

Snow Crab
(*Chionoecetes opilio*)



seafood from finnmark

HHL, 05.05.2015

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seafood from finnmark

- Established in 1991
- Privately owned company
- Subsidiary companies
 - Cape Fish Sales AS
 - Cape Crab AS
 - Storbukt Fiskeindustri AS
 - Four plants in Finnmark
- >90 % export
- Specializes in production and export of Red King Crab, Snow Crab and white fish

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The Snow Crab

- New species in Norwegian waters
- Company adaptations
 - Continuously fresh supply throughout the year
 - Production and equipment
 - Market efforts

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The Challenges

- Production technology
 - Substantially equal to existing production
- Storing Capacity
 - Water temperature and cooling
- Biology
 - Inadequate knowledge
 - Shell shifting, meat content, catching

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The Competition

- Competitive arena
 - Canada, Alaska, New Zealand, Russia
- Sensitive in terms of volume
 - Huge quantities in global perspective

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Market Challenges

- Competitiveness of the industry along the coast
 - Situated far from the fishing grounds
 - High competition among the industry
 - Increasing number of competitors
 - Price
 - Terms and conditions
- Cluster/sections
- Live export

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Market Trends

- Live export
 - Price approx. 30 % above cooked/frozen
- Logistic arrangements of Norway are good, compared to Canada, Russia and Alaska

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Thank you, for your attention!

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