

Discussions with the Norwegian Fish Farmers' Sales Organization and the Norwegian Salmon Marketing Council Representatives at Aqua Nor '89:

R. Steinbock met with the following representatives who were available at the Norway Fish Farming Stand at Aqua Nor '89:

Norwegian Fish Farmers Sales Organization

Mr. Odd Berg
Marketing Director

Mr. Ragnar Haugan
Marketing Manager

Mr. Odd Ustad
Public Affairs

Norwegian Marketing Council Inc., New York

Mr. Arne Bjornstad
President

Mr. Ustad noted that the Norwegian fish farmers' organizations were the strength of the Norwegian industry in terms of industry coordination and interface with the government. He provided a clarification of the respective roles of the Norwegian Fish Farmers Association and the Norwegian Fish Farmers Sales Organization. It was noted that the Norwegian Fish Farmers Association (NFF, Norske Fiskeoppdretteres Forening) is the national organization for professional Norwegian fish farmers, founded in 1970. The membership is large and includes food fish farmers, smolt producers and shellfish farmers. The NFF is an umbrella organisation consisting of ten district groups which more or less follow the county lines along the coast. The Smolt Producers National Association and the Norwegian Shellfish Farmers Organisation are collective members of the NFF. About 700 salmon producers are members of the NFF.

Mr. Ustad noted that as a national organisation for fish farmers, the association speaks for the industry and negotiates with government authorities in discussions regarding the framework of the industry. This allows the voice of the farmer to be heard and permits his participation in the decision-making process. He noted that it is the task of the NFF to evaluate the various objectives of the district groups and present a consensus of views and perspectives on issues to the government.