
Diversity in the Nordic Seafood Industry

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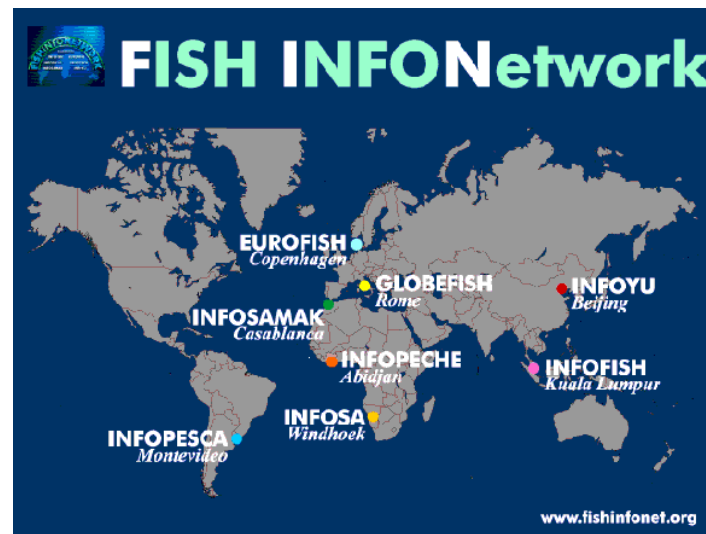
Enhancing the Innovation Capacity of Seafood Business
- The Role of Higher Education?
31st January 2014, 10h-13h
Technical University of Denmark, Lyngby

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Who is Eurofish?

International organisation for fisheries and aquaculture development
in Europe (market information, post harvest production)

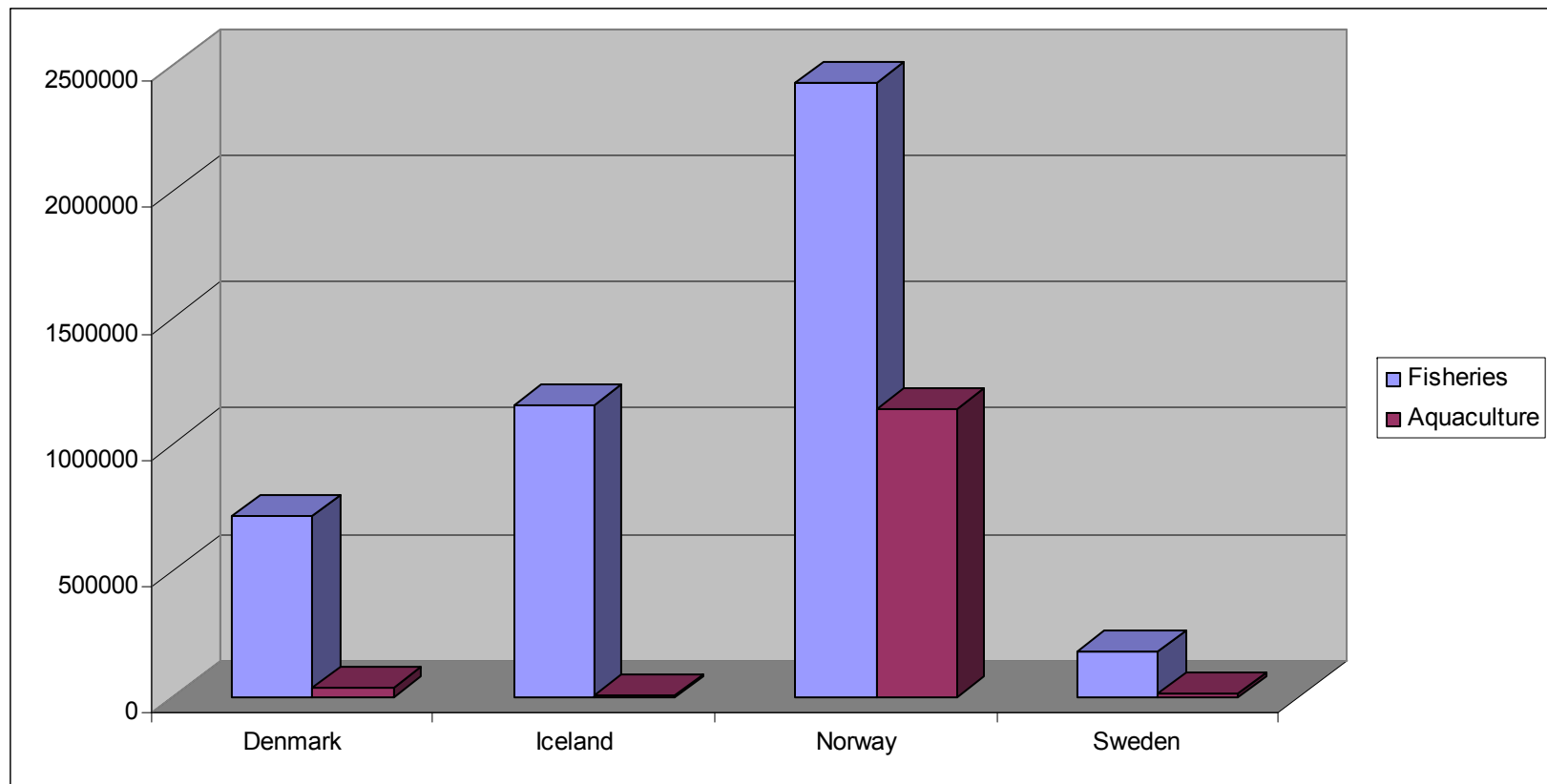
- 12 member countries
- Publish the Eurofish Magazine, 15000 readers
- Project unit (Danish, Nordic, EU and FAO development projects)



Diversity in the Nordic Seafood Industry

- How can we make it attractive for M.Sc. students to choose the AQFood education?
- First need to understand the Nordic fisheries and aquaculture sectors
- 40 industry interviews carried out in Denmark, Iceland, Norway, and Sweden
- Very different sectors and different images of them in each Nordic country
- Great diversity

- Fisheries (all landed) and aquaculture



(FAO 2011, Total in tons)

- 40 stakeholders selected in the four countries
- Major associations (fisheries and aquaculture)
- Companies large and small
- Primary production, processing, equipment suppliers
- Focus on selecting people with a higher education (M.Sc.) - when possible
- Personal or telephone interview about 1 hour

- Relatively large sector in the Nordic countries, but small compared to the DK agriculture sector
- Large import from other countries (2/3 of raw material)
- Relative low level of research/development in fisheries
- Higher level of innovation in aquaculture technology business
- Minor focus point for younger people
- Very hard to recruit master students

Selected results from the surveys:

- Family owned companies, many small
- Below critical mass for development, need to consolidate
- Most had very positive attitudes towards their industry and their daily working life
- Plenty of options for travelling
- The most international sector

- Northern region, fishing industry the backbone of the industry
other places no knowledge/focus
- The processing industry is moving towards Germany/Poland/Baltic states
- Aquaculture environmental issues, the major constraint for development, when solved great potential
- Aquaculture the most environmental friendly food production method

- Iceland
- Most important industry sector in the country
- Great focus and positive attitude towards the sector
- Easier to recruit master students

Selected results from the surveys:

- One of the main pillars in the society
- Exiting industry, so many opportunities ahead
- Pride, we are the best
- The rural areas knows the industry, the capital nothing...
- Often family business, somehow a closed business

- The sector is in the forefront, dynamic , innovative
- A progressive sector full of opportunities
- The fishing industry have adapted very well to the changes in the environment

- Norway
- Large aquaculture sector
- Large fisheries sector
- Second largest sector after oil – and the future sector!
- Positive attitude towards fisheries and aquaculture
- Hard competition with the oil sector (working conditions/salary)
- Hard to recruit students in that competition

Selected results from the surveys:

- An innovative sector, but also high costs
- Easy to move the sector towards low costs countries
- Some large companies have their own research and development departments both within fisheries and aquaculture
- All wants a sustainable sector, also the fishermen
- A need for higher educated people, plenty of job opportunities

Selected results from the surveys:

- Job status is higher in the oil business
- The salmon farming industry has a very good reputation
- Higher educated people often want to live in larger cities
- High education level in the aquaculture business today
- A picture of a very effective and sustainable aquaculture production
- High innovation level in the industry

- Very small fisheries and aquaculture sector
- Agriculture business is relatively large and has more focus
- Some very large other industry sectors dominates the picture
- Fisheries has a bad reputation in the public from old time
- Hard to recruit students

Selected results from the surveys:

- Some processing companies has in-house innovation/development
- In some cases the fishery industry is not mature to understand that they need higher educated people
- Fisheries has a bad reputation from the past (overfishing)
- People in the business know this has changed many years ago

- Aquaculture business is so small that they do not see any options for higher educated
- Within fisheries business (food) a lot of opportunities and a good future for educated people
- People are proud to work with good and healthy products

- The fisheries and aquaculture sector shows great diversity in the Nordic countries
- Different size and interest in the countries, but in common:
- People working in the business today with a Masters finds it interesting, innovative and with a lot of opportunities
- Plenty of room for future development in a very international and challenging business
- Despite of the diversity all Nordic countries have a great need for new AQFood candidates

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– Thank you for your attention



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