



USDA Foreign Agricultural Service

# GAIN Report

Global Agriculture Information Network

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## Norway

### Fishery Products

### Preliminary 2004 Norwegian Seafood Exports

### 2005

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**Report Highlights:**

Preliminary data on Norwegian seafood exports for 2004 indicate an increase in total value but a decline in total volume over the previous year. The EU remains the major destination for Norwegian seafood, taking in 74 percent of the record salmon exports. Russia is an increasingly important destination, as exports to the United States declined by 20 percent.

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Includes PSD Changes: No  
Includes Trade Matrix: No  
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Oslo [NO1]  
[NO]

## **A GOOD YEAR FOR NORWEGIAN SEAFOOD EXPORTS**

The Norwegian Seafood Export Council released preliminary year-end trade figures at a recent press briefing in Oslo with total 2004 seafood exports estimated at NOK 28.2 billion (USD 4.18 billion). Norwegian seafood exports increased by NOK 2 billion (USD 293 million) in 2004, while volume declined by 7.5 percent. The value increase was the first in three years, reflecting increased production of processed fish products. Trout and salmon comprised 44 percent of total seafood exports.

The EU remains, by far, the largest market for Norwegian seafood with a market share of 61 percent. The newly enlarged EU-25 increased its market share by about 5 percent over the previous year, while the EU-15 dropped in market share by 1 percent.

Total salmon exports reached 441,000 tons (product weight). This is the first time that exports surpassed 500,000 tons in round weight. The value of exported salmon was NOK 11,153 billion (USD 1.65 billion). Approximately 74 percent of the salmon export volume was destined for the EU.

## **RUSSIA AN INCREASINGLY IMPORTANT DESTINATION**

The Norwegian Export Council was especially pleased with a 34 percent annual rise in exports to Russia. The Russian market took in about 9 percent of total Norwegian seafood exports. Russia is currently the third largest single market for Norwegian seafood. Of particular interest was the increase in fresh and frozen salmon sold to consumers in Moscow and St. Petersburg, as the Russian population is reported to spend as much as 40 percent of their income on food.

## **U.S. IMPORTS DOWN 20 PERCENT**

Looking at the U.S. market, overall exports from Norway stood at NOK 787 million (USD 117 million), a drop of 20 percent from 2003. The main contributor to this export decline was reduced salmon exports resulting from the weak dollar. The Norwegian Seafood Export Council stated that the U.S. market for ground fish was the most important market after the EU, but Norway experienced stiffer competition from China in fresh and frozen ground fish in 2004.

NOTE: Rate of exchange used USD 1 = NOK 6.74