

Sildelaget:-Does not lose that Iceland and the Faroe Islands are free passengers

While Norway's Sildesalgslag strongly believes in increasing the market effort for pelagic fish, seafood Norway does not believe that it will pay off, and refer to the opening of free passengers.

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Today, Wednesday, the U.S. economist presented Oral Capps Jr. Analysis of how joint marketing of pelagic fish affects the exports of herring and mackerel. His conclusion is that the Norwegian exports have much to collect from a joint marketing, where a penny invested gives nine crowns left in increased revenues for herring and 19 kroner for mackerel.

Ice cold between industry and fishermen on the marketing of herring and mackerel

Not full good picture while managing director Paul Oma in the Norwegian Sildesalgslag poses very positive to the Capps analytics company Forecasting and Business Analytics (FABA) presents, believes the deputy director of seafood

LARGEST: Japan and South Korea are the largest markets for Norwegian mackerel, where "Seafood from Norway" is widely used in marketing.

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Norway, Trond Davidsen, that the analysis does not provide a full good picture of how the market will respond to an increase or decrease in marketing.

"The assay does not measure the impact of efforts made in the promotion of stores or through product development," he said.

Such a high gain as 19 kroner for every penny invested in marketing he does not particularly believe in.

Difficult to measure Davidsen does not mean that Norway's Seafood Council should not take advantage of such analyses, but believes it is difficult to measure the impact of market effort, and that there will therefore be different opinions about the results.

"I think that some perceive the ROI in the mostly team," he said.

Davidsen does not dispute that joint marketing has anything for itself, but will

have no idea of how much to spend on the marketing of pelagic fish. It is up to the members of seafood Norway to believe something about.

"There will be a discussion about this," he said.

Free passengers after the presentation to Capps, Davidsen asked if not joint marketing also leads to the fact that there are a number of free passengers who get the benefit of the Norwegian market effort.

Capps say that this applies to all common marketing, but that the experience of other countries suggests that it still pays off with such a concerted effort.

He pointed out that a massive joint marketing of orange juice from Florida was halted for three months, leading to a loss of between 54 and 58 million US dollars.

It took six to seven months to regain demand, the Capps showed to.

Paying off the leader of the party director Paul Oma has previously expressed the fact that the efforts in the market work for pelagic fish should be up. He takes the U.S. assay to income that this will pay off for the entire pelagic industry.

"The analysis shows a wonderfully good return of joint marketing for pelagic fish," he says and believes it also shows that it is invested too little in such market effort.

Important markets in the case of no such marketing, countries such as Iceland, the Faroe Islands and Scotland become free passengers in such a Norwegian initiative, he replies that there are probably many free passengers, but that it does not mean that Norwegian fishermen lose in such a Effort.

-If we look at Japan and South Korea, which are our main markets, there are not many free passengers there, he says and refers to that in these markets there are Norwegian fish that dominate.

"We can't fail to invest in marketing just because someone becomes free passengers," he said.

Too good? When asked whether or not the results in the analyses, stating revenue increases by nine and nineteen times for each market crown, are too good to be true, he says that these are results that are on par with other foods.

FABA does similar analyses on a number of food products, where the results are averaging 10 kroner in profit for each market crown.

-The results for herring lie a little below this, while for mackerel they are higher, says Oma.

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