

Mackerel exports have been the month's highlight in contrast with decline in herring exports

“We experienced a decline across almost the entire line in November. The big bright spot is mackerel. Together with herring, mackerel is a product that is mainly sold in the grocery trade, has a long shelf life and is cheaper than many other products. During the corona crisis, there has been increased demand for herring and mackerel, and we see that the export value for these species has already exceeded last year”, says Tom-Jørgen Gangsø.

Strong mackerel exports

- Norway exported 58,000 tonnes of mackerel worth NOK 928 million in November.
- This is an increase in export volume of 45 percent.
- Export value increased by NOK 185 million, or 25 per cent, compared with November last year.
- Japan, South Korea and China were the largest markets for Norwegian mackerel in November.

“We now see that the quota increase of 40 per cent compared to 2019 is reflected in higher export volumes. Good demand in the consumer markets Japan, South Korea and Taiwan drive export value upwards. This has resulted in the export value for mackerel already passing last year, which was a peak year for mackerel exports”, says Jan Eirik Johnsen, responsible for pelagic strategy with the Norwegian Seafood Council.

Decline for herring

- Norway exported 49,000 tonnes of herring worth NOK 560 million in November.
- There is a decrease in volume of 32 per cent.
- The value fell by NOK 23 million, or 4 per cent, compared with November last year.

- Poland, Lithuania and Germany were the largest markets for Norwegian herring in November.

“The decline in herring exports in November must be seen in light of the fact that November last year was a very strong month. When we look more closely at the figures, we see that herring exports so far this year have already exceeded last year in value. This comes as a result of a shift away from the export of whole frozen herring to more valuable fillet products and processed products”, says Jan Eirik Johnsen, responsible for pelagic strategy with the Norwegian Seafood Council.

In November, the export value of herring fillets increased by 26 per cent, while the value of processed products increased by 13 per cent.

“This is due to increased consumption, and thus increased demand in key markets such as Germany and Poland, which in turn is driven by the corona crisis where good, healthy and cheaper long-term sustainable products are in demand”, says Johnsen.

MSC effect

On 30 November, the certification scheme MSC announced that the certificate for Norwegian spring-spawning herring (NVG herring) will be suspended from 30 December.

«This contributes to an increase in exports to markets such as Germany, who want to secure MSC-certified herring. In addition, the export value of herring roe so far this year has reached NOK 410 million, which is an increase of as much as 153 percent compared to 2019”, says Jan Eirik Johnsen, responsible for pelagic strategy with the Norwegian Seafood Council.

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