

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary Public

Date: 3/1/2018

GAIN Report Number: NL8008

Norway

Post: The Hague

Exporter Guide

Report Categories:

Beverages

Dried Fruit

Exporter Guide

Fishery Products

Raisins

Retail Foods

Snack Foods

SP1 - Expand International Marketing Opportunities

Special Certification - Organic/Kosher/Halal

Tree Nuts

Wine

Approved By:

Susan Phillips

Prepared By:

Marcel Pinckaers

Report Highlights:

This exporter guide provides practical tips for U.S. exporters on how to conduct business in Norway. Although a small market, Norway relies heavily on imports. There are export opportunities for U.S. exporters of specialty foods, wine, craft beer, seafood, tree nuts, food preparations and dried fruit. Especially well-known brands and products from the United States fare well in this affluent market.

Introduction

Norway is located in Northern Europe and is a part of the Scandinavian Peninsula. The majority of the country shares a border to the east with Sweden while its northernmost region is bordered by Finland to the south and Russia to the east. Norway's extensive coastline is facing the North Atlantic Ocean and the Barents Sea.

Map of Northwest Europe



With 324 thousand square kilometers, Norway belongs to the top ten largest countries in Europe. Norway is also one of the most sparsely populated countries in Europe and has a coastline ten times its length.

Norway's population is 5.2 million and the vast majority live in urban areas. Almost one million people live in its capital Oslo. Other large cities are Bergen, Stavanger and Trondheim; all located on Norway's coastline.

Norwegian is the official language of Norway and the majority of Norwegians are also fluent in English. Norway is a constitutional and hereditary monarchy with a parliamentary system and King Harald V is the current monarch and head of state of Norway.

Source: Google Maps

Similar to other Nordic countries, Norway relies heavily on imports due to the severe winters and a short growing season. In 2017, its imports of agricultural and food products totaled \$8.6 billion or almost eleven percent of Norwegian's total import value. Eleven percent of imported agricultural and food products came from neighboring Sweden. Other important trading nations are the Netherlands, Denmark and Germany. The United States is Norway's 13th largest supplier while being its third largest non-EU supplier (after Brazil and Russia). In 2017, imports from the United States totaled almost \$260 million, or three percent of total imports.



VINMONOPOLET

In addition to an overview of the macroeconomic situation in Section I, this report also describes exporter business tips in Norway. Section III provides detailed information on the best products prospects.

| | | |
|------------------|--------------------------------------|----|
| Table of Content | | |
| Section I. | Market Overview | 3 |
| Section II. | Exporter Business Tips | 4 |
| Section III. | Best Products Prospects | 6 |
| Section IV. | Key Contacts and Further Information | 12 |
| Appendix I | Trade Shows in Europe | 13 |
| Appendix II | Consumer Fairs in Norway | 14 |

Section I. Market Overview

Norway is a modern, highly developed country with a small but very strong economy. Per capita GDP is among the highest in the world, boosted by success in the oil and gas sector and other world-class industries like shipping, shipbuilding and aquaculture. The decline in oil prices contributed to a rise in unemployment back in 2016. With oil prices on the rise, the economy is showing signs of bouncing back and the unemployment rate dropping to 4.2 percent last year.

Key Data Norwegian Economy

| | 2016 | 2017 | *2018 |
|--------------------|------|------|-------|
| Economic Growth, % | 1.1 | 1.8 | 2.2 |
| Unemployment, % | 4.7 | 4.2 | 3.8 |
| Inflation, % | 2.8 | 1.6 | 1.9 |

Source: Statistics Norway, U.S. Embassy Oslo

*forecasts

Norway is a safe and easy place to do business. It is politically stable, with strong property rights protection and an effective legal system. The government remains a major owner in the Norwegian economy and retains monopolies on a few activities, such as the retail sale of alcohol.

Norway is not a member of the European Union (EU), but is linked to the EU through the European Economic Area (EEA) agreement (like Iceland and Liechtenstein). By virtue of the EEA, Norway is practically part of the EU's single market, except in fisheries and agriculture. More information about the European Economic Area (EEA) agreement can be found [here](#).

Advantages and Challenges U.S. Exporters of Agricultural Products Face in Norway

| Advantages (product strengths and market opportunities) | Challenges (product weakness and competitive threats) |
|---|--|
| Although proud of their local products, Norwegians like branded food products from the United States. Packaged food products with graphics rich in stars and stripes are viewed as positive. U.S. products have a high quality image. | Norwegian importers face competition with domestic producers due to high subsidies for local farmers and high import tariffs. |
| Growing demand for products that contribute to a healthier lifestyle. There is a growing concern about the level of salt, sugar and fat in food products. Environmental concerns, sustainability and food waste are also increasingly important issues. | Due to Norway's access to the EU single market there is also competition from suppliers from EU member states due to tariffs and non-tariff trade barriers and transportation costs. |
| Norwegians are well-traveled and there is a demand for products from abroad. | Norway is a small market. |
| Norway highly depends on imports due to the strong winters and short growing season | Transatlantic transportation can be costly and takes time. |
| Especially in urban areas, Norwegians are rather affluent, well-educated and open-minded. | Standard U.S. product labels do not comply with Norwegian product labels (stickers are allowed). |
| Alcoholic beverages are expensive due to the alcoholic beverage tax and the VAT. | Selected meat and meat products, products containing unapproved GMO derived ingredients and shellfish cannot be exported to Norway. |
| Norway is a growing market for organic, gluten free, whole grain, healthy and convenience products. | There is a general belief that American processed foods are not healthy. |

During the past five years, Norway's exports of food and agricultural products to the United States doubled to \$744 million last year. Norway's exports of Atlantic salmon to the United States grew from \$136 million in 2012 to \$527 million in 2017. Exports of Atlantic salmon now represent over 70 percent of Norway's exports to the United States.

In 2017, Norway's food and agricultural imports totaled \$260 million, creating a trade surplus of \$484 million with the United States. U.S. exports to Norway were dominated by tree nuts, food preparations, wine, ethyl alcohol, raisins, sweet corn and sawn oak.

Top 15 U.S. Agricultural and Related Products Export to Norway

| HS Code | Products | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|---------|---------------------|------------|------------|------------|------------|------------|------------|
| 080212 | Almonds | 15,785,813 | 14,777,671 | 18,922,985 | 29,335,887 | 19,477,742 | 17,967,453 |
| 220421 | Wine | 5,570,799 | 5,375,583 | 7,625,719 | 9,967,814 | 12,470,015 | 14,151,763 |
| 210690 | Food Preparation | 19,349,754 | 19,786,668 | 13,480,261 | 12,820,324 | 10,685,184 | 10,962,967 |
| 220710 | Ethyl Alcohol | 1,949,122 | 2,174,278 | 2,186,515 | 1,843,934 | 7,551,496 | 9,995,922 |
| 080620 | Grapes, Dried | 12,100,919 | 11,391,042 | 11,922,717 | 10,964,589 | 8,976,821 | 9,715,537 |
| 080232 | Walnuts | 11,517,737 | 10,160,283 | 13,450,374 | 15,530,166 | 8,260,127 | 8,768,669 |
| 200580 | Sweet Corn | 10,405,515 | 12,331,559 | 11,274,347 | 10,353,689 | 9,916,801 | 8,694,674 |
| 440791 | Oak Wood, Sawn | 5,098,168 | 4,191,080 | 5,343,703 | 5,969,296 | 6,699,226 | 7,911,458 |
| 160521 | Shrimp & Prawns | 4,306,049 | 4,413,810 | 5,138,524 | 13,400,267 | 10,997,520 | 7,154,563 |
| 120242 | Peanuts | 8,383,686 | 8,467,066 | 6,254,947 | 6,318,383 | 5,653,538 | 6,602,605 |
| 200819 | Nuts | 7,459,116 | 7,941,636 | 5,345,007 | 7,586,304 | 7,894,057 | 6,423,750 |
| 210390 | Sauces & Condiments | 4,112,886 | 4,500,662 | 4,106,659 | 4,327,145 | 4,336,645 | 5,068,349 |
| 220300 | Beer | 1,523,361 | 2,619,940 | 2,367,851 | 2,605,972 | 4,661,621 | 4,816,484 |
| 030363 | Cod | 11,732,675 | 2,641,383 | 1,958,818 | 2,119,431 | 3,884,582 | 3,802,095 |
| 230990 | Pet Food | 342,083 | 349,159 | 607,587 | 338,251 | 363,520 | 3,666,253 |

Source: World Trade Atlas

Section II. Exporter Business Tips

Norwegians are somewhat patriotic and like Norwegian food products. Consumers are also interested in new and foreign products and are willing to pay for quality. Norwegians are not as price sensitive as Danish consumers and are willing to spend more, especially on well-known branded products. The purchasing power in Norway is high and wealth is evenly distributed, making every Norwegian consumer an affluent consumer.

In Norway, business people speak English well and have a high level of education. It is a trust based society. Norwegians have lots of autonomy and are empowered to make decisions. In meetings they are friendly but somewhat reserved and seem to be confrontation averse. The Norwegians prefer flat organizational structures and doing business in an informal manner. They are well-traveled and the United States is a very popular destination. They have a huge fascination with American culture. The Norwegians also like to be well informed about the offered product, price and their business partner while valuing long-term partnerships.

Consumer Shopping Trends

The urban consumer shops about three times a week while in more rural areas they buy most of their groceries once a week during the weekend. In general they do all their food shopping at supermarkets, meaning there are hardly any butcher shops, bakeries or produce shops. The number of small households is growing, especially in the urban areas, which is leading to more shopping moments during the week and a growing demand for smaller portions. Online food sales are still small but growing. U.S. brands tend to be viewed as high quality. As Norwegian consumers travel and become more affluent, they want to eat the products they found when abroad.

Doing Business in Norway

U.S. companies are advised to research the Norwegian market before doing business. Norwegian companies are usually smaller than U.S. companies and there is direct contact between the CEO and the workers on the floor. Many Norwegian companies are family owned. Americans are often seen as more forward-leaning, more risk-taking and aggressive than their Norwegian counterparts.

Norway is a safe and easy country for doing business. Norway is generally a straightforward place to establish a business relationship. Contracts are not as detailed as they are in the United States, because Norway is more of a trust based society. Smaller importers sometimes get burned because of this. Margins can be very good. Norway is sometimes overlooked by U.S. suppliers even though Norwegians tend to have more flexibility with their wallets and value quality over price.

Retail Market in Norway

The turnover of total food sales in Norway in 2017 totaled \$27.8 billion¹ (NOK 220 billion). The food retail industry is quite consolidated. The three largest retail chains are Norges Gruppen, Coop Norge and Reitan Gruppen; they have a combined market share of almost 80 percent. ASKO, owned by Norges Gruppen, is Norway's largest wholesaler supplying the HRI industry. The table below provides more detailed information about the buying groups, the supermarket chains and their respective market shares.

There are no foreign food retail chains in Norway. Almost 15 years ago, the German-based hard discounter Lidl opened its first store in Norway. Four years later, however, the company pulled out of Norway due to challenges in both their supply and distribution.

Full service supermarkets and convenience stores dominate the Norwegian food retail landscape. Most supermarkets operate on a surface between 500 m² to 1,000 m² and there are hardly any independent grocers or large hyper-markets in Norway. The average Norwegian supermarket offers some of the following products from the United States: raisins, sweet potatoes, sauces & condiments, maple syrup, bakery products and almonds. The monopoly Vinmonopolet offers a good selection of U.S. wines and craft beer.

Leading Buying Groups in Norway

| Purchase Group | Market Share, percentage | Retail chains |
|--|--------------------------|--|
| NorgesGruppen Karenslyst allé 12-14, 0213 Oslo, Norway +47 24 11 31 www.norgesgruppen.no | 43% | Kiwi – full service/soft discount supermarket Meny– full service supermarket SPAR – high-end supermarket Jacob's – high-end full service supermarket Deli de Luca, Mix, Dolly Dimple - convenience stores ASKO – wholesaler |
| Coop Norge Østre Aker vei 264, 0977 Oslo, Norway +47 22 89 95 95 www.coop.no | 30% | Coop Extra – full service/soft discount supermarket Coop Prix Coop Obs Coop Mega Coop Marked |
| Reitan Gruppen Uraniensborgveien 6, 0258 Oslo, Norway +47 73 89 10 00 post@reitangruppen.no www.reitangruppen.no | 23% | REMA 1000 – full service/soft discount supermarket 7-Eleven – convenience store Naversen – convenience store |

Sources: Euromonitor, company websites, FAS The Hague

¹ \$1 = NOK7.9

Entry Strategy

The first step for U.S. companies that would like to start exporting to Norway is to determine whether there is a market for their product. In Section III, several product groups are highlighted that have good sales prospects. It is important to gain a good understanding of the customers and end-users.

The buyer is in most cases a specialized importer or direct user of the product. Products from the United States may not be price-competitive compared to other suppliers after import duties and taxes are considered. Shipping costs and time may also be a disadvantage. It is highly recommended to understand the Norwegian import requirements. Most import requirements within the European Union are harmonized and being a member of the EEA, Norway, generally speaking, follows the EU import requirements. [The GAIN E17080 – EU Food and Agricultural Import Regulations and Standards Report, December 7, 2017](#), a report by the FAS USEU Office, gives an overview of the import regulation standards and required health certificates that are required by the European Union. However, there may be some additional requirements specific to Norway and it is recommended that U.S. exporters verify the full set of import requirements with their Norwegian buyer. The buyer and local freight forwarder are in the best position to research such matters with local authorities. The final approval of any product is subject to the Norwegian rules and regulations as interpreted by [Norwegian Food Safety Authority's \(Mattilsynet\)](#) border officials at the time of product entry.

There are several options on how to enter the Norwegian market. Exporters may consider exhibiting at a specialized food (ingredient) & beverage trade show in the United States. Norwegian buyers regularly travel around the world to see new products, make new contacts and buy great products. Exporters should also consider visiting or even exhibiting at one of Europe's trade shows. Appendix I contains a list of the most relevant European shows, some of which are USDA endorsed. Trade shows can serve as a springboard into the market, helping businesses to establish new trade contacts and gauge product interests. Norwegian buyers visit these European shows every year.

U.S. exporters can also contact FAS The Hague, their respective U.S. State Regional Trade Group (SRTG), their commodity Cooperator Group and/or their State Department of Agriculture to obtain additional market entry support. Trade Missions, which are often organized around trade shows or other industry trade events, have proven to be an excellent platform for U.S. suppliers of food products to meet with foreign buyers.

Section III. Best Products Prospects

Norway's imports of agricultural, fish and forestry products from the United States in 2017 totaled \$260 million, dominated by tree nuts, food preparations, wine, ethyl alcohol, raisins, sweet corn and sawn oak. Norway is an interesting market for high-value products and offers export potential in particular for wine, craft beer, sweet potatoes and snack food from the United States.

Best High-Value Products Prospects, \$1,000

| Product | U.S. Imports, 2017 | U.S. Market Share | Annual growth | Key Constraints over Market Development | Market Attractiveness for USA |
|----------------|--------------------|-------------------|---------------|---|--|
| Oak wood | 7,911 | 50% | 18% | Competition from eastern European countries including Poland Slovenia and Latvia. | Norway only produces soft wood (mainly pine trees) while the furniture and flooring market demands high quality hard wood. The United States has a good reputation for selling the latter. |
| wine | 7,845 | 3% | 30% | Wines from Old World countries are still preferred over wines from New World countries. The Norwegians are not too familiar with wines produced in other states than California. | Especially young consumers are discovering new wines and wines from California are well known and popular. The Norwegians are among the most affluent consumers in Europe. |
| Craft beer | 4,816 | 10% | 3% | Competition from local craft beer and Belgium's specialty beers. | Demand for specialty craft beers from microbreweries is growing. Porter & Stout and IPA's from the United States are popular. |
| Sweet potatoes | 3,656 | 64% | 19% | Unfamiliarity on how to prepare and when to use sweet potatoes. Competition from Senegal, Honduras and Spain. The EU lowered the Thiabendazole MRL to the default level of 0.01mg/kg. | Restaurants are increasingly serving sweet potatoes. Demand for variety and quality products. |
| Snack foods | 1,822 | 1% | 0-5% | Strong competition from local companies and those from and neighboring countries. Specialty food products containing GMO ingredients that are not EU approved cannot be exported to Norway. | Norwegians are among the most affluent consumers within Europe and value original American products. |

Source: World Trade Atlas

Wine

Norway does not produce wine and therefore fully depends on imports. Wines from Old World countries are more popular than those from New World countries. In 2017, almost two thirds of all imported wines came from Italy and France alone. The total market share of wines from Spain, Germany and Portugal totaled another 20 percent. Imports of wines from the United States grew by 150 percent between 2012 and 2017 to \$14.2 million. The United States is the largest non-EU and the largest New World wines supplier to Norway. Most U.S. wines are from California and to a lesser extent Washington and Oregon, partly because the average Norwegian consumer is not too familiar with wines from other States.

Organic wines are popular and currently have a market share of 7.5 percent. Similar to other markets in the Nordic region, bag-in-box wines (three liter bags) are also popular. They are good value for money and easy to carry, especially for those traveling to their weekend cabin in the country side. Also, red wines are more popular than white wines in Norway. There are ample opportunities for conventional and organic wines from states such as California, Idaho, New York State, Oregon, Virginia and Washington.

Craft Beer

The beer market in Norway is dominated by the following two large breweries: Carlsberg-Ringnes and Hansa Brewery. They both produce a variety of traditional Norwegian beer but also bottle, under license, some foreign brands. Norway has traditionally been a market for lager beer. Craft brewing has

a long history in Norway, but really took off between 2004 and 2012. Brewing craft beer is often a hobby for the Norwegians. New craft breweries and brew pubs pop up almost every month. These brewers prefer to use U.S. hops. The American craft beer revolution has been the backbone of the Norwegian revolution. Consumers are shifting from lager to craft beer which currently has a market share of ten percent. Beer with an alcohol content of less than 4.75 percent can also be sold at supermarkets. Since craft beer tends to have a higher alcohol percentage, distribution takes place via the alcohol monopoly Vinmonopolet.

Craft Beer Presented in Catchy Cans



Source: FAS The Hague

With a market share of ten percent, the United States is the third most popular supplier of craft beer in Norway after Norwegian and Belgian beer. Especially Porter & Stouts and IPA's from the United States are popular. Similar to the rest of the Nordic region, small bottles (35.5 cl) are popular. In addition, Norwegians like craft beer in large bottles (75 cl) and increasingly cans. Roughly a quarter of U.S. craft beer is nowadays sold in a can.

Selection of U.S. Craft Beer in Cans, Small and Large Bottles



Source: FAS The Hague

According to Norwegian industry sources, the market for craft beer in cans will grow further (at the expense of bottled beer) since cans are better for the environment, cheaper to transport and preserve the quality of beer better. Although growing, the market for organic beer is still small at 2.5 percent market share.

Vinmonopolet

Except for Denmark, the sales of alcoholic drinks in all Nordic countries are government regulated. Consumers can buy their beer, wine and spirits at the non-profit alcohol monopoly Vinmonopolet, which was established in 1922. The purpose of the alcohol distribution policy is to limit the Norwegian's consumption of alcohol, primarily by making it expensive and limiting access to specific stores, which also prevents the sale of alcohol to minors.

Vinmonopolet's turnover in 2016 was \$2.1 billion (NOK 16.6 billion), selling annually over 70 million liters of alcohol. There are 315 Vinmonopolet stores, located across the country from cities to smaller communities. *Category 1* shops are Vinmonopolet's smallest shops, with reduced product range, while *Category 7* shops are the largest outlets, mainly found in larger cities. An average Vinmonopol shop carries about 900 different products.

Beer Is Increasingly Offered in Cans



Source: FAS The Hague

Vinmonopolet's wines are all arranged by country of origin. A good sized store offers up to 25 different red wines from the United States. The number of white and rosé wines from the United States totals on average up to 20 and five respectively.

Wines Are Presented by Country



Vinmonopolet offers via their website around 20,000 products, of which 8,000 are red wines, 5,000 white wines, and around 3,000 different liquors and 2,000 craft beers. There are almost 900 products from the United States. U.S. red wines do well in Norway. Vinmonopolet offers slightly over 400 different red wines of which 345 come from California with Oregon and Washington making up for the remaining. More detailed information about the various drinks, prices, origin, packaging, volume, special certification can be found by using the [search tool](#) on the website of Vinmonopolet.

U.S. companies that wish to export wine, spirits or beer containing over 4.75 per cent alcohol by volume to Norway, and wish to sell at Vinmonopolet can only do so by working with a Norwegian wholesaler who is registered with the Norwegian Directorate of Customs and Excise. More information on how to supply Vinmonopolet can be found on the following website, <https://www.vinmonopolet.no/supplying>. Vinmonopolet also maintains a [list](#) of registered wholesalers.

Source: FAS The Hague

Vinmonopolet decides through its purchasing procedures which products to launch in its "basic" and "one lot" ranges. More information about the purchasing procedures and product range can be found on the following website, <https://www.vinmonopolet.no/purchasing-and-product-range>. Both websites are helpful for U.S. exporters that want to expand business in Norway.

Seafood

The seafood industry represents one of Norway's largest export industries after oil and gas. Norway exports mostly farmed but some wild fish to more than 150 countries. Exports grew from \$8.8 billion in 2015 to \$11.1 billion last year. The United States is the fourth largest export market and the largest export market outside Europe with exports valued at \$657 million in 2017.

Norway is also an importer of fishery products with total imports value at \$530 million in 2017. Imports from the United States were valued at \$16 million and were dominated by shrimps & prawns, cod, scallops and Alaska pollock. Cod and also Alaska Pollock are mostly all used for processing into *klip fish* when dried and *salt fish* when dried and salted. Klip and salt fish are exported to Portugal and Brazil where it is sold as *bacalhau*.

Imports of shrimps & prawns are up mainly because the prawn industry in Norway is almost completely gone. While smaller shrimps from Thailand and Vietnam are mainly used for sushi, which is growing in popularity, large shrimps from the United States are predominantly used by the high-end restaurants. This segment is also an interesting target market for U.S. scallops and frozen lobster. U.S. exporters will face competition from Canada; however, it is worth noting that Norway is not part of the new Canada-Free Trade Agreement (CETA). Norway could potentially be an interesting market for U.S. catfish as it could replace farmed pangasius from Vietnam. Pangasius is often served within the HRI industry.

Salmon remains very popular among Norwegian consumers, especially when the sushi industry started working with salmon, a Norwegian initiative. Although the per capita consumption of seafood is slowly decreasing as consumers switch to other proteins such as chicken, turkey and duck, Norwegians are interested in trying new and different fish. Norway offers opportunities for U.S. shrimps & prawns, cod, scallops, catfish and Alaska pollock.

Specialty Products

Popular Sauces from the United States



Source: FAS The Hague

Specialty foods and in particular sauces & condiments, syrups, beverages, beans from the United States are popular in Norway. Classic American products like macaroni cheese, raisins, marshmallows and popcorn are also very popular. Well-known brands are presented in each category and Norway continues to provide good opportunities for new branded products in these categories.

Supermarkets Offer a Wide Selection of U.S. Beans



Source: FAS The Hague

Specialty foods are predominantly sold within the product category at supermarket shelves; there is no special American foods section. Supermarkets in Norway also often offer, similar to Swedish supermarkets, “pick & mix” options for nuts and confectionary products. Although there seems to be growing awareness and demand for healthy products, you will not find a lot of cereal bars, raw foods and trail mixes. Specialty foods are imported by a couple specialized importers. FAS The Hague maintains a list of buyers of specialty food products.

Supermarkets Offer a Wide Selection of Syrups from the United States



Source: FAS The Hague

Other Specialty Food Products from the United States



Source: FAS The Hague

Tree Nuts

Like other North European countries, Norway does not produce any tree nuts and fully depends on foreign supplies. Almonds, cashew nuts, walnuts and hazelnuts are popular tree nuts in Norway. Norway's total import of tree nuts were valued at \$88 million of which \$36 million originated from the United States. The United States is a leading supplier of both almonds and walnuts. Total almond imports were \$18 million in 2017 and of which 90 percent originated from California. Norway also looks to Spain for almonds, often organic almonds. The bakery and the snacking industries use almonds for making marzipan, macrons, almond paste, toppings (sliced flakes) and fillings. In Norway, almond filling is used for making *Kransekake*, a traditional cake popular during Christmas, birthday and other celebrations. Almonds are also increasingly being used by snack companies for mixing with other nuts.

Norway's imports of walnuts were valued at \$8.8 million last year of which 88 percent were U.S. walnuts. Walnuts are used as an ingredient in the baking industry, as a topping in salads and other food products, and as a snack. Although the United States dominates the walnut market, increasingly there is competition from not only France but also Ukraine, Moldova and other countries around the Black sea. Color wise, walnuts from the United States are lighter and along with their excellent quality, more appreciated. Norwegian food, bakery and snacking companies often import directly from exhibitors at trade shows, either in Europe or the United States.

Cross Border Trade

Subsidies to Norwegian primary producers, high import tariffs and the value added tax (VAT) of 15 percent all make food products and beverages very expensive in Norway. Beginning January 1, 2018, the Norwegian government increased the tax on sugary foods by 83 percent, raising the prices on chocolate and confectionary products considerably. Alcoholic beverages are also very expensive in Norway. Higher consumer prices are increasingly driving more Norwegian grocery shoppers across the border to Sweden. It's a one-hour drive to the Swedish border from Oslo and there are huge shopping malls selling food and drink right across the border.

Section IV. Key Contacts and Further Information

FAS The Hague

Marcel Pinckaers

John Adams Park 1, 2244 BZ Wassenaar, the Netherlands

+31 70 310 2305

marcel.pinckaers@fas.usda.gov

Appendix I. Trade Shows in Europe

| Show | When | Show Details |
|---|-------------------------------------|--|
| ProWein, Dusseldorf, Germany Europe's largest wine trade show in 2017 Contact: Hanna Khan +49 3083 05 1152 hanna.khan@fas.usda.gov | March 18 – 20, 2018 Annually | prowein.com |
| Seafood Exhibition Global (SEG), Brussels, Belgium World's largest seafood show *USDA Endorsed* Contact: Marcel Pinckaers +31 70 3102 305 marcel.pinckaers@fas.usda.gov | April 24 – 26, 2018 Annually | Seafoodexpo.com |
| PLMA, Amsterdam, The Netherlands World's largest private label show Contact: Marcel Pinckaers +31 70 3102 305 marcel.pinckaers@fas.usda.gov | May 28 – 30, 2018 Annually | plmainternational.com |
| SIAL, Paris, France Europe's largest food & beverages show in 2016 *USDA Endorsed* Contact: Laurent Journo +33 14312 2245 laurent.journo@fas.usda.gov | October 21 – 25, 2018 Bi-annual | Sial.fr |
| Food Ingredients Europe, Frankfurt, Germany European food ingredients show <i>*USDA Endorsed*</i> Contact: Hanna Khan +49 3083 05 1152 hanna.khan@fas.usda.gov | November 28 – 30, 2017 Bi-Annual | foodingredientsglobal.com |
| International Confectionary Fair (ISM), Cologne, Germany European confectionary show Contact: Hanna Khan +49 3083 05 1152 hanna.khan@fas.usda.gov | January 28 – 31, 2019 Annually | ism-cologne.com |
| Fruit logistica, Berlin, Germany European fruit, vegetable and nuts show <i>*USDA Endorsed*</i> Contact: Hanna Khan +49 3083 05 1152 hanna.khan@fas.usda.gov | February 7 – 9, 2019 Annually | fruitlogistica.com |
| BioFach, Nuremberg, Germany European organic show <i>*USDA Endorsed*</i> Contact: Hanna Khan +49 3083 05 1152 hanna.khan@fas.usda.gov | February 14 – 17, 2019 Annually | biofach.de |

Source: FAS The Hague

Appendix II. Consumer Fairs in Norway

| Show | When | Show Details |
|--------------------------------------|--------------------|--|
| GladMat, Stavanger, Norway | July 18 – 21, 2018 | Gladmat.no |
| Wine and food culinary consumer fair | Annually | |
| Contact: Marcel Pinckaers | | |
| +31 70 3102 305 | | |
| marcel.pinckaers@fas.usda.gov | | |
| Source: FAS The Hague | | |