



Samfélagsleg ábyrgð
í sjávarútvegi

2.-3. NÓVEMBER Í HÖRPU

FRAKKLANDSMARKAÐUR FERSKFISKNEYSLA Í FRAKKLANDI

GUÐMUNDUR STEFÁNSSON
FRAMKVÆMDARSTJÓRI NOVO FOOD



HAMPIÐJAN



HÁSKÓLINN Í REYKJAVÍK
REYKJAVÍK UNIVERSITY

ICELANDAIR
CARGO

ISI ICELAND
SEAFOOD



marel

Pipar\TBWA



SJÁVARÚTVEGS
RÁÐSTEFNAN
2023

Sourcing of wild and farmed fish

Novo Food

- Established in 2006, specializes in **sustainably sourced seafood from the North Atlantic region**
- Head offices in **France** and sourcing office in **Iceland**, serving the French retail, food service, and industrial market
- Sources **wild-caught fish and farmed** fish, including salmon, partnering with major producers
- Sales office and logistic centre located in France

NOVO
FOOD



Distribution

Nordvik

- Subsidiary of Novo Food, operates a logistic centre in Boulogne-sur-Mer for **fresh fish**
- Offers **online sales** for retail and food service clients
- Provides **logistic services** for the Group's companies in addition to third-party clients
- Focuses on purchase and sales of fresh and smoked seafood products



Processing

Boulogne Seafood

- Acquired in 2018, specializes in **secondary processing** (value added processing)
- Operates fresh fish factory in Boulogne-sur-Mer, serving the retail self-service market in France
- Supplies pre-packed fresh fillets and portions to major retail chains on the French market as well as fresh fillets and portions for fish-counters and food service

BOULOGNE
SEAFOOD



FRANCE IMPORTED MORE THAN 2 MILLION TONNES LIVE WEIGHT SEAFOOD WORTH EUR 6.5 BILLION IN 2021

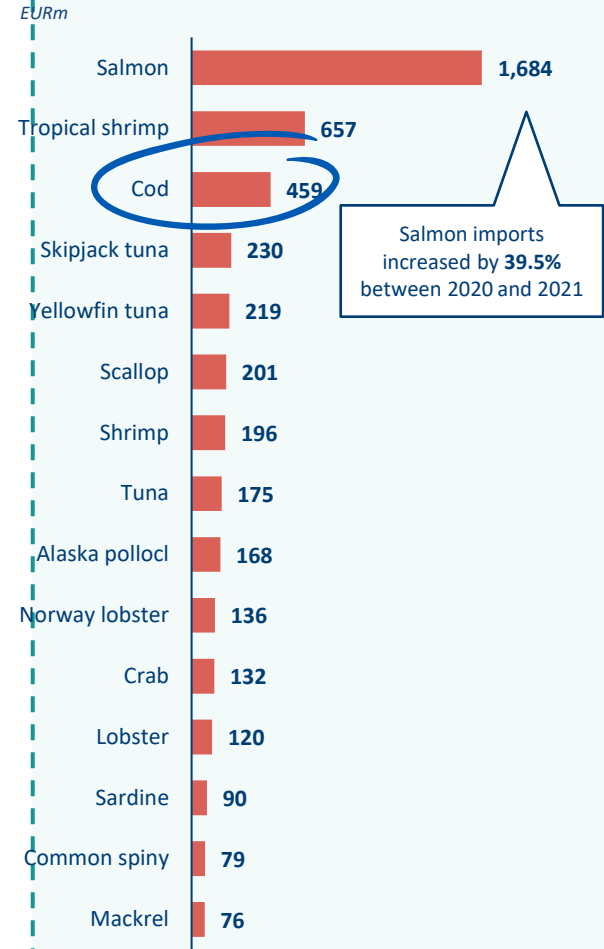
Imports in 2021

1.3m tonnes
Net weight

2.0m tonnes
Live weight

EUR 6.5bn
Import value

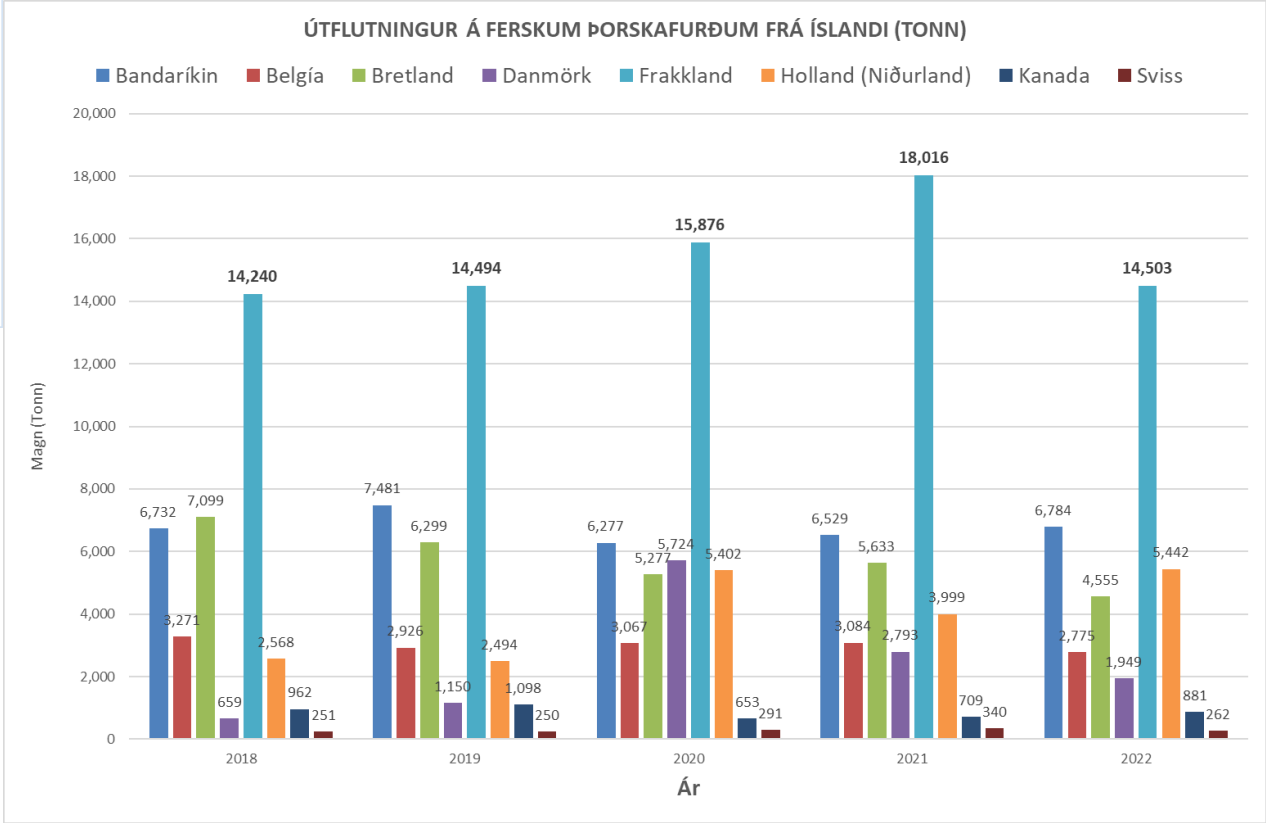
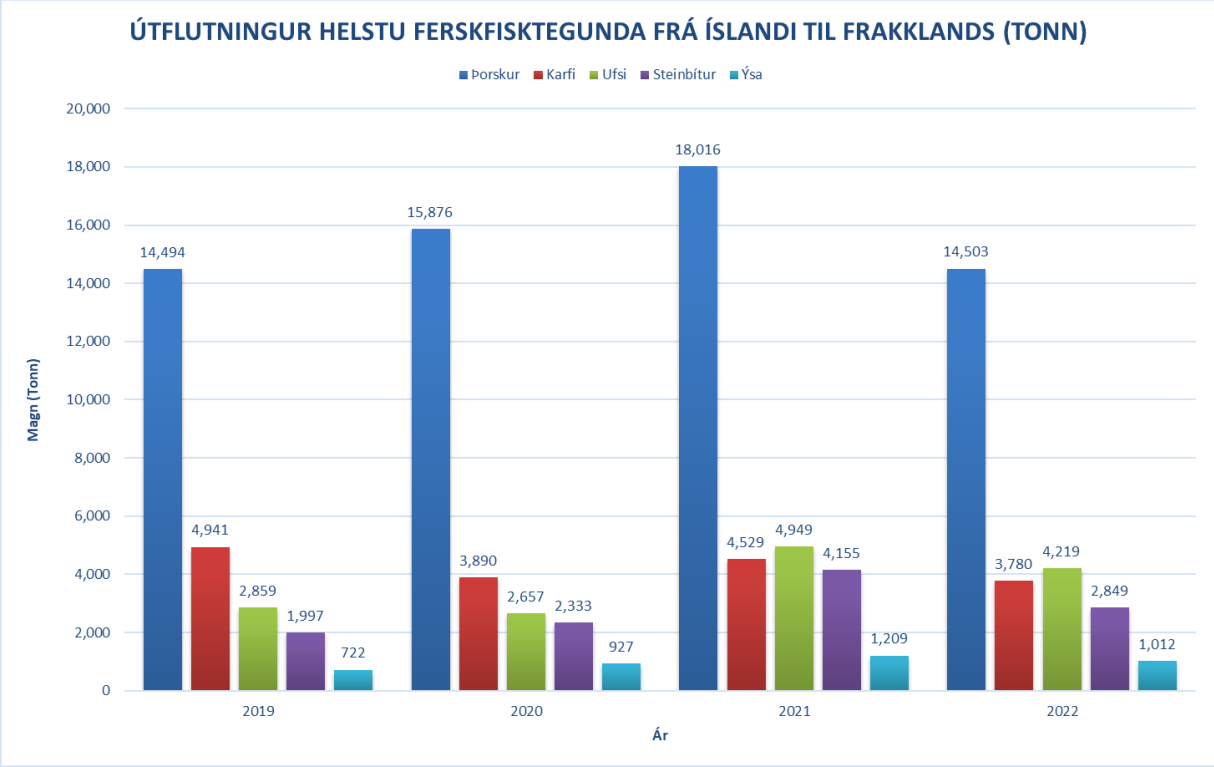
Main species



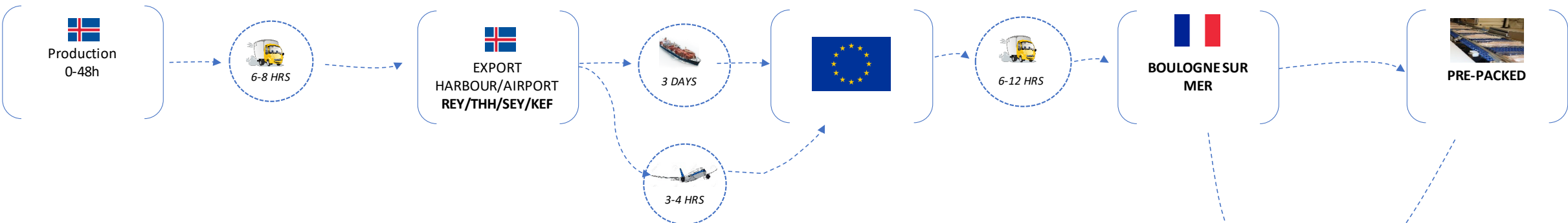
Geographical origin



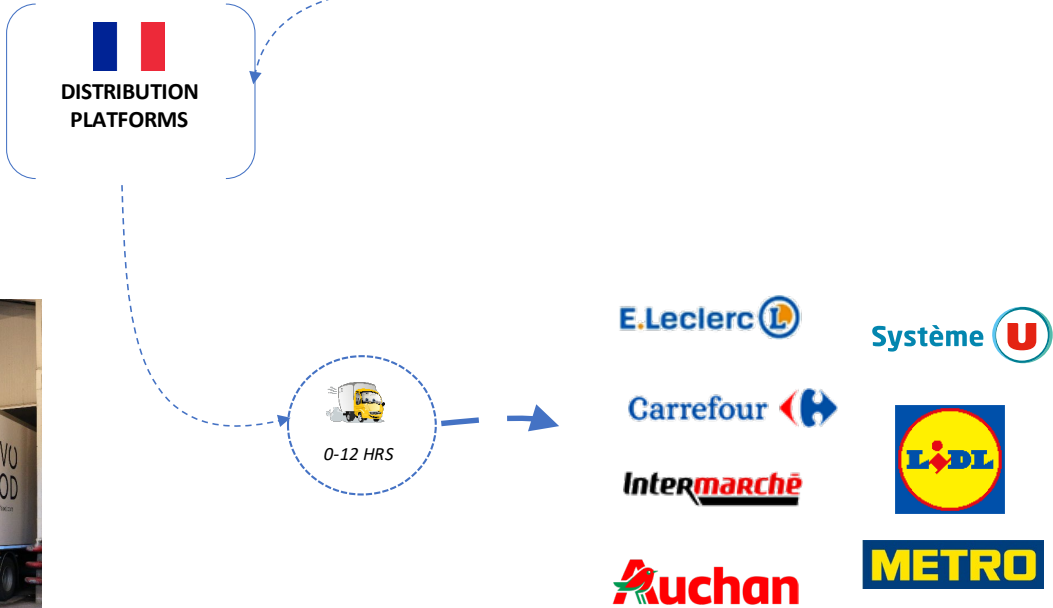
EXPORT OF FRESH FISH FROM ICELAND



TRANSPORT OF FRESH FISH FROM ICELAND TO FRANCE

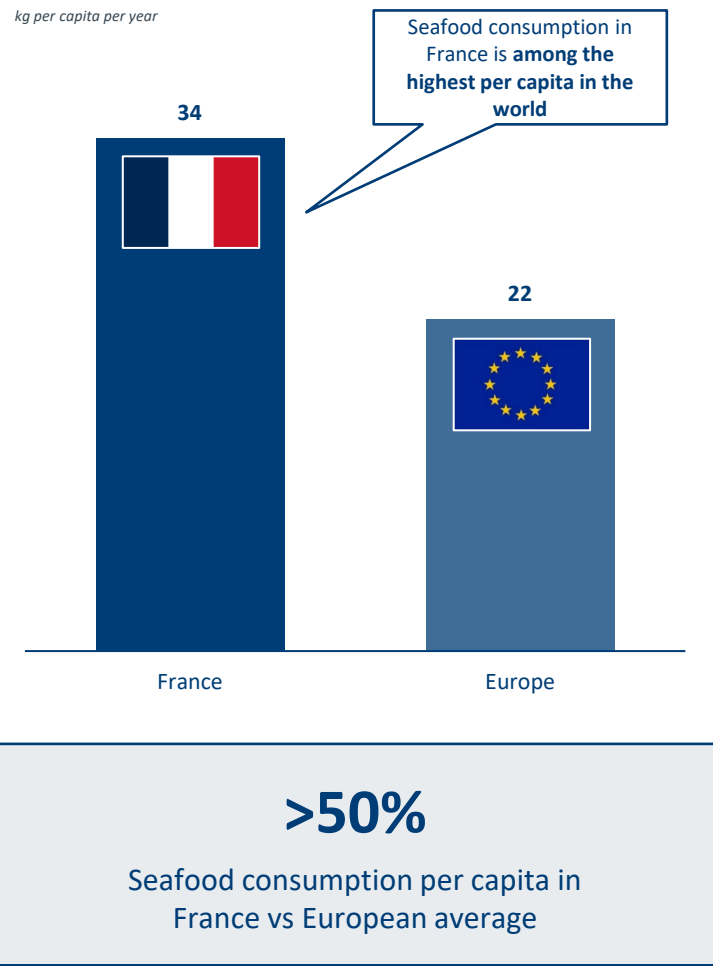


- 24H TO 5 DAYS AFTER PRODUCTION TO ARRIVE IN FRANCE
- 48H TO 7 DAYS TO REACH FINAL SUPERMARKETS

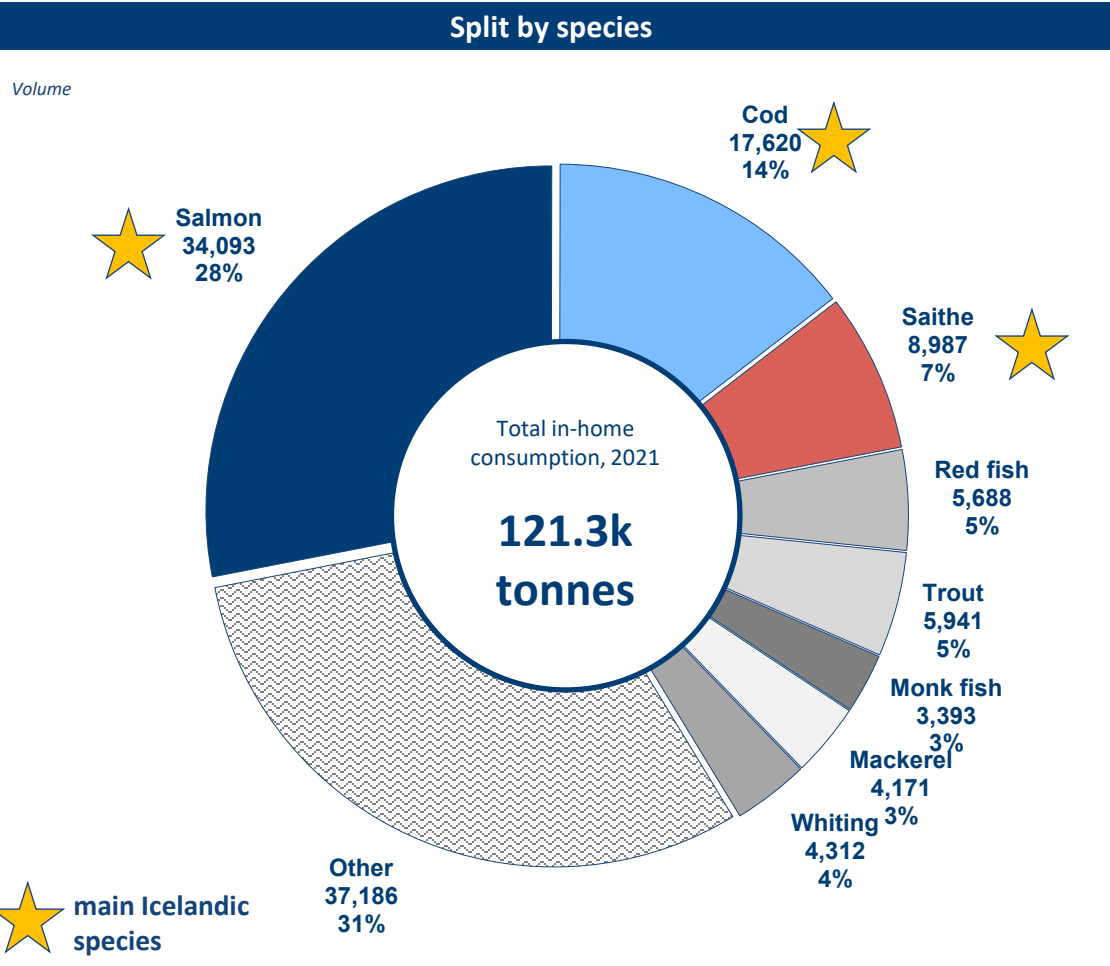


THE FRENCH CONSUME MORE SEAFOOD THAN THE AVERAGE EUROPEAN

SEAFOOD CONSUMPTION PER YEAR PER CAPITA



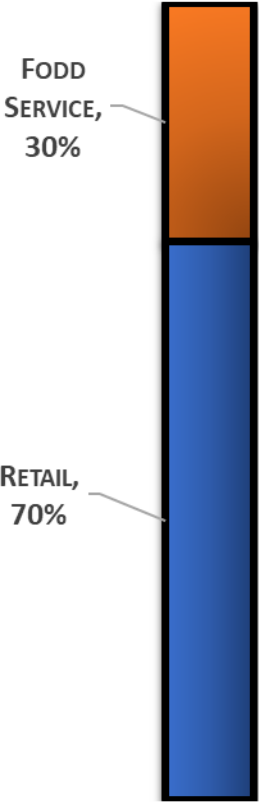
IN-HOME CONSUMPTION OF FRESH FISH IN FRANCE IN 2021



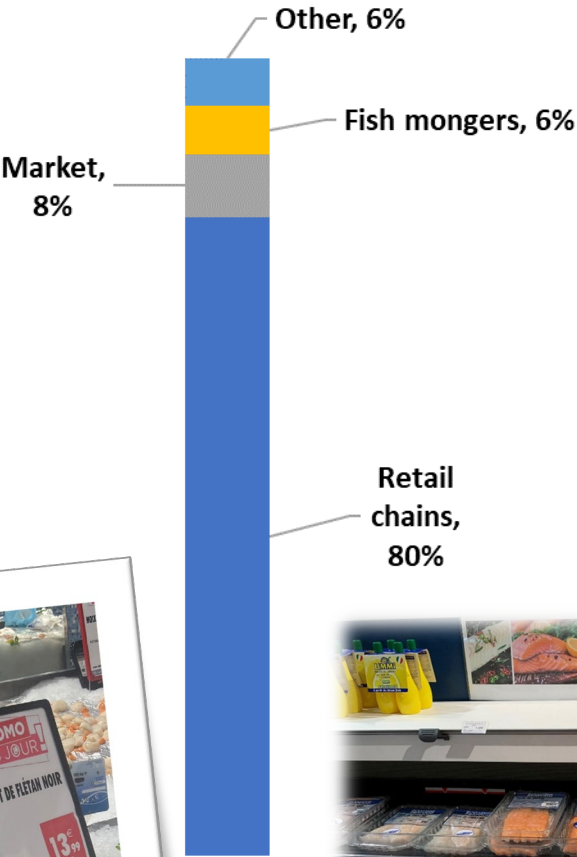
Source: FranceAgriMer, Norwegian Seafood Council

FRANCE FRESH FISH MARKET

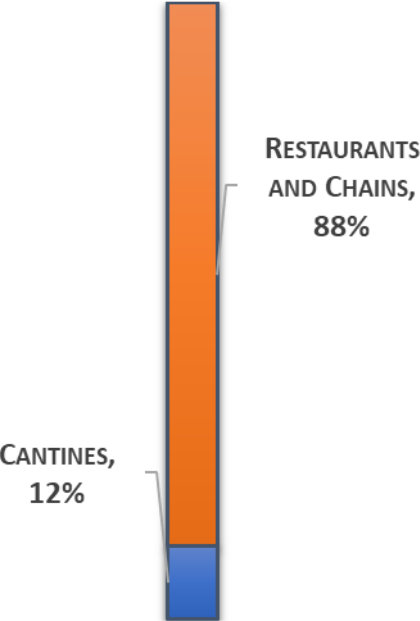
WHERE DO THE FRENCH BUY THEIR FRESH SEAFOOD



RETAIL



FOOD SERVICE



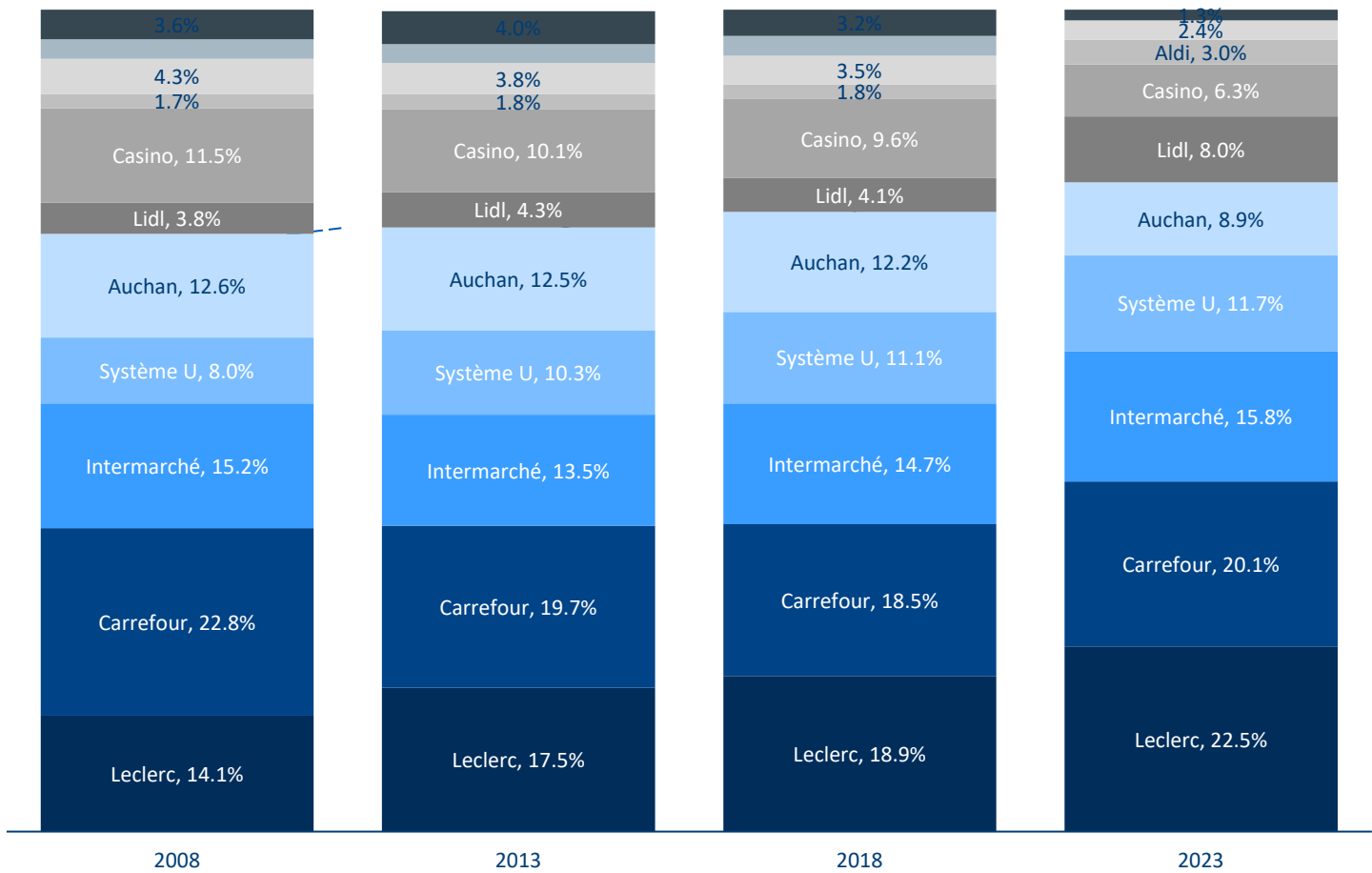
POISSONS - FISH

El Flamenca de cabillaud	27€
Cabillaud rôti en croûte de chorizo et son crumble, pommes de terre grenailles et jus de viande	
Cod Flamenca, roasted cod with chorizo crust and crumble, baby potatoes and meat juice	
Escapade dans les îles	26€
Gambas, palourdes, dorade, cabillaud, basilic thaï, lait de coco, riz basmati	
Escape in the islands, gambas, clams, sea bream, cod, Thai basil, coconut milk, basmati rice	
Tentacules de poulpe en persillade	35€
Écrosé de pommes de terre aux fines herbes	
Octopus tentacles with parsley and mashed potatoes with fine herbs	
Pavé de maigre	26€
Mousseline de carotte ou gingembre, carotte fine râpée au beurre	
Lean steak, carrot, mousseline with ginger, carrot, lightly roasted in butter	
Tartare de saumon et avocat, frites fraîches et salade	26€
Salmon and avocado tartar, french fries, and salad	
Filet de dorade royale	25€
Écrosé de pommes de terre, vierge provençale	
Filet of royal sea bream, mashed potatoes, Provencal virgin	



THE FRENCH RETAIL MARKET IS DOMINATED BY TOP PLAYERS

Dynamics of the top 10 grocery retail chains in France



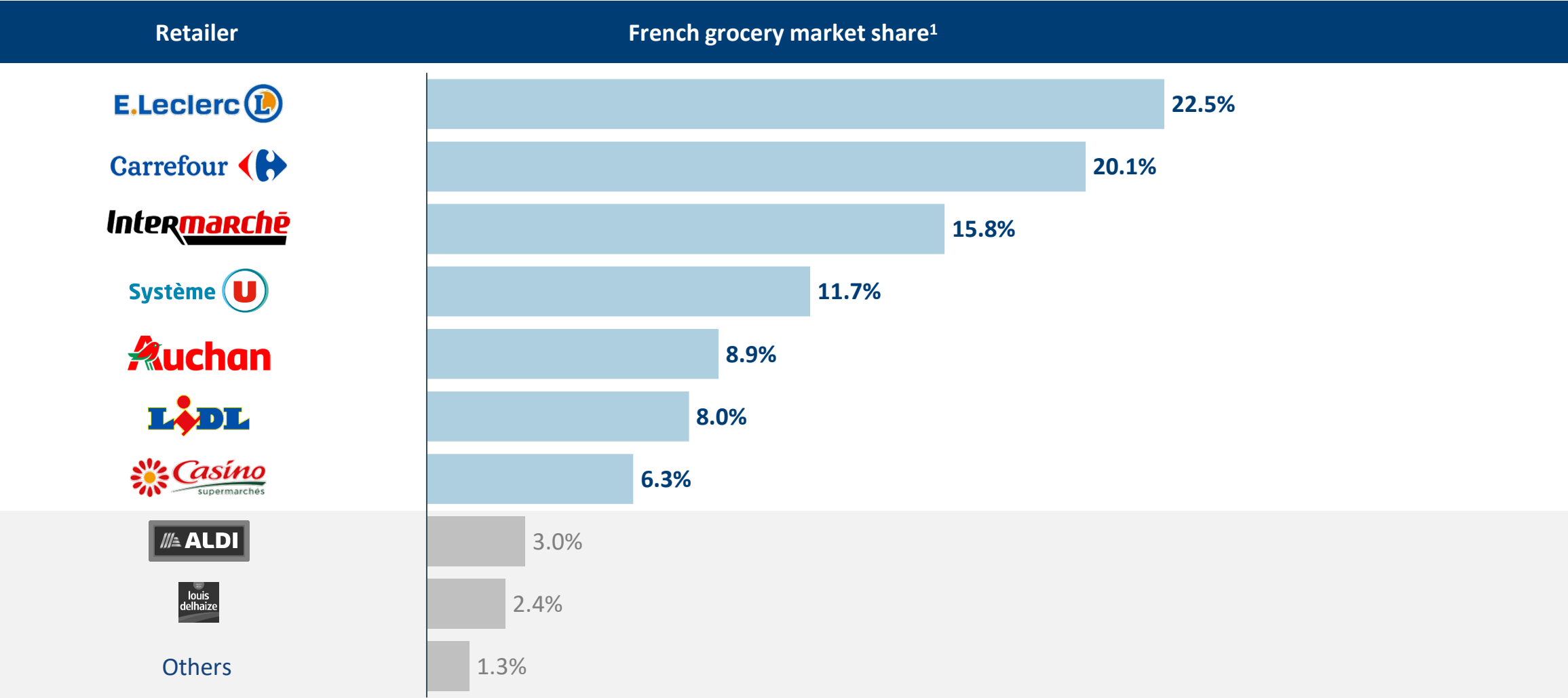
Distribution channels for seafood

~65%
of imported seafood in France is distributed through retail chains



The largest players in the French grocery retail market have over the past 15 years increased their combined market share. Currently, the **top 4 players** comprise **>70%** of the total market

7 RETAIL CHAINS HAVE OVER 90% SHARE OF THE FRESH GROCERY SALES



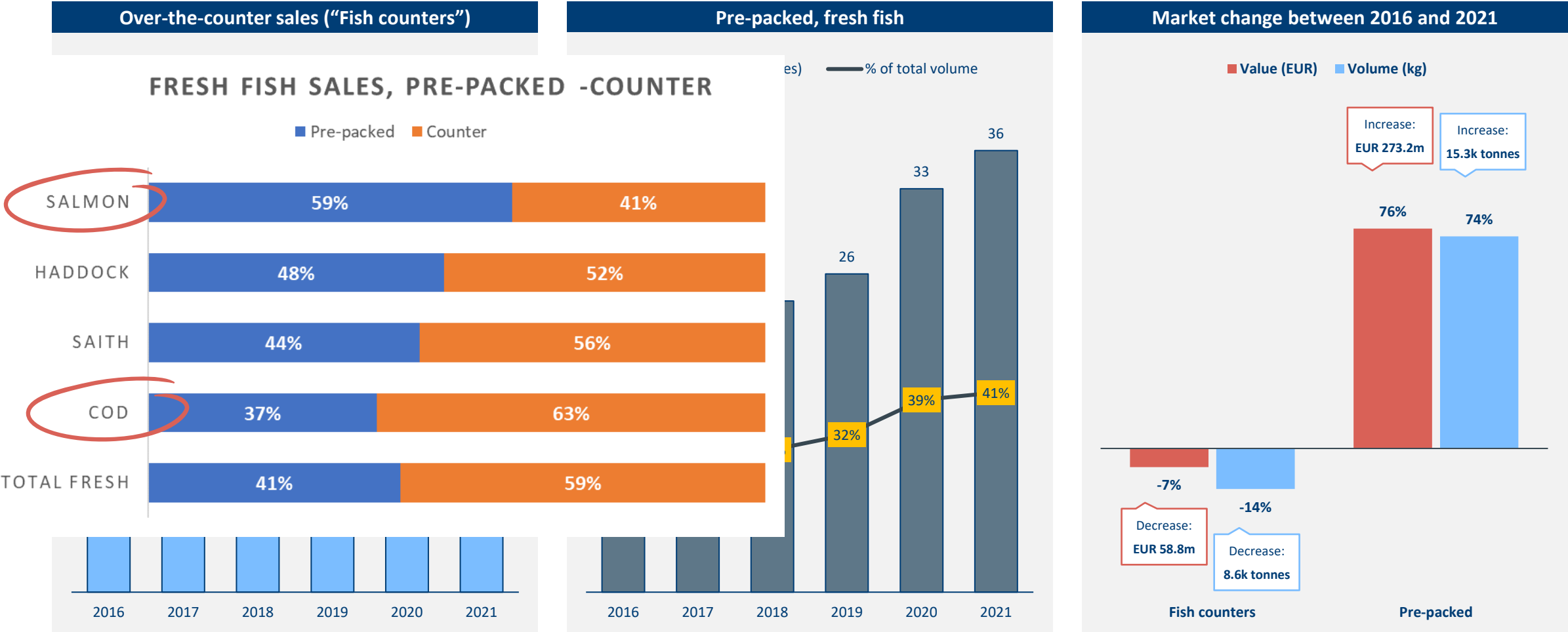
Source: Kantar World Panel; Management. Note: 1) Per 4 April 2023

RECENT DEVELOPMENTS IN THE FRENCH RETAIL MARKET ILLUSTRATE HOW CONSUMERS ARE INCREASINGLY FAVOURING PRE-PACKED FRESH FISH



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DEVELOPMENT OF FRESH FILLETS AND PORTIONS IN THE FRENCH RETAIL MARKET (2021)

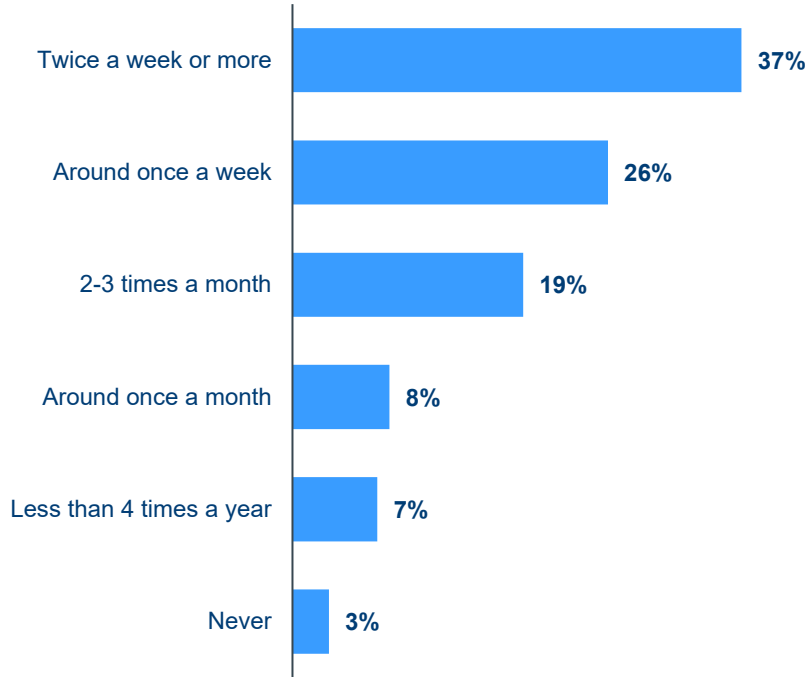


PRE-PACKED FRESH FISH



THE FRENCH CONSUME MORE SEAFOOD THAN THE AVERAGE EUROPEAN

How often do the French eat seafood?



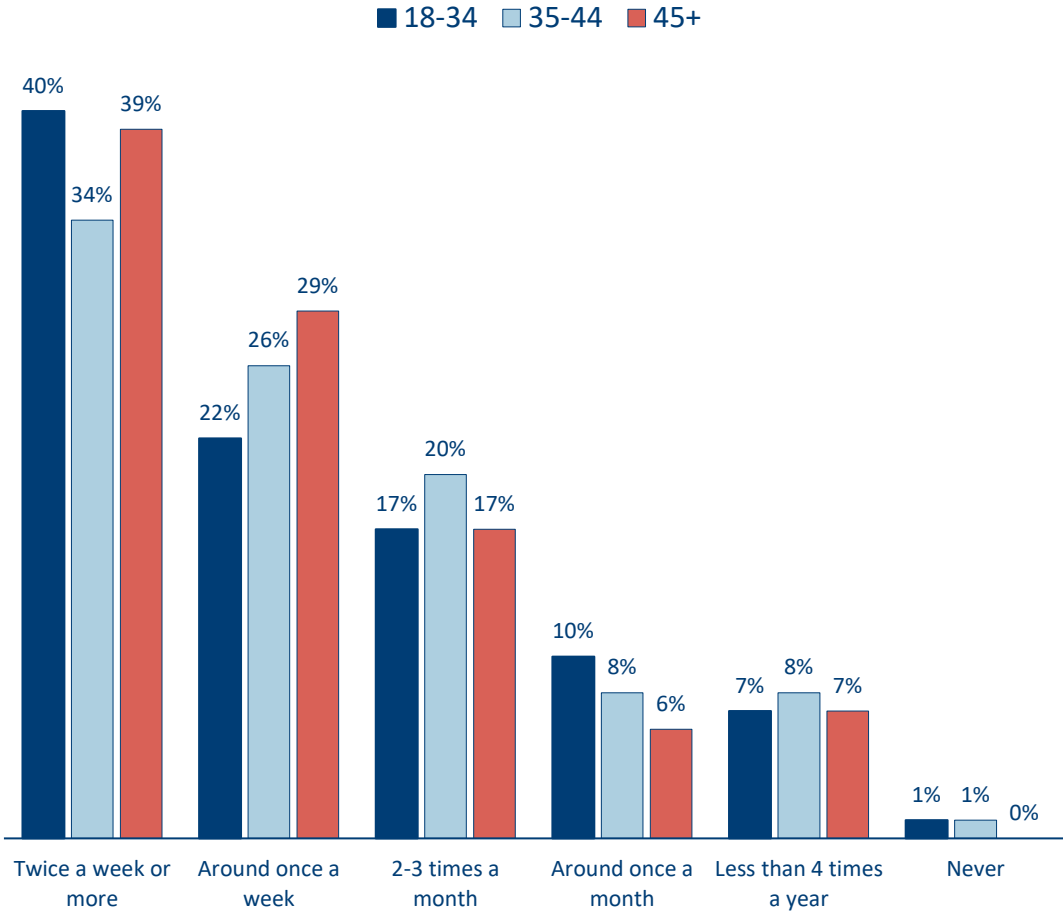
>60%
People in France eat seafood on a weekly basis

Why are fillet cuts so popular in France?

- ✓ Easy
- ✓ Quick
- ✓ Good value for money
- ✓ People know how to prepare it
- ✓ It has the best taste/texture



YOUNGER CONSUMERS IN FRANCE ARE EATING MORE SEAFOOD



Label Rouge – a stamp of quality



Label Rouge is **considered the most important certification** when buying a fish product by French consumers

Label Rouge is a sign of quality assurance in France as defined by French law in 2006.

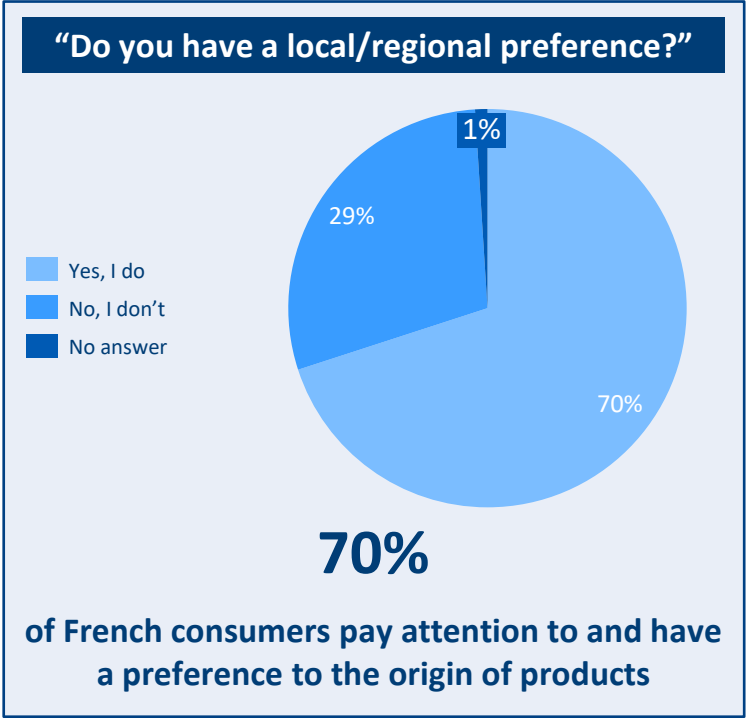
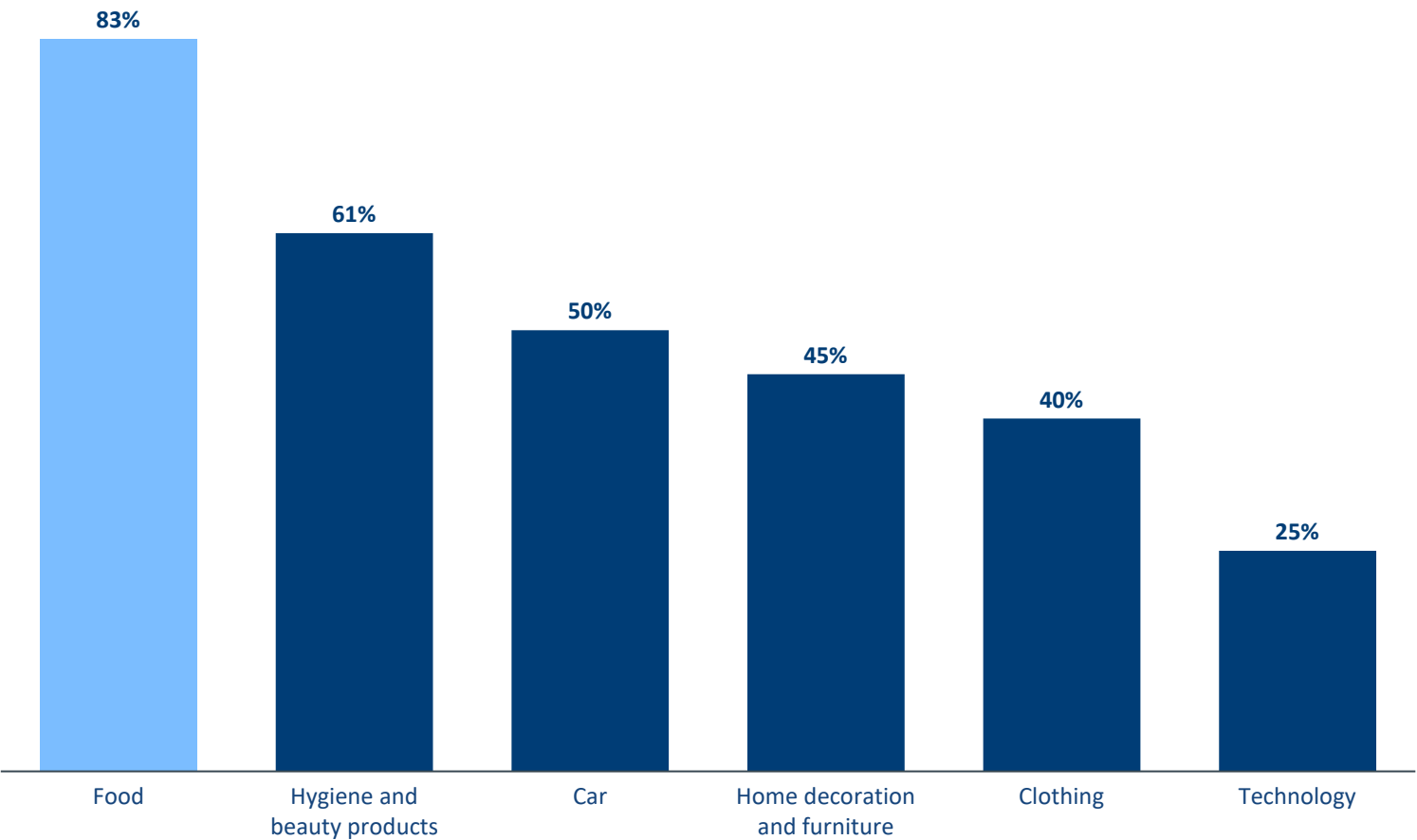
According to the French Ministry of Aquaculture and Food, “Label Rouge certifies that a product has a specific set of characteristics establishing a superior level to that of a similar current product”.



FRENCH PEOPLE HAVE A STRONG PREFERENCE FOR PRODUCTS MADE IN FRANCE

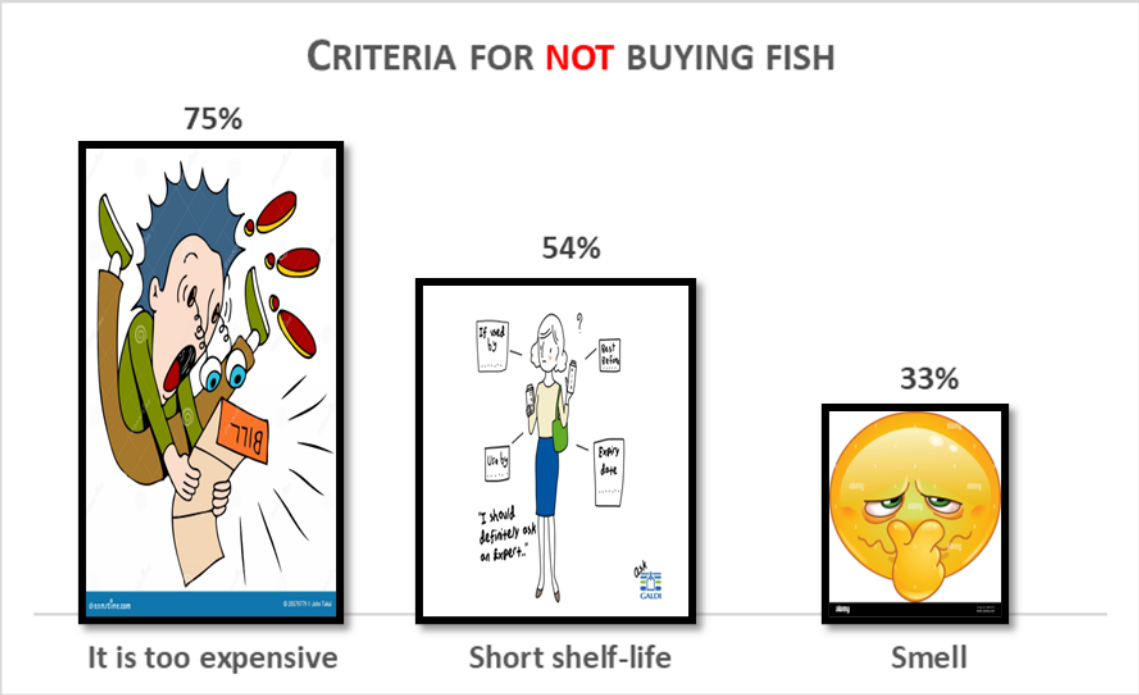
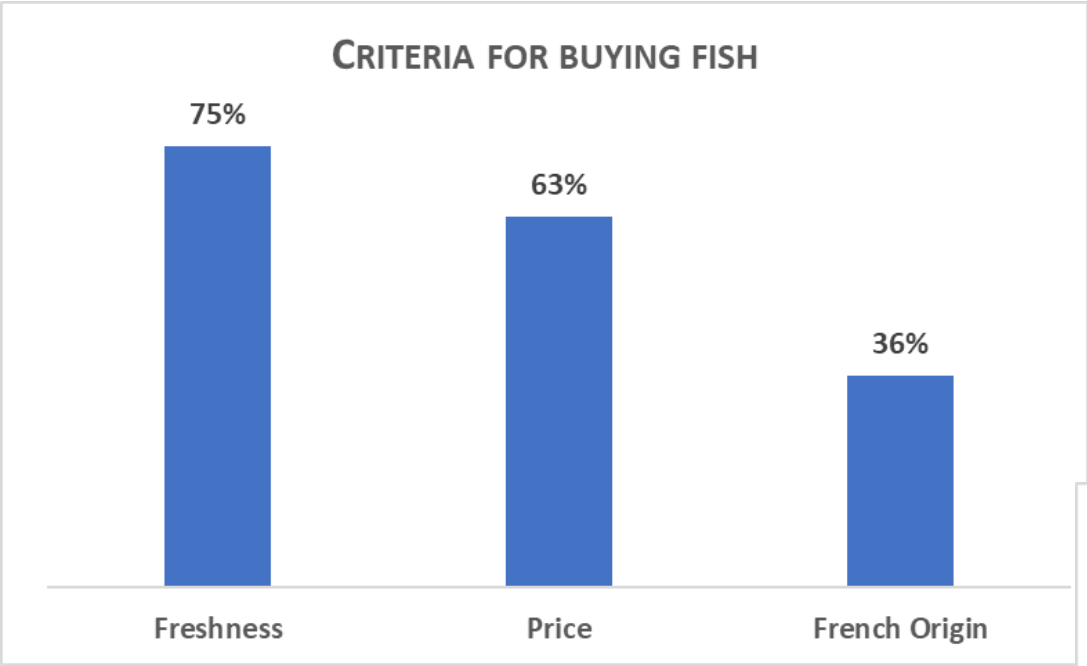
THE FRENCH HAVE PREFERENCE FOR MADE-IN-FRANCE PRODUCTS WHEN PURCHASING

Share of respondents saying they prefer products made in France when purchasing the product type (%)



83%
of respondents say that they favour made-in-France products when buying food products

WHY OR WHY NOT ?



Source: FranceAgriMer, Norwegian Seafood Council

HOW IS ICELANDIC FRESH FISH MARKETING IN FRENCH RETAIL MARKETS

- Very limited marketing actions of Icelandic fresh fish on the French market
- All Pre-packed sold under private-label brands
- Sales driven by promotions
- Limited cooperation on marketing matters, between main Icelandic suppliers
- No product or packaging standards
- Only brand or label that exists for fresh fish is the Norwegian cod label SKREI



MARKETING OF SMOKED SALMON FROM ICELANDIC RAW MATERIAL



PETIT NAVIRE

SAUMON FUMÉ

ISLANDE

4 TRANCHES MINIMUM



RETRACEZ VOTRE PRODUIT



NOS ENGAGEMENTS

AQUACULTURE RESPONSABLE




+ SANS TRAITEMENT ANTIBIOTIQUE DES L'ÉLEVAGE EN MER



NUTRI-SCORE


A B C D E

A consommer jusqu'à :



SAUMON ATLANTIQUE FUMÉ DÉCONGELÉ ÉLEVÉ EN ISLANDE

FUMAGE AU BOIS DE HÊTRE
SALAGE TRADITIONNEL AU SEL SEC



4 TRANCHES

SAUMON FUMÉ
SANS OGM
14-18% S.E.

NUTRI-SCORE

A B C D E

MAISON DELPEYRA 1890

SAUMON FUMÉ

FJORDS D'ISLANDE

SANS CHAIR BRUNE | SAUMONS NOURRIS SANS OGM**

8 GRANDES TRANCHES TRAITEUR

*Conformément à la NORME NF V45-065, **(<0,9%) conformément à la réglementation en vigueur.



LABEYRIE

FONDÉ EN 1946

LE SUBTIL D'ISLANDE

— SAUMON FUMÉ DÉGUSTATION —

6 TRANCHES MINIMUM

OFFRE SPÉCIALE

SERVICE FACILE AVEC INTERCALAIRES

PROFIL AROMATIQUE

TEXTURE TENDRE ET GÉNÉREUSE

NOTES DOUCES ET MARINES

VÉRITABLE FUMAGE AU BOIS DE HÊTRE

NOTRE ENGAGEMENT RESPONSABLE



MAISON DELPEYRAT 1890

SAUMON FUMÉ

ISLANDE

4 TRANCHES minimum

100% ENGAGÉ POUR LE GOÛT

SALAGE TRADITIONNEL

Issu de saumons nourris SANS OGM (<0,9%)

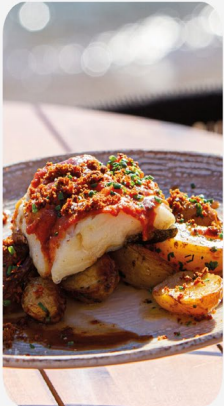
Préparé SANS CONSERVATEURS*

FUMÉ EN FRANCE

How to cook ?



POISSONS - FISH	
El Flamenco de cabillaud	27€
Cabillaud rôti en croûte de chorizo et son crumble, pommes de terre grenailles et jus de viande	
<i>Cod Flamenco, roasted cod with chorizo crust and crumble, baby potatoes and meat juice</i>	
Escapade dans les îles	26€
Gambas, palourdes, dorade, cabillaud, basilic thaï, lait de coco, riz basmati	
<i>Escape in the islands, gambas, clams, sea bream, cod, Thai basil, coconut milk, basmati rice</i>	
Tentacules de poulpe en persillade	35€
Ecrasé de pommes de terre aux fines herbes	
<i>Octopus tentacles with parsley and mashed potatoes with fine herbs</i>	
Pavé de maigre	26€
Mousseline de carotte au gingembre, carotte fane rôtie au beurre	
<i>Lean steak, carrot mousseline with ginger, carrot top roasted in butter</i>	
Tartare de saumon et avocat, Frites fraîches et salade	26€
<i>Salmon and avocado tartar, French fries, and salad</i>	
Filet de dorade royale	25€
Ecrasé de pommes de terre, vierge provençale	
<i>Filet of royal sea bream, mashed potatoes, Provençal virgin</i>	



MERCI