

## Record year for Norwegian seafood exports

Despite the collapse of the Russian market, exports of Norwegian seafood set new records in 2014.

The total value of exports reached 68.8 billion Norwegian kroner (\$8.93 billion), up 7.3 billion kroner (\$947.4 million) from 2013.

"Norwegian seafood has never enjoyed a stronger position in the world market. Despite the collapse of the Russian export market due to sanctions this year, the Norwegian seafood industry has shown it can adapt to meet the needs of new markets. The result has been record export figures for salmon, cod and mackerel," says Terje E. Martinussen, Chief Executive of Norwegian Seafood.

The total export value was 12 percent higher than in 2013.

Because of the Russian import ban that came into force on Aug. 7, exports to Russia reached only 3.4 billion kroner (\$441 million), a 48 percent decrease compared to 2013.

### **EU is main market**

The European Union represents the main market for the Norwegian seafood industry. In 2014, 62 percent of total Norwegian seafood exports were to EU countries, and the value amounted to 43 billion kroner (\$5.58 billion), up 16 percent compared to 2013, the Norwegian Seafood Council writes in a press release.

Norway exported salmon worth 43.9 billion kroner (\$5.7 billion) in 2014. This is the highest export level ever for salmon and is an 11 percent gain on 2013. Sales to the EU, United States and Asia increased significantly, while sales to Eastern Europe -- mainly Russia and Ukraine -- fell by 37 percent.

The price of salmon in Russia has soared since the import ban.

Cod and mackerel were also sold in record amounts to the world market in 2014.

In 2014, Norway exported seafood to approximately 143 different countries. Of these, Poland was the main export market. Poland has become an increasingly important consumer market, but a significant proportion of the exports to Poland are for processing operations and are then exported further afield than the European market.

France is the second largest market for Norwegian seafood in 2014, while the United Kingdom was the biggest growth market, with an increase of 42 percent up on the year before. Norway exported seafood worth 4 billion kroner (\$519 million) to the UK in 2014.

Source : [http://www.adn.com/article/20150109/record-year-norwegian-seafood-exports\(09/01/15\)](http://www.adn.com/article/20150109/record-year-norwegian-seafood-exports(09/01/15))