.com

Pour votre santé, pratiquez une activité physique régulière. www.mangerbouger.fr



Grönt ljus för Norsk Torsk från Barents hav.



Du har säkert läst spaltkilometer om den utrotningshotade torsken. Men det gäller inte all torsk. Världens största bestånd av torsk finns i Barents hav och den får nu grönt ljus från Världsnaturfonden*. Beståndet är livskraftigt och fisket hållbart. Det här skedde naturligtvis inte över en natt, utan det är resultatet av många års arbete.

Jobbet med att stoppa det illegala fisket har varit framgångsrikt och mängden lekmogen torsk är större än på många år. Så nu kan du med gott samvete välja torsk från Barents hav.

Bra recept på Norsk Torsk, hittar du på vår hemsida www.norskfisk.se.

Norsk Torsk. Köp den med gott samvete.

www.norskfisk.se

*Konsumenterna kan äntligen med gott samvete välja torsk från Barents hav, skriver WWF i sin pressrelease. Du kan läsa hela texten på: <http://www.wwf.se/press/1222909-gladjande-minskning-av-det-illegala-torskfisket-i-barents-hav-med-75-procent>



Overordnet mål

- **Norsk fiskerinæring har som mål å ha en ledende posisjon som bærekraftig forvalter av lovlig fanget fisk.**
- **Markedet skal være trygg på at fisk fra Norge skal være lovlig fanget og komme fra bestander som beskattes på en bærekraftig måte.**
- **Norsk fiskerinæring må på en offensiv måte møte markedets krav til informasjon og dokumentasjon på dette området. Det er viktig at Norge ikke gjør seg avhengig av ett bestemt system for slik dokumentasjon.**



Strategi

1. **Utvikle en "Norsk løsning" som skal dokumentere at fisken er lovlig fanget og kommer fra bærekraftige bestander**
2. **Fortløpende vurdering av behov og nytte for tredjeparts sertifisering av ulike fiskebestander**

Status

- SEI – MSC godkjent
- Reker – KRAV og Friends of the Sea godkjent
- NVG sild – i søknadsprosess for MSC 28.04?
- Nordsjøsild – i søknadsprosess for MSC 29.04?
- Makrell – i søknadsprosess for MSC 29.04?
- Torsk - i søknadsprosess for KRAV ok og MSC sommer/høst 09
- (Norsk løsning)

- (Sporingsprosjekter og klimaregnskap)