

Ode Launches Fresh Farmed Cod Products in Norway, Expands into Ready-to-Cook Category

21 September 2026 | News

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Norwegian farmed cod producer Ode has launched a range of fresh cod products in its domestic market, bringing its year-round supply model and ready-to-cook offerings to Norwegian consumers.

Historically, Ode's cod has been supplied primarily to markets across Europe, the US and Asia, while Norway's domestic retail market has largely depended on seasonal wild-caught cod, supplemented by frozen products during periods of lower availability. With the launch, Ode is extending the supply chain it developed for export customers into Norway.

"We have built our entire value chain, from hatchery to processing, to deliver fresh cod of consistent quality, every week, all year round. That gives retailers the supply security they require and gives Norwegian consumers access to fresh cod 365 days a year, regardless of season. This is an entirely new phase for farmed cod as an industry in Norway," said Ola Kvalheim, CEO, Ode.

The company is also introducing Ode Brands, a new platform focused on developing and producing fully finished, ready-to-cook cod products. The initiative expands Ode's offering beyond whole cod supplied to retailers and export customers and is intended to help retailers develop the fresh fish category through convenient consumer formats.

"The launch of Ode Brands gives retailers a real opportunity to develop and grow the fresh fish category with new consumer products," said Anders Tofte Wilhelmsen, Commercial Director, Ode.

The initial range includes cod loins, described as the finest part of the fish, which are skin- and bone-free and portioned at approximately 200–300 grams. The company is also launching a cod burger containing 99 per cent cod, with no fillers or other fish species, supplied as two approximately 110-gram portions per pack. Two glazes are being introduced as accompaniments.

All products are fresh and have never been frozen.

The launch also aligns with consumer interest in protein-rich and lower-fat food options. According to Ode, its cod provides 21 grams of protein and less than 1 gram of fat per 100 grams, with around 80 calories. The company positions the products as a source of lean protein without additives.

Ode expects the launch to support the development of Norway's farmed cod market, moving the category beyond an export-led model towards year-round domestic availability and finished consumer products.