Title: Hedonic Prices for Mussels in European Market

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Abstract: This study uses hedonic price approach to investigate how price of mussel is formed. The model uses 8896 observations (transactions) from auction market in Yeserke, the Netherland. The results show that product attributes such as meat content, size of the mussel, time and location of harvest are important information determining the market price. If farmers increase 1% meat content (percentage of meat per weigh of mussels) they can get a premium of 1.8% by price increase. Similarity, if size of mussel (the number of mussels per kg) increases 1% the farmers would benefit a price increase by 1.5%. However, only two size groups such as big size (22-23mm) and small size (20-19mm), which assumed being met consumer preference, have positive impact on the price. In addition, the result shows that other factors such as volume of transaction and clean level of mussels have significant influence on the price. The papers also have an overview on mussel production and consumption within Europe and give relevant suggestions for producers and marketers.