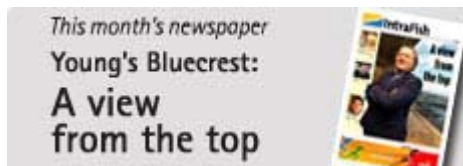




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Market Prices

I liked the article Nordic retailers eye eco-labels by Drew Cherry in June's IntraFish newspaper, and the piece by Knut-Eirik Olsen, WWF: Eco-labels could open markets for Norway. They provided an excellent contrast to the later article by Vegard Solseletten, Just call it 'fresh' cod.

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While the first two articles indicate that consumers are increasingly concerned about perceived differences in seafood products (in this case sustainability), it is interesting to note that the new mantra from the Norwegian seafood industry appears to be "All cod are equal!" I wonder who is right, the consumer or the Norwegian seafood industry?

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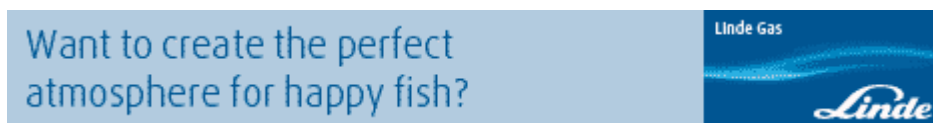
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