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NORWAY UK SEAFOOD SUMMIT
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EXPLORING NEW SHIFTS AND CHANGE: NORWAY UK SEAFOOD SUMMIT 2025

A record number of industry leaders gathered on Tuesday 25th February at the historic Fishmongers' Hall in London for the 2025 edition of the Norway UK Seafood Summit, hosted by the Norwegian Seafood Council.

This flagship event continues to unite influential voices from the seafood industry, retail, foodservice, fishing, trade organisations, media and beyond, solidifying its status as a staple on the seafood industry calendar.

The 2025 edition of the Summit showcased both opportunities in the

industry, as well as addressing current and future challenges. Overarching themes and discussions of the conference were the key megatrends that will shape the seafood industry in the coming years.

Building on the success of previous years, the 2025 Summit provided a dynamic and engaging forum for seafood stakeholders across various sectors. The programme, led by industry experts, delved into several pertinent topics, with the consensus that collaboration and stronger connections are pivotal to securing future growth.



Above: Mike Rowe, Director for Marine and Fisheries in Defra and HE Tore Hattrem, Ambassador of Norway to the United Kingdom.



The Norway - UK Seafood Summit 2025 showcased opportunities and future challenges, as well as the global megatrends that shape seafood consumption.

Strengthening Bilateral Cooperation

Opening the summit with words on the longstanding cooperation between the UK and Norway, Country Director Victoria Braathen set the stage for the coming talks and presentations.

“With the summit we want to continue to foster bilateral opportunities and showcase how the industry in both Norway and the UK can work together. This year we have wonderful presentations and discussions from our participants, and we’re very happy with the involvement and interest from

our stakeholders and everyone else attending.” said Braathen.

HE Tore Hattrem, Ambassador of Norway to the United Kingdom and Mike Rowe, Director for Marine and Fisheries in Defra followed Victoria Braathen on the stage, further emphasising the importance of our collaboration and our trade relationship.

The question of the role of seafood when it comes to food security and sustainability, as well as innovation, were

the key themes. Working together will help us move both industry, sector and trade in the future.

The presentations and talks of the Summit covered several species and the newest insights on export, import and consumption. The speakers touched upon important subjects relating to innovation in technology, what’s needed, where we stand, and how it all connects to challenges in sustainability, stock management and trade.

Top Seafood Consumer Trends 2025 report

This year’s Summit also hosted the launch of the highly anticipated Norwegian Seafood Council’s Top Seafood Consumer Trends 2025 report.

The report delves into the transformative megatrends shaping global seafood consumption, with sustainability, social responsibility, and technological innovation emerging as key drivers of change. These trends are driving industry-wide shifts to meet the evolving demands of global markets.

Insights from Lars Moksness, the Norwegian Seafood Council’s Consumer Behaviour Analyst and author of the Top Seafood Consumer Trends 2025 report, highlighted the global megatrends impacting the future of the seafood industry.

Moksness’ keynote set the stage for the rest of the summit, showcasing the major drivers that influence and transform the market.

The key megatrends addressed were:

1. Technological advancements
2. Demographic shifts
3. Environmental changes
4. Economic shifts
5. Geopolitical developments
6. Social evolution

Supply Chain Trends and Market Dynamics for Whitefish and Salmon

Seafood analyst Eivind Hestvik Brækkan guided the audience through the shifts and development in both imports and exports, focusing on salmon and whitefish for the UK.

He demonstrated how trade and species have evolved and changed between the markets.

Tapping into the overarching theme of this year’s summit - the megatrends that shape seafood consumption - Brækkan concluded his talk with some hypothetical geopolitical scenarios, and their potential implications.

He provided examples of possible futures, including the consequences of new tariffs, the lifting of sanctions and bans, a global trade war, and how these factors might influence the international flow of seafood.

Global Salmon Supply and Market Outlook for 2025

Dag Sletmo, from DNB Bank’s Seafood Division, followed with his thoughts on the global salmon supply for 2025 and its potential market implications. Stating that the megatrends shaping consumption could benefit the salmon farming industry.

Sletmo listed some key drivers that will be important for the industry in the coming years, such as:

- An increasing world population with higher demand for food
- A growing middle class in emerging markets demanding more protein
- Limited land acreage compared to other animal production
- Low feed conversion rate compared to other animal production

Sletmo commented that the high prices for salmon will likely continue in the following year, with trade flows being influenced by the shifting geopolitical situation.

Right: Daniel Howell from IMR talked about long-term management of Norwegian Fisheries



Charting the Course: Long-Term Management of Norwegian Fisheries

Researcher Daniel Howell, from the Institute of Marine Research, presented an introduction to the history of Norwegian fisheries and exports. He provided insights into the science behind Norway's long-term fisheries management, stock development, and harvest control rules.

Howell emphasised that Norway's focus is not only on managing volume but also on the variation and amount within each species category. It is not just about how many tonnes of fish we catch: the way we fish and which specific fish are caught are also important.

The size of the fish is of utmost importance. Norwegian management and fishing practices include measures to allow smaller fish to grow before being caught.

Howell also commented on the NEA cod, discussing the state of the cod stock and the quotas. The reason for the low recruitment of cod is hard to understand, as Howell pointed out, but several factors could influence the cod stock.

Howell concluded that many fish stocks are now in a healthy state, and we can see that fish are growing larger again. It is expected that they will stabilise in the next few years, if scientific advice is followed and we continue protecting the small fish.

'The UK and Norway share a rich history, and a long-standing relationship built on our shared love of seafood'

Norwegian Coldwater prawns: Fisheries Management

Delving into the subject of cold-water prawns, Synne Gulbrandsen, Marketing Manager at the Norwegian Fishermen's Sales Organisation, and Josefine Voraa, Seafood Analyst at the Norwegian Seafood Council, introduced the audience to the management model and fishing practices that shape the wild caught prawn fishery.

This included the management of prawn stocks, as well as the regulations and laws that protect against bycatch:

- Prawn trawling permit
- Regulation and rules for catching
- Certification and sustainability

The Summit's section on Coldwater prawns also featured a moderated talk with Josefine Voraa and Nicola Hunter, Head of Seafood Purchasing and Strategic Sourcing at Hilton Foods Seachill. The topics were supply outlook, consumer trends shaping the UK prawn market and future opportunities.

Future of Fish and Chips

Following the segment on Coldwater prawns, the theme shifted to Fish and Chips, with a joint discussion between Andrew Crook from National Federation of Fish Friers, Sarah Heward from The Real Food Café, and Johan Oksholen from Nor Seafoods AS.

The discussion was led by Julie Waites, from the Frozen at Sea Fillets Association. The main themes of the talk were the challenges posed by high prices and reduced quotas, and the importance of working together and supporting each other, and the opportunities presented by these new challenges.

Navigating Trends and Overcoming Challenges

The closing session of the Summit included an introduction to the UK Seafood Federation by Dan Aherne, followed by a presentation of the opportunities and prospects for farmed cod in the UK by Cathrin Rabben, Sales Manager at Ode.

The final contribution was the industry talk featuring Morten Hyldborg Jensen from Nordic Group, Tor Bjørklund Larsen from the Norwegian Fishermen's Organisation, Dan Aherne from New England Seafood, Cathrin Rabben from Ode, and Jordan Muldoon from Asda. This discussion was led by Robin Paxton, Editor in Chief at Intrafish, and focused on the Norway-UK Seafood Trade, as well as the influence of new trends and challenges.

A Thriving Seafood Partnership: Norway and the UK

Victoria Braathen, UK Director for the Norwegian Seafood Council, commented:

"The UK and Norway share a rich history, and a long-standing relationship built on our shared love of seafood, which continues to thrive. As the industry faces evolving challenges, this year's event provided timely insights and forward-thinking perspectives, while offering valuable networking and collaboration opportunities. Reflecting the broad scope of our seafood trade and collaboration, the programme was designed to inspire meaningful dialogue and strengthen connections across the seafood sector."

Norway and the UK have a long-standing seafood partnership with close relations across the industry. The UK is a key market for Norwegian seafood, and Norway remained the largest exporter of seafood to the UK in 2024. Top species exported from Norway to the UK are salmon, cod, haddock, cold-water prawns and halibut.

Overall, the 2025 Norway UK Seafood Summit proved to be a vital platform for industry leaders to share insights, encourage collaboration, and outline a sustainable future for the seafood sector. By championing strong connections and innovation, this summit emphasised a shared commitment to boosting seafood consumption and driving sustainable growth between the UK and Norwegian markets.

The Norway-UK Seafood Summit 2025 underscored the dynamic nature of the seafood industry, highlighting the importance of innovation, sustainability, and international collaboration. By addressing global megatrends and market challenges, the summit set the stage for future industry developments and strengthened the foundation for continued cooperation between Norway and the UK.



Speakers at this year's summit included:

- Lars Moksness**, PhD, Analyst, Consumer Behaviour, Norwegian Seafood Council
- HE Tore Hattrem**, Ambassador of Norway to the United Kingdom
- Mike Rowe**, Director for Marine and Fisheries, Defra
- Eivind Hestvik Brækkan**, Seafood Analyst, Norwegian Seafood Council
- Dag Sletmo**, Senior Vice President / Client Advisor, DNB Seafood
- Daniel Howell**, Researcher, Institute of Marine Research
- Synne Gulbrandsen**, Marketing Manager, Norwegian Fishermen's Sales Organisation
- Josefine Voraa**, Seafood Analyst, Norwegian Seafood Council
- Nicola Hunter**, Head of Seafood Purchasing and Strategic Sourcing, Hilton Seafoods Seachill
- Julie Waites**, Executive Director, Frozen at Sea Fillets Association
- Andrew Crook**, President, National Federation of Fish Friers
- Sarah Heward**, Owner, The Real Food Café
- Johan Oksholen**, Sales Manager, Nor Seafoods AS
- Dan Aherne**, CEO, New England Seafood and Member of the Board, UK Seafood Federation
- Cathrin Rabben**, Sales Manager, Ode and Member of NSC Whitefish Advisory Board
- Morten Hyldborg Jensen**, CEO, Nordic Group
- Jordan Muldoon**, Buying Manager Fish, Asda
- Tor Bjørklund Larsen**, Senior Advisor, Norwegian Fishermen's Association

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