



LE GOÛT AUTHENTIQUE  
DE LA NORVÈGE  
DEPUIS TOUJOURS

# Per Berg

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Chairman of the board, Fenalår fra Norge 2006 ->  
Research Director in Nortura 2011 ->  
Plant manager 2008 – 2011  
Section manager in Animalia 1994 - 2008

## Education

Master in food and meat technology  
Bachelor in administration



## THE PURE TASTE OF NORWAY

SINCE FOREVER

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# Dry cured leg of lamb – a Norwegian speciality

*Fenalår from Norway - Fenalår de Norvège - Fenalår aus Norwegen - Fenalår fra Norge*



THE PURE TASTE  
OF NORWAY  
SINCE FOREVER

- history
- producers
- process
- unique products
- marketing
- future



**Fatland**



**Nortura**  
bondens selskap

**Grilstad**

# The consortium and goals

- Increased lamb production
- Increased value and production of Fenalaar
- Sales and export
- Innovation and product development



# Grilstad Group

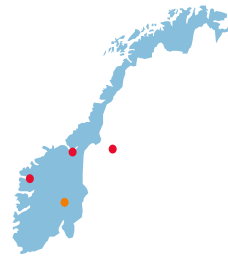


- **One of the largest meat based food manufacturers in Norway**

- Founded 1957 in Trondheim by Anton Jenssen
- Head office in Trondheim
- Revenue 2019 1,8 BNOK – 165 MEUR
- 405 employees

- **Sales- and marketing organizations**

- Retail: 55 employees
- Foodservice: 20 employees



- **Owns 4 production facilities**

- Trondheim
- Stranda
- Brumunddal
- Östersund
  
- FG Kjøttcenter AS (50%) - deboning
- Midt-Norge Slakteri (90%) - slaughter

- **Owners**

- Jenssen Holding (61,63%)
- Reiten & Co NCP II (33,37%)
- Reinkind AS (5,0%)



FROZEN BURGERS

34,7 %

Value share



SALAMI - CURED SAUSAGES

41,2 %

Value share



CURED MEATS

40,5 %

Value share

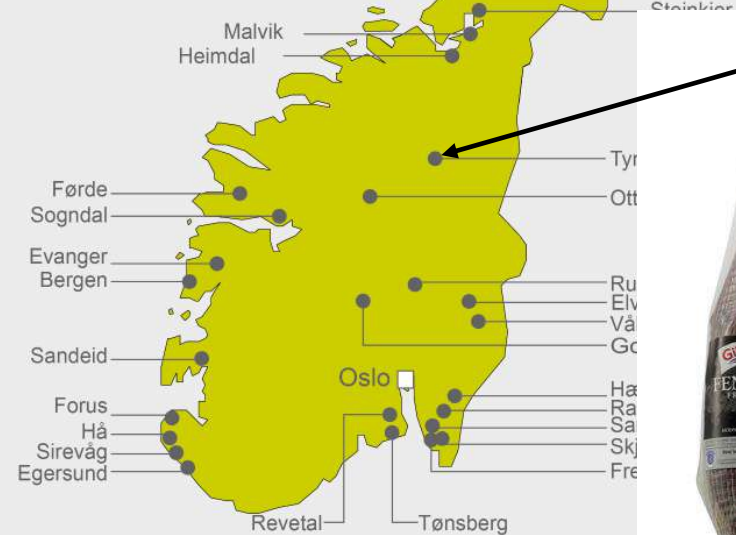
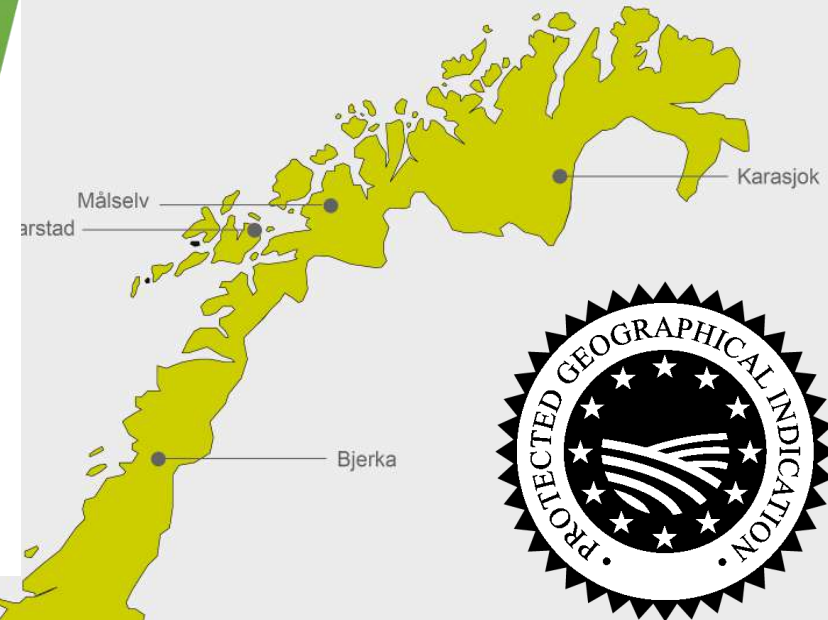
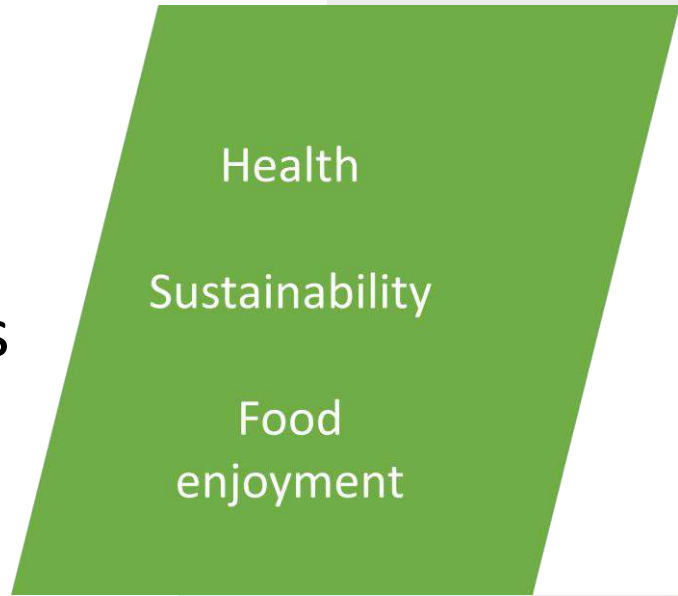
## Owner of the brand Tind

**TIND**  
LOENSKAP FOR MAT SIDAN 1884

Top quality cured meats  
Made in Norway  
More taste  
Less salt

# Nortura sa

- Sales of NOK 2,3 billion €
- 4,900 full-time equivalents
- Owned by 16 300 farmers
- Meat and egg-products



## Fenalår plant



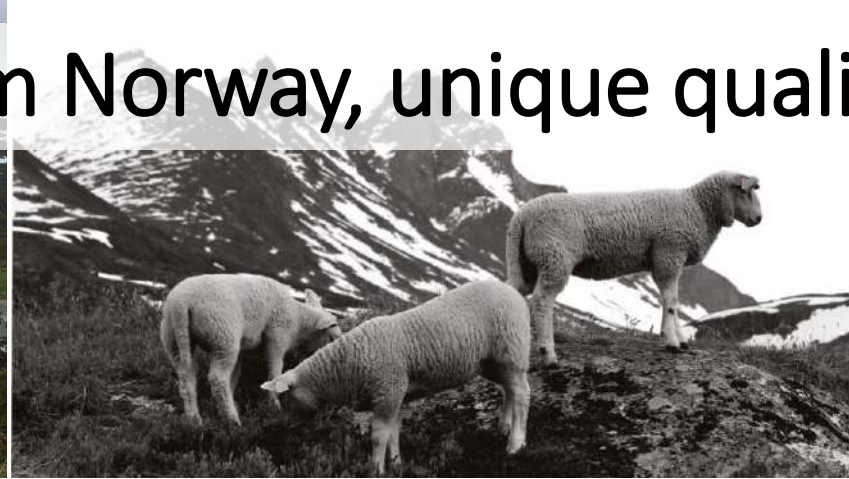
The lambs and the unique product made from it



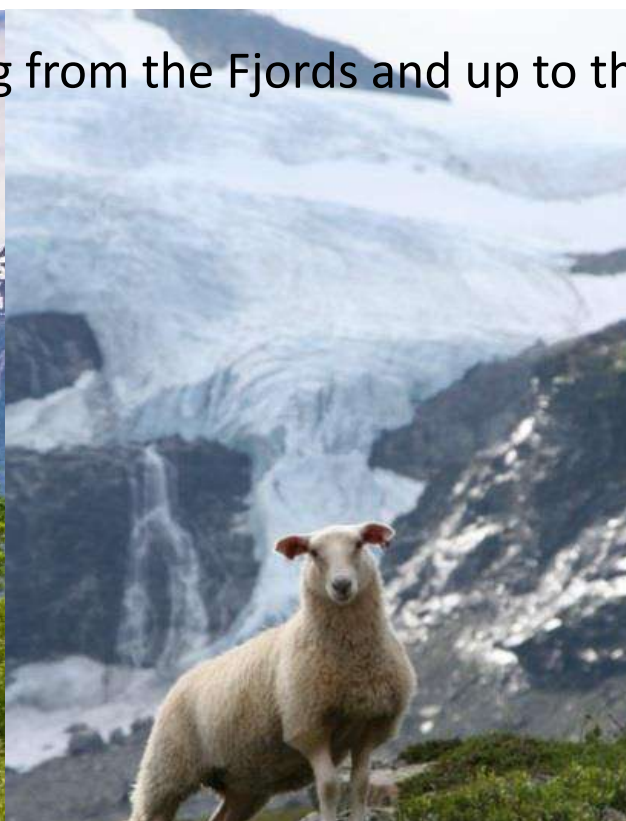
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# Lamb from Norway, unique quality and taste



Grazing from the Fjords and up to the glaciers



Born in April/May, grazing from early spring to autumn, modified to meat in September/October, The best quality legs are salted and dried and the unique Fenalår from Norway is made.

# The Fenalår from Norway, products



Marinated



Matured

# The product and the Geographical protection

*To be produced by lamb, born, fed, slaughtered and processed in Norway*

## The process

Salting time 2 - 4 days

Cold phase 2 - 4 weeks 0 – 4 C

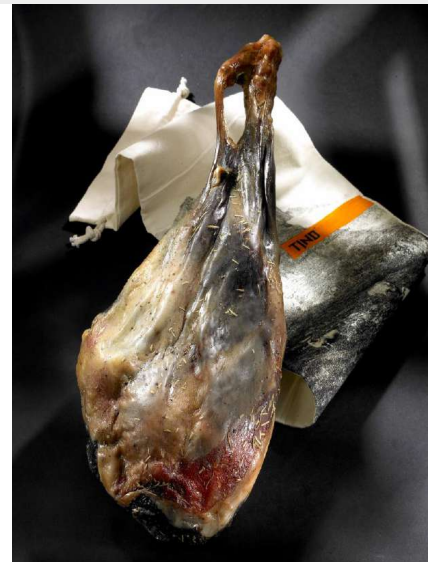
Drying 6 - 10 weeks, 12-15 C

- Relative humidity 68 – 72 %

## The regulation

### Matured

- 5 – 12 months
- Maximum 7% NaCl
- Weight loss > 35%



Two producers of a unique product form the land of the midnight sun

# Preparing of the leg, salting, curing and drying



The export journey to France and Germany



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The export adventure started in Cambremer, France in 2014



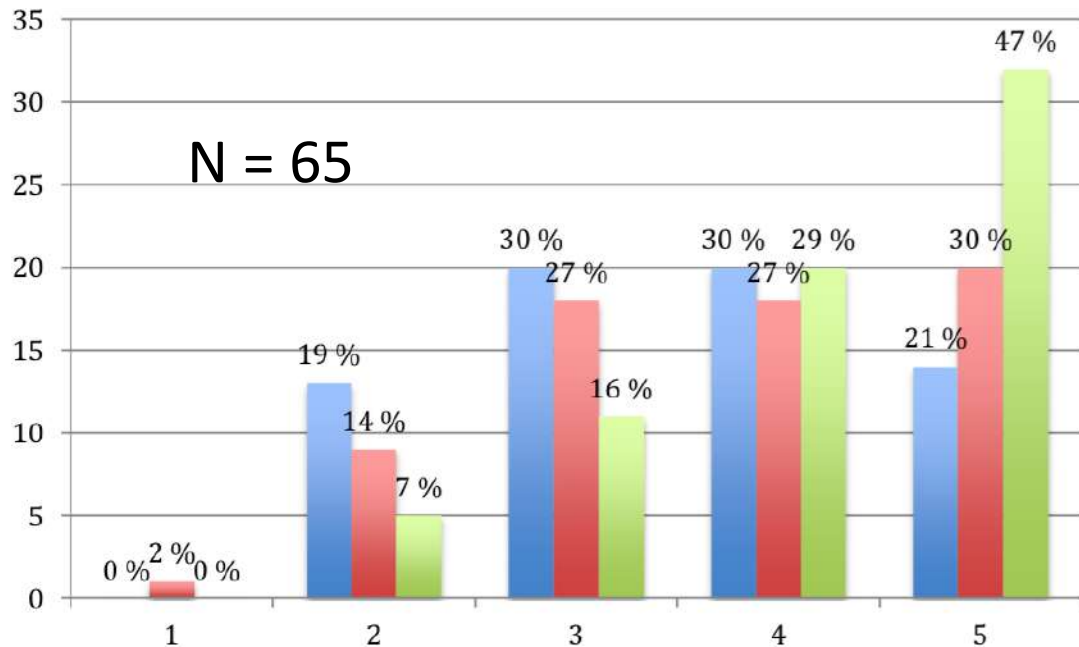
# Market survey at SHIRA, Lyon in 2015



# Tasting and importance of a PGI for Fenalår

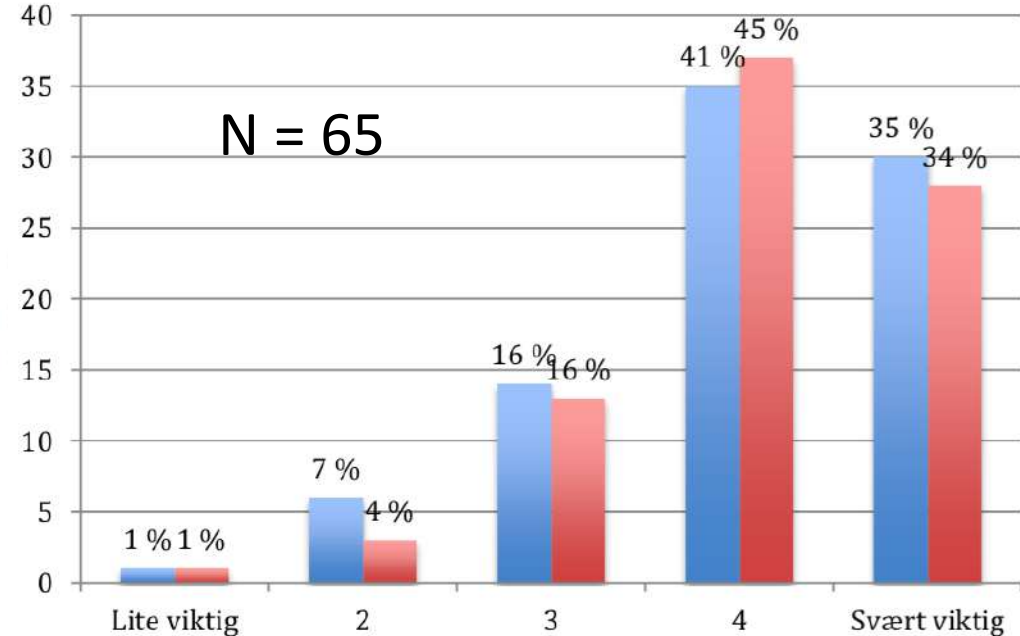


Tasting and sensorial evaluation by French chefs



- = Tind
- = Gilde

Value of the PGI in France

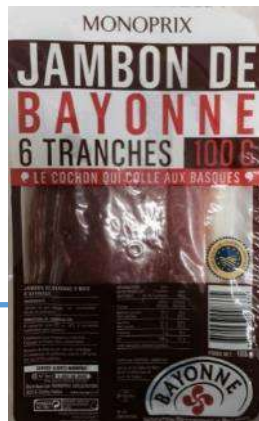


- Value
- Credibility



# Prices of some dry cured products in Paris

€/kg



Dry cured products from Europe



JAMBON SEC D'AGNEAU

# FENALÅR

FRA NORGE

*Le Fenalår est un gigot d'agneau séché provenant d'agneaux élevés en liberté, ce que la nature a à leur offrir. Le Fenalår a le goût de l'air frais, des verts pâturages, de l'herbe sauvage, des torrents impétueux, des montagnes sauvages et des fjords profonds.*

*Fenalår, le goût de la Norvège*



Produit par  
BJORLI

**Bjorli: Traditional**



JAMBON SEC D'AGNEAU

# FENALÅR

FRA NORGE

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*Fenalår, le goût de la Norvège*



Produit par  
TIND

**Tind: Marinated**



JAMBON SEC D'AGNEAU

# FENALÅR

FRA NORGE

*Le Fenalår est un gigot d'agneau séché de haute qualité, provenant d'agneaux élevés en liberté qui broutent tout ce que la nature a à leur offrir. Le Fenalår a le goût de l'air frais, des verts pâturages, de l'herbe sauvage, des torrents impétueux, des montagnes sauvages et des fjords profonds.*

*Fenalår, le goût de la Norvège*



Produit par  
GILDE



60G

**Gilde: Matured**





# In France

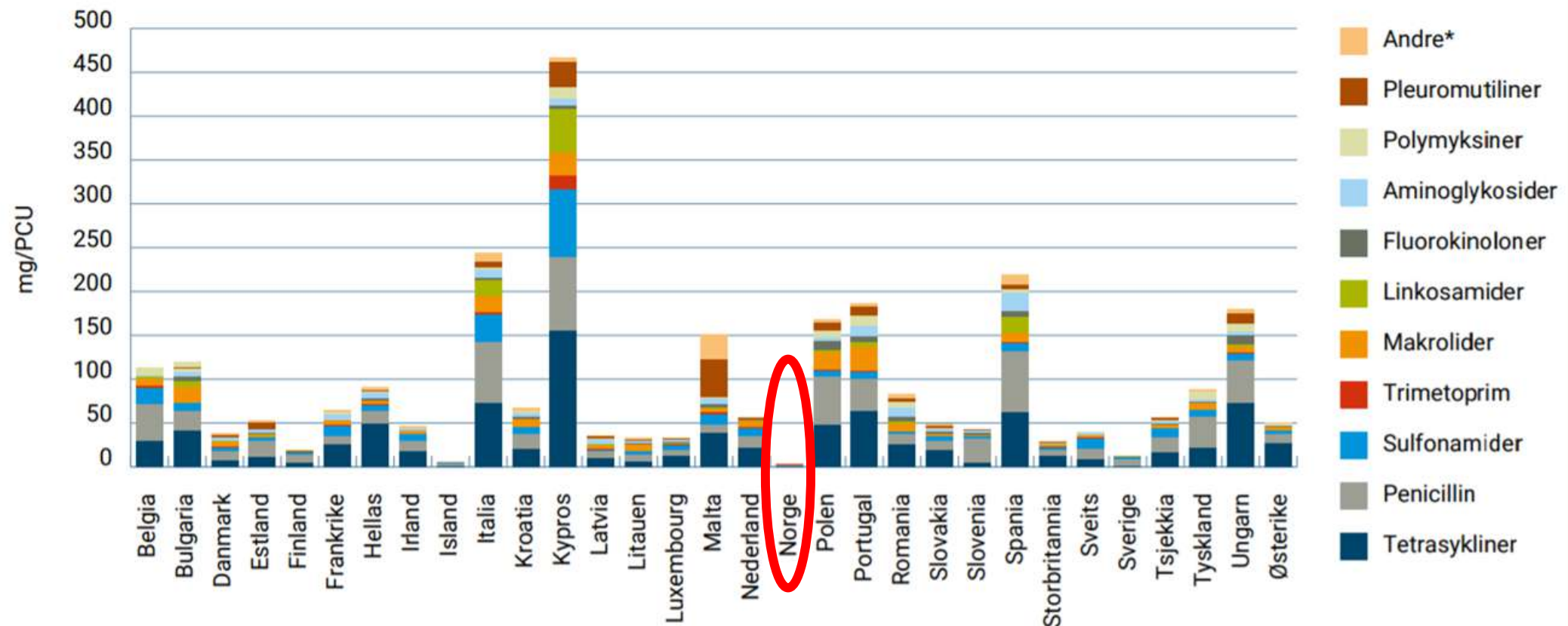




PGI handover from EU and the Norwegian  
Minister of Agriculture in Paris  
15 November 2017

# Use of antibiotics in Norway

Figur 2.6.c. Salg av antibiotika til matproduserende dyr, inkludert hest, i 31 europeiske land i 2018



Kilde: European Medicines Agency, European Surveillance of Veterinary Antimicrobial Consumption, 2020. 'Sales of veterinary antimicrobial agents in 31 European countries in 2018'. (EMA/24309/2020).

# Customers visiting the Fenalår producer Grilstad in 2019

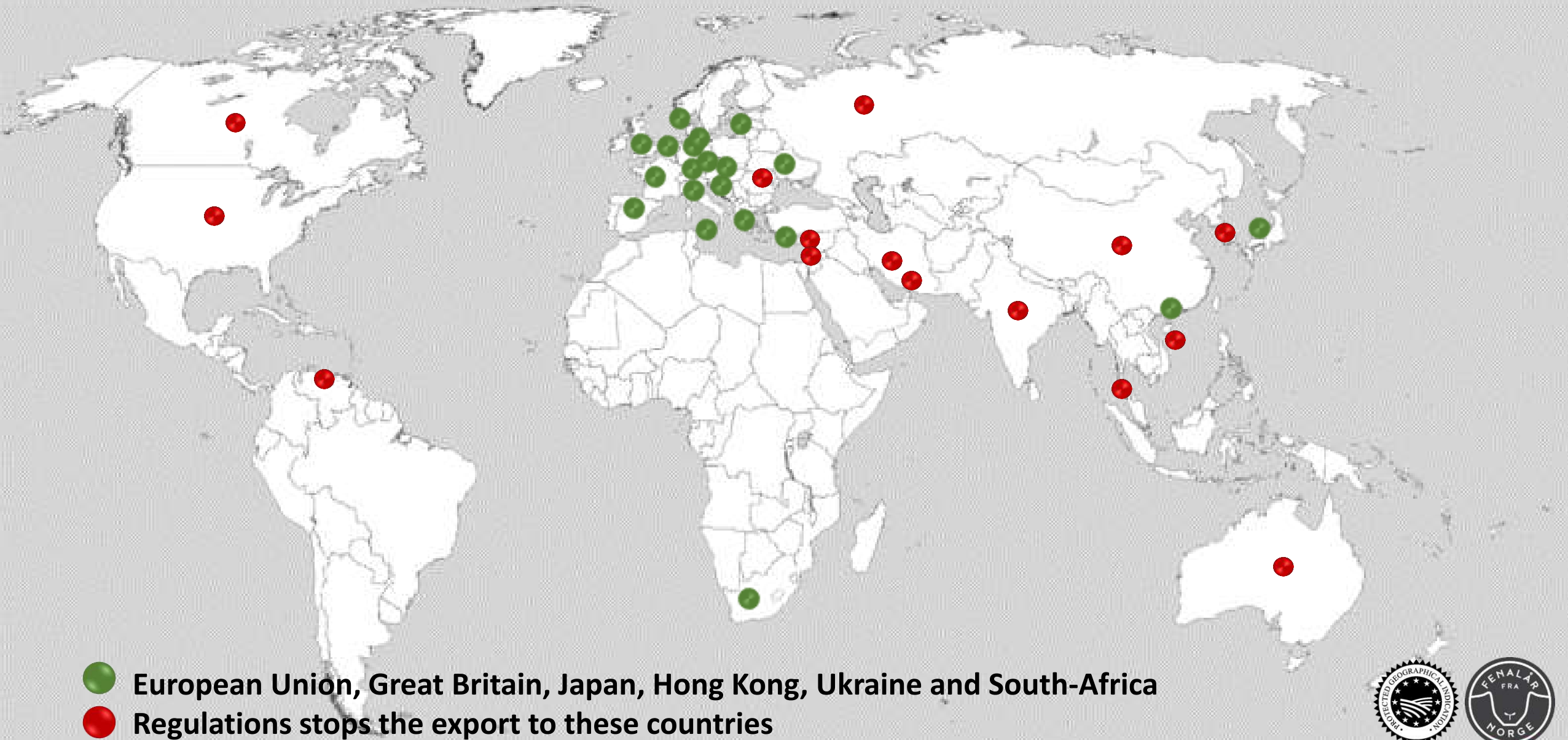


# Promoting Fenalår fra Norge at Anuga 2017 and in Norway 2020





# Export possibilities



How to use this unique product from Norway



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Fenalår fra Norge can be combined with all kinds of food







THE PURE TASTE  
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Thank you for listening



THE PURE TASTE  
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