Adapting the Norwegian king crab management to market demands – success or failure?

Ingrid Kvalvik, Norwegian Institute of Food, Fisheries and Aquaculture Research with Bjørg H Nøstvold, Gøril Voldnes (Nofima) and James A Young (U. of Stirling)
Market orientation

- Company
- Market

- Market-orientation
- Resource management
- Competition

(Nofima)
The king crab in Norway

- An introduced species in Russia
- 1978 - commercial fishing banned
- 2002 - commercial fishing
  - A regulated area – from the Russian border to 26° E latitude
  - An «extinction area» - west of 26° E latitude
The Norwegian king crab fishery
The marked for king crab

King crab, frozen
- Japan: 37%
- Netherlands: 23%
- USA: 8%
- Sweden: 7%
- Taiwan: 7%
- Denmark: 6%
- Other: 12%

King crab, live
- South Korea: 73%
- USA: 4%
- Italy: 8%
- Great Britain: 7%
- Canada: 3%
- Denmark: 6%
- Other: 8%
Export - frozen versus live

![Graph showing volume and price trends for king crab, frozen and live from 2011 to 2016.](image-url)
Management reform

- Start of fishing season
- Allocation of quota
Landings first quarter 2014-2016
Identified challenges

- Quality and seasonability
- Substituability - other crabs on the market
Improving Market Orientation model

Company

Market

Resource management

Market-orientation

Competition
Takk for oppmerksomheten

www.nofima.no

ingrid.kvalvik@nofima.no