

PREMIUM  
AGNEAU



DE  
NORVÈGE

Produit par  
GILDE



Nortura

# Strong Lamb tradition in Norway

- Roam around freely in the wild
- Fresh lamb season from July/august to november/december
- Breed: Norwegian White Sheep
- It's a heavy robust breed that tackles harsh weather well
- Average weight 20 kg



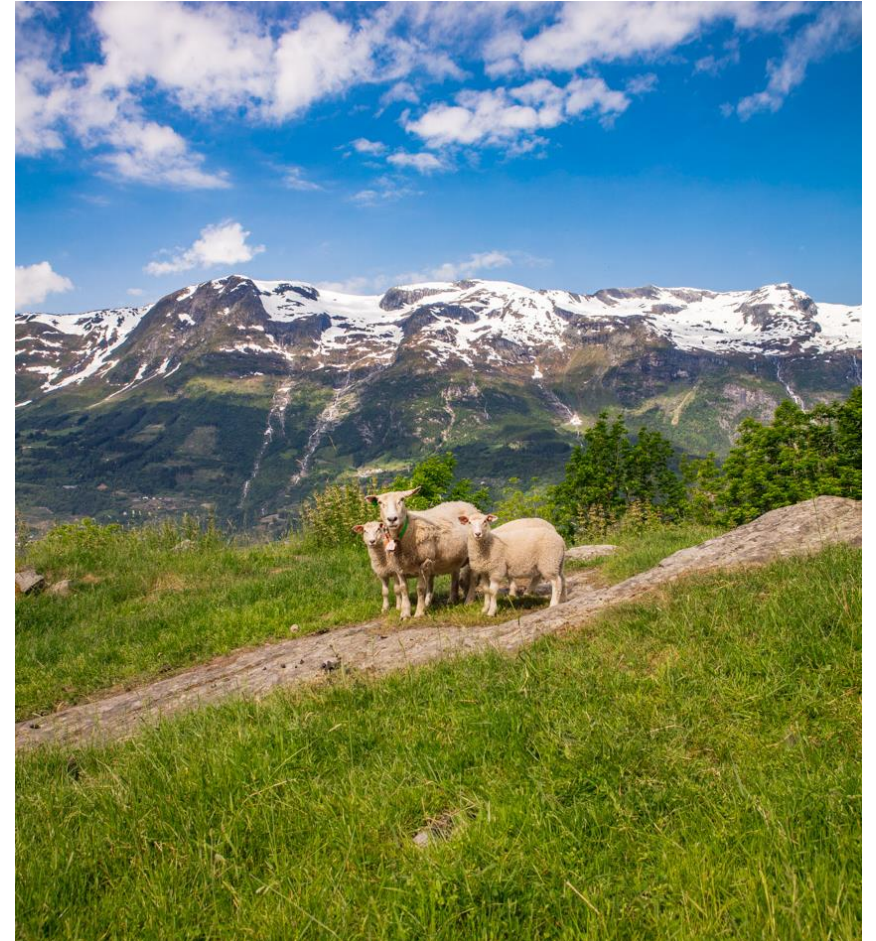
# Lamb graze freely in the high mountains

- Move along the edge of the melting snow
- Vitamin and protein rich diet of herbs, grass, heather and bushes
- Drink naturally pure clean mountain water
- The nutritious diet gives the meat mild taste and healthy fats.
- Norwegian lambs are happy lambs



# Journey to and thru the slaughterhouse

- The lambs are born March/April
- De får morsmelk og beiter sammen med moren
- Om høsten blir lammene sanket og slaktet
- Kort transport vei (maks 3 timer) til slakteriene.
- Streng kvalitets og hygiene kontroll
- Nesten alt på slaktelinjen foregår manuelt.
- Faste kontrollpunkter på slaktelinjen av eksterne veterinærer og mattilsyn (de er ikke ansatt på fabrikk/i Nortura)

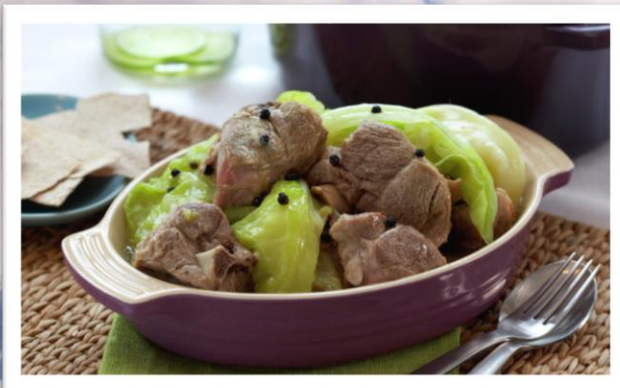


# Norwegian high quality lamb meat

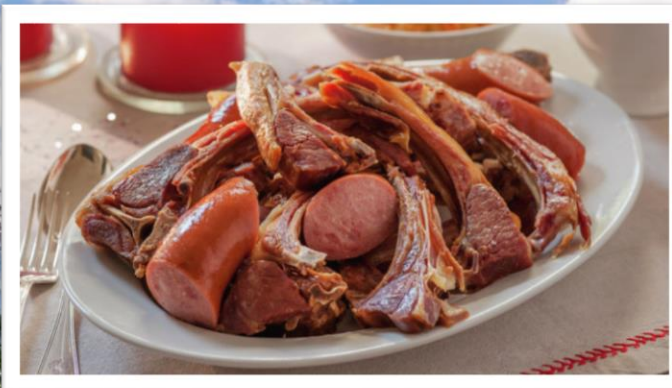
- Tender due to muscle structure and conditioning in slaughterhouse
- Juicy due to intramuscular fat
- Omega 3 content, amino acids due to cold climate
- High Antioxidant content due to their mountain diet from harsh climate
- Ecological, almost! The lambs nearly only feed on wild plants.
- Ethical because they live freely and no use of medicine/antibiotics
- We trace all our lambs



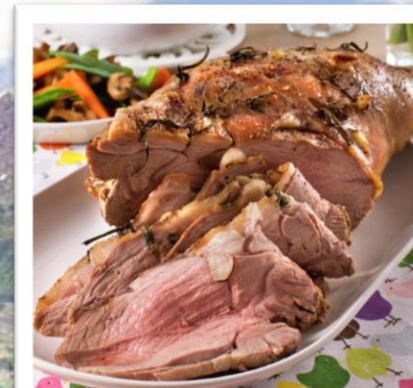
# Traditional lamb dishes in Norway



Får i kål



Pinnekjøtt



Lammelår



Fenalår



Smalehova



Lammecarrè

# Export products: Lamb carré & leg of lamb



# Premium Lamb - Pure Norwegian

## From 4 High Mountains regions

- 1 Lamb from **Hallingskarvet**
- 2 Lamb from **Josterdalsbreen**
- 3 Lamb from **Trollheimen**
- 4 Lamb fra **Sirdalsheiene**





Healthy animals = excellent food  
Norway is one of the countries with the lowest usage of antibiotics on animals in the world.



In Norway, the maximum allowed duration of transport of livestock or four-legged animals are 8 hours, and two-legged animals 12 hours.

Our average transportation time is less than 3 hours.



# FROM FARM TO TABLE

Lower carbon footprint (within agriculture) compared to international standards

Norway 8,7% (SSB)  
Global 14% (UN)

And we're dedicated to improve those numbers.



«Norwegian meat has a quality and story that exceeds most of what is available in Europe.»

- Arne Brimi

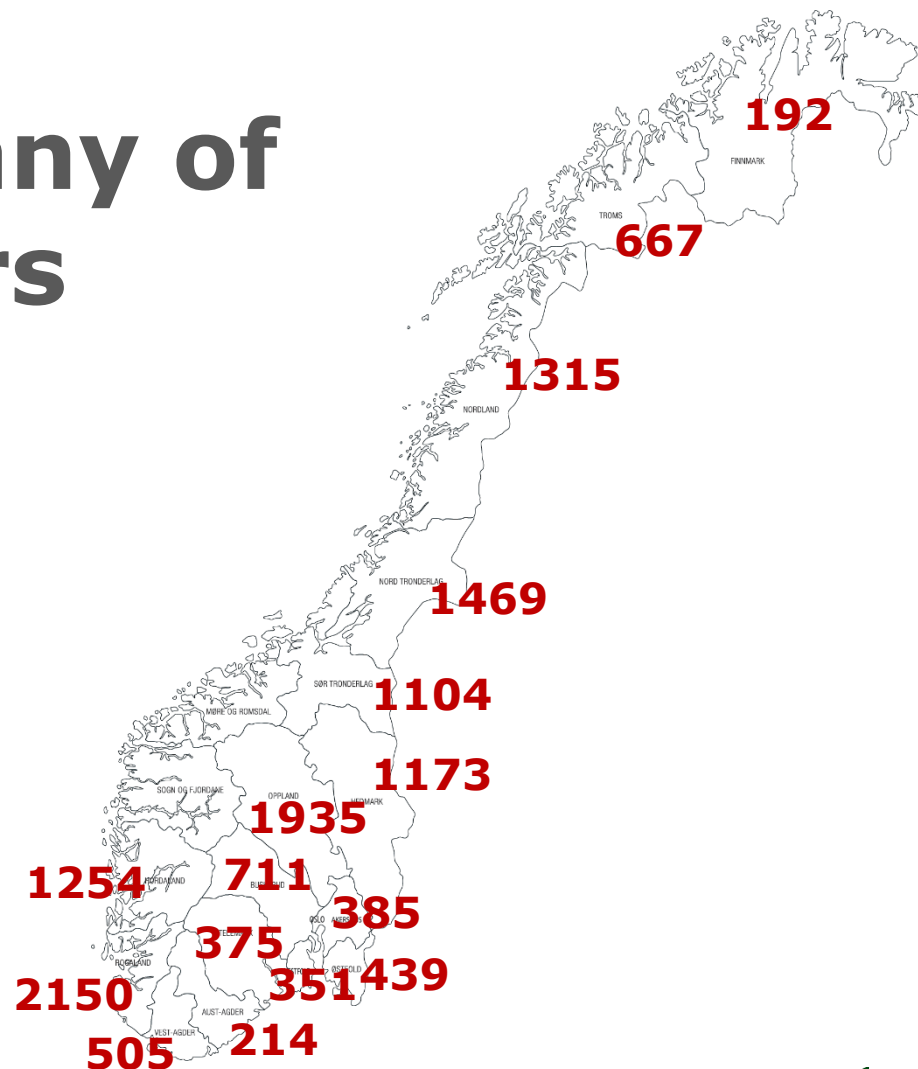


# The Company of Farmers

**Nortura is solely owned by Norwegian farmers.  
The number of owners in each county is:**

Finnmark <b>192</b>	Vest-Agder <b>505</b>
Troms <b>667</b>	Aust-Agder <b>214</b>
Nordland <b>1315</b>	Telemark <b>375</b>
Nord-Trøndelag <b>1469</b>	Vestfold <b>351</b>
Sør-Trøndelag <b>1104</b>	Buskerud <b>711</b>
Møre og Romsdal <b>1368</b>	Oppland <b>1935</b>
Sogn og Fjordane <b>1707</b>	Hedmark <b>1173</b>
Hordaland <b>1254</b>	Oslo/Akershus <b>385</b>
Rogaland <b>2150</b>	Østfold <b>439</b>

**17.214 owners in total** per 01.05.2015



# Vi har 30 anlegg spredt rundt i hele Norge; med fagfolk som brenner for kjøtt – vi bruker dette for ALT det er verdt:



- Hjørnestensbedrifter
- 5600 medarbeidere fra 68 nasjoner
- Over 1/2-parten er utdannede fagfolk

