

SUCCESS STORIES

Norwegian seafood is safe and delicious and has gained a high reputation worldwide – from the tiniest province in the Netherlands to the bustling cities of Japan.

1

Norwegian salmon available throughout Spain

2014 saw the launch of yet another seafood adventure when Lerøy became supplier to the major chain of supermarkets in Spain – Mercadona – with more than 1,600 supermarkets.

It all started with sales and distribution activities via the foundation of Lerøy Processing Spain, a company that has experienced considerable development and has opened a total of four factories in Spain in recent years. Fresh seafood has a very short shelf-life, so it is important to have processing plants located in several of Mercadona's logistic areas.

Fresh fish in demand in all shops

After successful sales in Madrid, Lerøy opened a new factory in Barcelona, closely followed by Valencia and then the most recent plant in Alicante, which opened in 2018. Today, Lerøy has more than 250 employees in Spain and has daily deliveries of seafood to almost 1,000 supermarkets.

Norwegian salmon is also popular in southern Europe. Mercadona has a market share of 35-40% for salmon in Spain. The main goal is to deliver to every single Mercadona supermarket in the country, thereby supplying world-class sushi, salmon and other seafood products to even more people.

2

Locally produced food from Bulandet

Local produce from sea to plate.

It is rumoured that the Nidaros Cathedral in Trondheim was built using money earned from dried cod. And it is a safe claim to say that the trading city of Bergen is also founded on money from fish, and that fish has always been an important product for Norway.

This remains true today, and Bulandet Fiskeindustri and its fish factory in Bulandet in the westernmost reaches of Sogn og Fjordane play an important role, particularly for the area's 237 inhabitants.

The factory has been in Bulandet since 1972, originally used as a herring and seaweed landing plant. Today, the premises house one of Norway's most modern plants for processing fish.

Norwegian food from Norway

The factory specialises in breeding fish and making sure that quality is optimal in every part of the process. Only the best fillets are used, and the flavour of the breadcrumb has been developed by persons with extensive knowledge and years of experience. The factory also produces a number of other seafood products – more than 40 varieties in total – that are sold worldwide.

The employees take great pride in being able to produce seafood locally. Products in Norwegian shops bearing the Lerøy and Norway Seafood labels are in the main processed in Norway. This provides higher value creation in Norway, securing jobs and increasing contributions to both the local and national economy in Norway.

3

Recycling cages to make clothes and blankets

Have you ever looked at a fish farming cage and thought: "I could wear that or decorate my living room with it"? Probably not, but you might just change your mind when you read this!

In this age of sustainability, recycling is of increasing importance so that we leave behind the smallest possible eco-footprint. And what could be better than giving something you no longer use to someone who can create something new from it, for example old fish farming nets.

Innovative nylon

After use, our fish farm nets are handed over to Nofir, a company that collects discarded fishing tools from the fisheries and fish farming industry in Norway and Europe. In 2017, Lerøy delivered more than 635 tonnes of nets to be recycled into "econyl", a nylon product made from waste.

The goal is to reuse and recycle this material eternally, bringing new life to what is currently classed as waste.

So, if you are interested in style, smart innovation and a green lifestyle, you may be able to wear clothes and furnish your home with products that have a long history from Norwegian fish farming, years before they arrive in the shops as textiles or blankets.

4

Norwegian salmon preferred in Japan

Did you know that Japan did not use salmon for sushi until the mid-1980s? Today, it is difficult to imagine sushi without salmon.

In 1995, Lerøy's first charter plane took off from Norway for Japan, fully loaded with salmon. This was to be followed by thousands more flights. It did not take long before Norwegian salmon gained a status as one of the world's best ingredients among both Japanese and sushi chefs, and demand went through the roof. This was the very start of what was to become a specially developed salmon with ultimate flavour and quality: Aurora Salmon.

One of four salmon from Lerøy

The product was specially developed in collaboration with long-term partners in Japan, and can only be produced in Lerøy Aurora's localities in North Norway. The salmon grow in a unique area, swimming in clear Arctic seas bathed in the Northern Lights and midnight sun. A mere 36 hours after being caught, the salmon can be found on a plate of food in the bustling cities of Tokyo, Osaka or Nagoya.

Today, 25 of every 100 salmon exported to the home of sushi come from Lerøy, and 16 of these are Aurora Salmon. The brand is popular with the country's most highly recognised sushi chefs and has a reputation as a top-class raw ingredient.