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Norcod opens its doors with new film following farmed cod from egg to plate

Norwegian cod farmer Norcod invites consumers onto the farm and into its facilities in a new film documenting 26-months of farming Snow Cod, from broodstock to dinner plate.

The film, produced with support from the Norwegian Seafood Council, offers a behind-the-scenes look at modern cod farming, from breeding and hatching, through the land-based juvenile phase, vaccination and sea farming to harvesting, processing and delivery to customers.

It is also an opportunity for Norcod to encourage a wider conversation about aquaculture, how it works and the role it can play in meeting growing global demand for food.

“Most people have no idea how cod is farmed. They may have seen photos of pens, but very few know what actually happens above and below the surface at a modern fish farm. We want to change that by showing exactly what we do, why we do it and the people and expertise behind every fish we produce,” says Norcod CEO Christian Riber.

"There's an enormous amount of work behind a single fish reaching someone's dinner plate. It takes more than two years, a great deal of knowledge and constant attention to everything from water quality and nutrition to fish health and welfare. We're proud of that work, and we think people deserve to see it," says Riber.

A bigger conversation about cod farming and food production
The film also marks the beginning of a wider communications initiative through which Norcod intends to address common questions about modern aquaculture, including feed ingredients and sourcing, fish health, vaccinations, environmental monitoring and the differences between farming cod and salmon.

Riber believes the industry has a responsibility to take a more active role in explaining how it operates, particularly as the world looks for ways to produce more nutritious food without placing further pressure on already constrained natural resources.

"We have a growing global population to feed, limited land for agriculture and wild fish stocks that cannot simply keep producing more. Responsible aquaculture is a big part of the answer. But we cannot expect people to support an industry they don't understand, if we don’t explain how we do it, someone else will tell that story for us.”

“Cod farming is still a relatively young industry, but we've made enormous advances in understanding cod biology, improving survival rates and feed efficiency over the past 20 years of R&D. With stable growth and production now on track, we're ready to put more focus on telling our story.”

The case for responsible aquaculture in a sustainable food system is compelling. Fish are naturally efficient at converting feed into growth. Unlike land-based livestock, they do not expend energy maintaining a constant body temperature, allowing more of the energy they consume to contribute to growth. This makes aquaculture a promising way to produce nutritious animal protein, with the potential to use less land and generate lower greenhouse gas emissions than some forms of conventional livestock farming.

Norcod's own Snow Cod production demonstrates this efficiency. In 2025, the company achieved a biological feed conversion ratio of 1.06, meaning that just 1.06 kilos of feed were required to rear 1 kilo of fish.

From investment case to growing industry
Norcod has been a pioneer in cod farming in Norway since 2018, benefitting from more than 20 years' R&D into genetics and breeding since the last round of cod farming proved futile. What began as an effort to re-establish cod as a viable farmed species has developed into a stable and growing operation on path to profitability, supplying premium fresh cod to international markets throughout the year.

In 2025, Norcod harvested 7,723 tonnes of cod, with 90 percent achieving superior quality grading. The company is on track for annual production of 25,000 tonnes by 2029.

"Cod farming has come a long way, but we know there are still plenty of questions about it. And that's fair enough. Rather than leaving those questions unanswered, we'd like to invite people to see for themselves. This film is just the beginning of that conversation," concludes Riber.

The film is available to watch on Norcod's website, as well as on Vimeo: https://vimeo.com/1249360674

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About Us

Norcod's core business is commercial sea farming of cod and is involved in the entire value chain through ownership and partnerships. Norcod's existing fish farms are located in Mid-Norway and along the Helgeland coast with ideal conditions for cod. The company is contributing to blue ocean value creation with minimal impact on the environment while supporting local communities. Norcod is listed on Oslo's Euronext Growth market.