

## What is the Image of the Seafood Industry in the Nordic countries?

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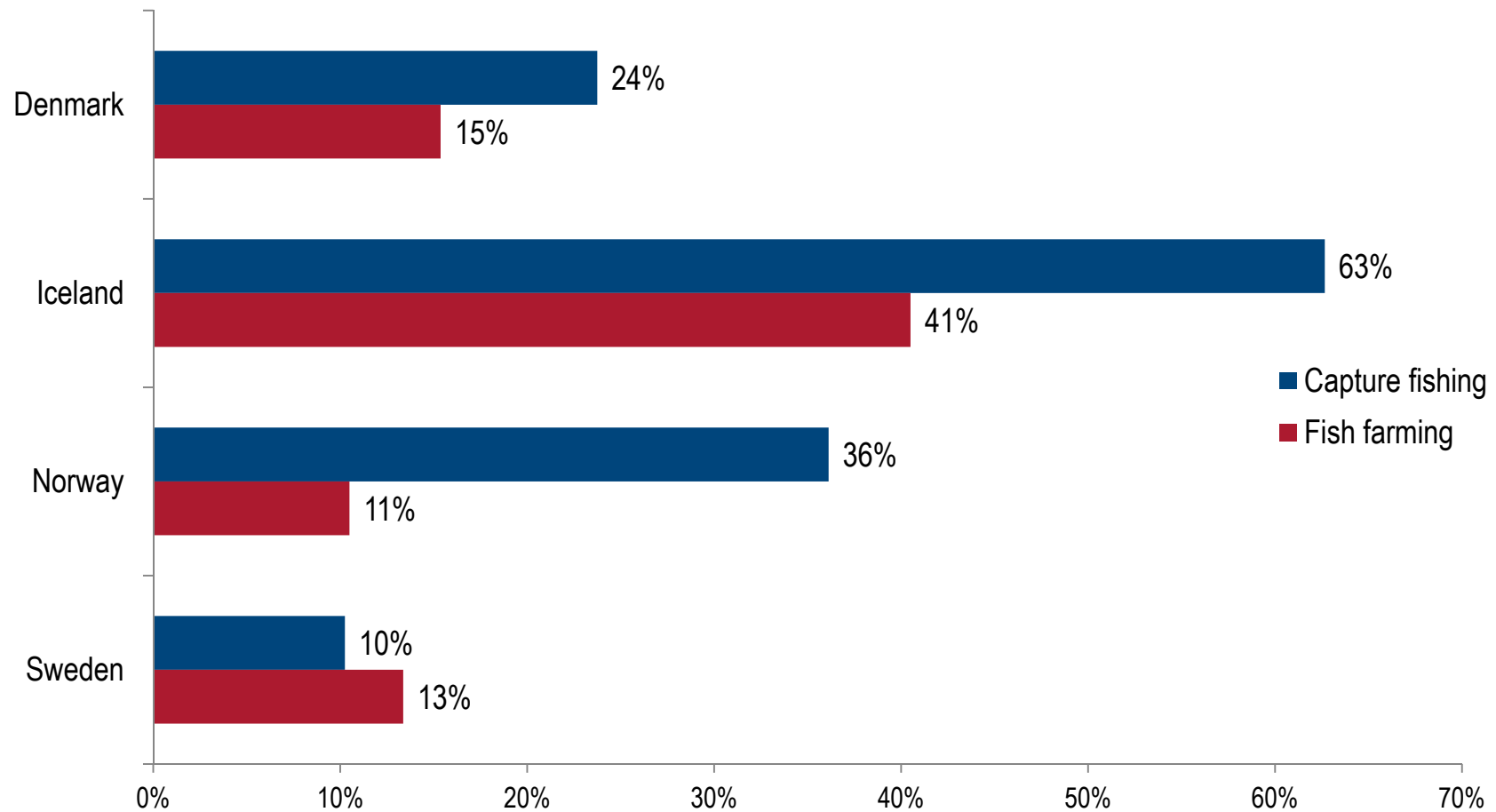
Enhancing the Innovation Capacity of Seafood Business - The Role of Higher Education  
31st January 2014, 10h-13h  
Technical University of Denmark, Lyngby

- The InTerAct project / Method and aims
- Internal image of the seafood industry
- External/general image of the seafood industry
- Students' interests
- Conclusions

Who	How	When	What	How many
Senior employees with university degrees in seafood companies	Semi-structured interviews	June 2012 – June 2013	Internal image (corporate image)	10 in each country (Denmark, Iceland, Sweden and Norway)
General public	Online panels (GMI and SSRI)	June 2013	External image	800 respondents in each country (DK, IS, SE, NO + Canada)
Students in natural sciences and engineering at DTU, NTNU, SLU, UMB and UoI	Online (SSRI)	April – May 2013	External image and interest in working in seafood industry	360 (Denmark 160, Iceland 110, Sweden 20, Norway 70)

Specific aims of the InTerAct project to complement the AQFood Nordic master programme are the following:

- Interact with industries in the aquatic value chain in order to align educational content with their needs
- Define what is needed to establish sustainable platforms for industry – academia interaction in educational programmes
- Assess the marine sector's image among students and the general public
- Promote the marine sector's image as an attractive career opportunity for students with a higher education degree
- Strengthen the image of the Nordic marine sector by using new media to reach to students and stakeholders



How positive or negative are you towards capture fishing/fish farming? (very positive shown)

*Quotes from interviews with senior employees in the fishing industry*

- **What is the general image?**

“The products are cold, slimy and smelly and that does not help with the image. Our image should be better” (Female, Economist)

“ We produce some very good products. We are the food business with the most environmentally friendly production (compared to the agriculture business). We are the most environmentally effective food producers in Denmark. This is a fact. – In reality there are some green organisations that run a high profile on giving the aquaculture business a bad reputation. (Male, Degree in Business Administration)

- **What should the image be?**

“To improve the image – we need to tell the good stories about the fish as an exciting business with healthy products” (Female, Economist)



*Quotes from interviews with senior employees in the fishing industry*

- **What is the general image?**

“People often see this industry as a working place with no opportunities for people with higher education, no expertise and work that involves no research and development, they see it more as a work that will be carried out by machines in the future. It is kind of a sad attitude...” (Female, Industrial Engineer)

“The image is still 'fishing and processing'... and clearly the industry still has a bad reputation in the society.” (Female, economist)

- **What should the image be?**

“I think it's improving... I sense an understanding of this industry as one of the main pillars in the Icelandic economy and that the fishing industry is gaining respect again. And in the end this industry is providing income...” (Male, Electrical and Computer Engineer)

“I just hope that we will see some consensus soon in the society, the sector needs positive coverage and an improved image...” (Male, Food Scientist)



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## ICELAND

What comes to mind when you hear the term seafood industry (sjávarútvegur)?



*Quotes from interviews with senior employees in the fishing industry*

- **What is the general image?**

“There are two sides to it - a positive and a negative. The positive is for both the aquaculture and the fisheries sector that they have been very important sectors for several hundred years both at sea and on shore. Then there is the negative image about pollution, ecology, too large catch quotas and too small minimum fish lengths restrictions.” (Male, Economist)

“I think about “old fashioned”, little orientation to development. Very much production based and little focus on people with higher education” (Female, Degree in Biotechnology)

- **What should the image be like?**

“I think it is a very effective and sustainable production. You use less resources for a kg of fish than a kg of meat. This is something the business should better communicate to the public. It is food with a high quality, healthy fat, good taste.” (Female, Veterinarian)

“I would like it to be more modern, more focus on employee development on a higher level.” (Female, Degree in Biotechnology)



*Quotes from interviews with senior employees in the fishing industry*

- **What is the general image?**

“Not so innovative. In Sweden very anonymous. It is old fashioned. If you go to Norway it is such a big part of their GNP – they have to be modern. When it comes to the public, when you read news papers, it is not so good. Overfishing - people are afraid if they eat an unsustainable fish species. But they also know that fish is good and healthy” (Female, Degree in Agriculture and Food Science)

“ ...the problems with environmental impacts. People are really scared and there is a lot of ‘not in my backyard’ as well.” (Female, Biologist)

- **What should the image be like?**

“I think it should be based on green thinking. You know - sustainable. If there is no fish there will be no business in the end.” (Male, CEO)

“More positive, more modern, more enjoyable and more taste. The end product will always be on somebody’s plate or look good in the store. This is something they are good at doing in France – the presentation and the taste.” (Female, Degree in Agriculture and Food Science)

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## SWEDEN

What comes to mind when you hear the term seafood industry (sjömatindustri)?

fish

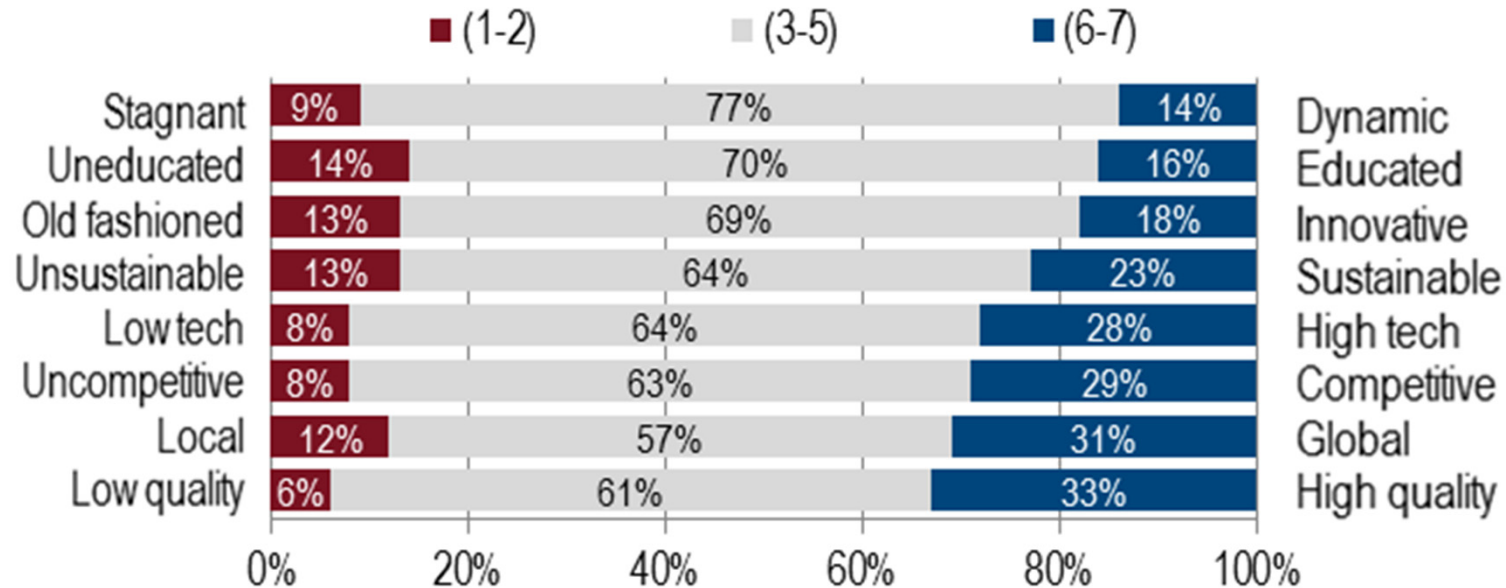






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## General public: What does the seafood/aquatic food industry connote?

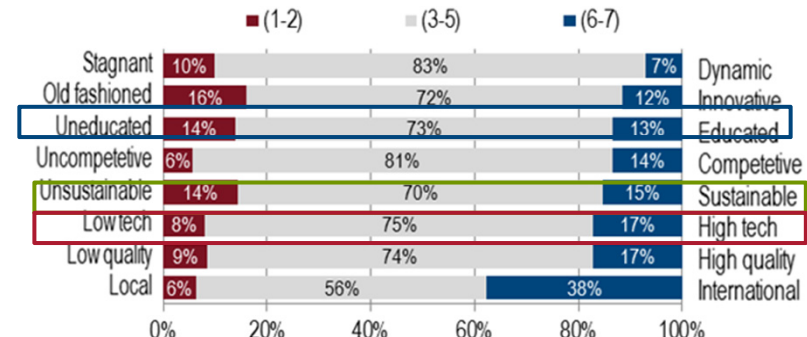
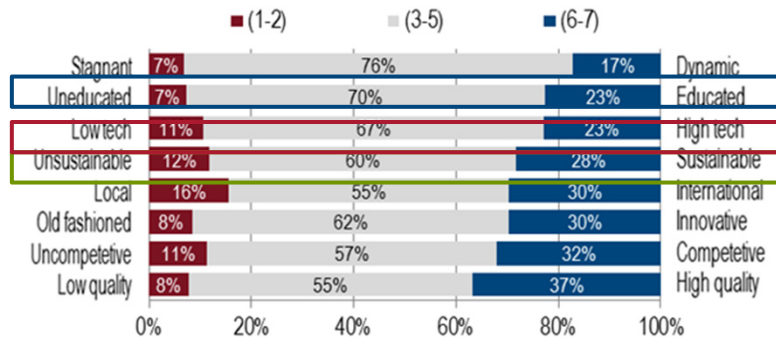
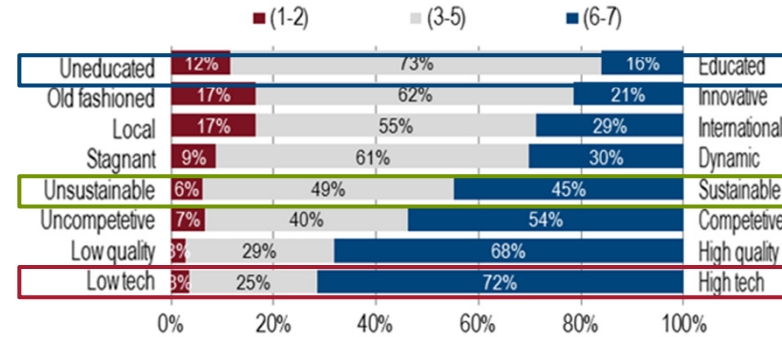
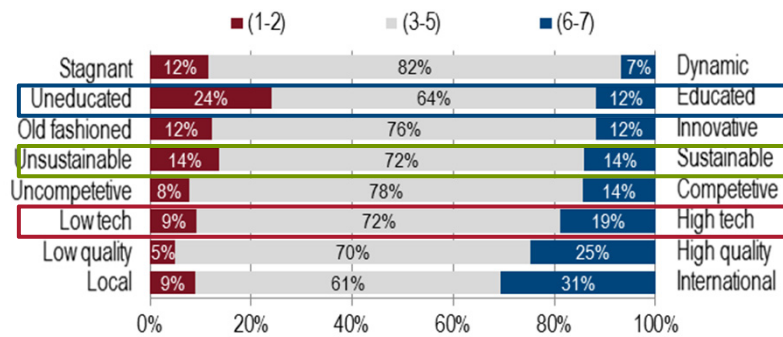


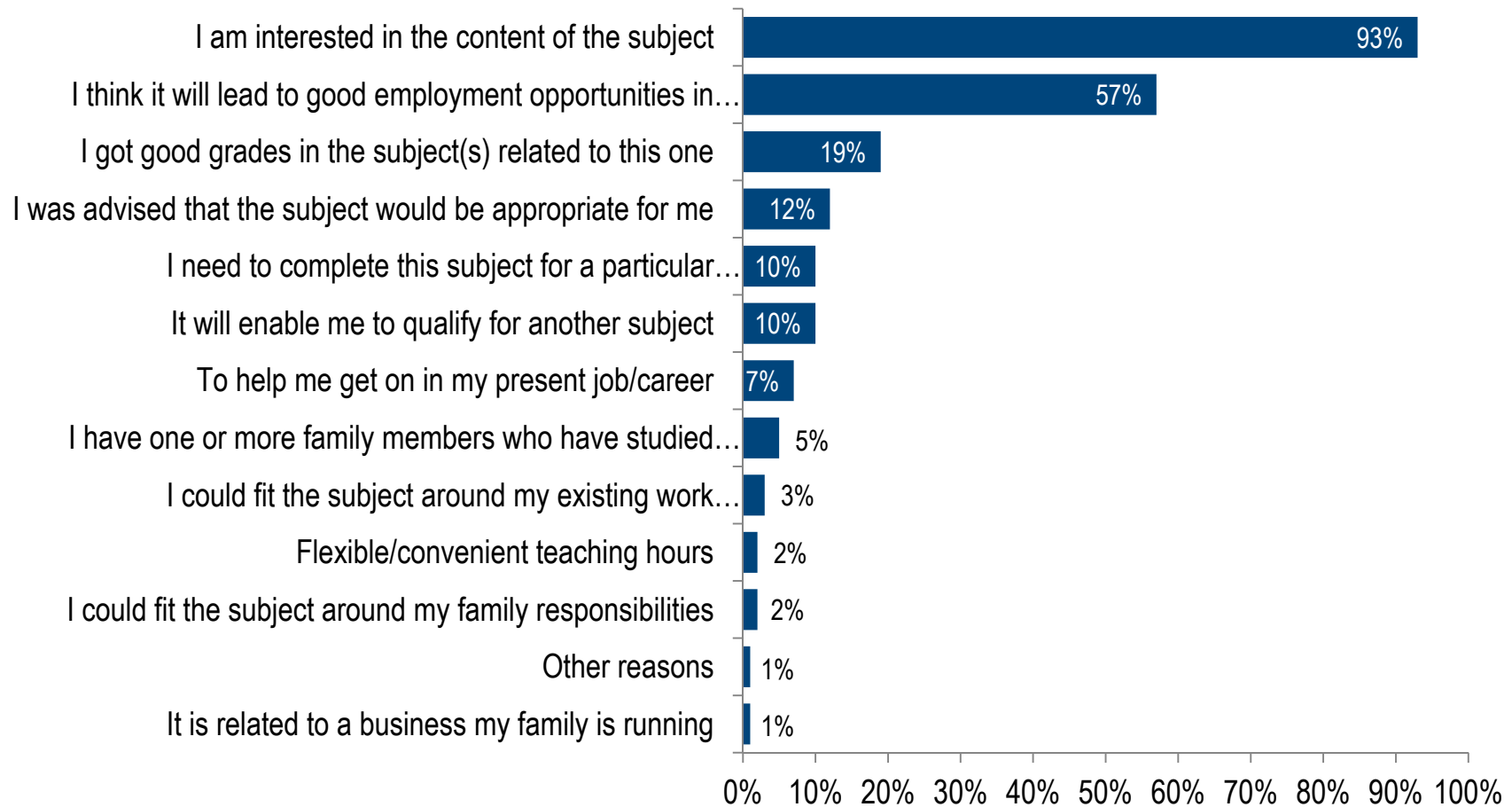
How would you rate the seafood/aquatic food industry on the following scales...?



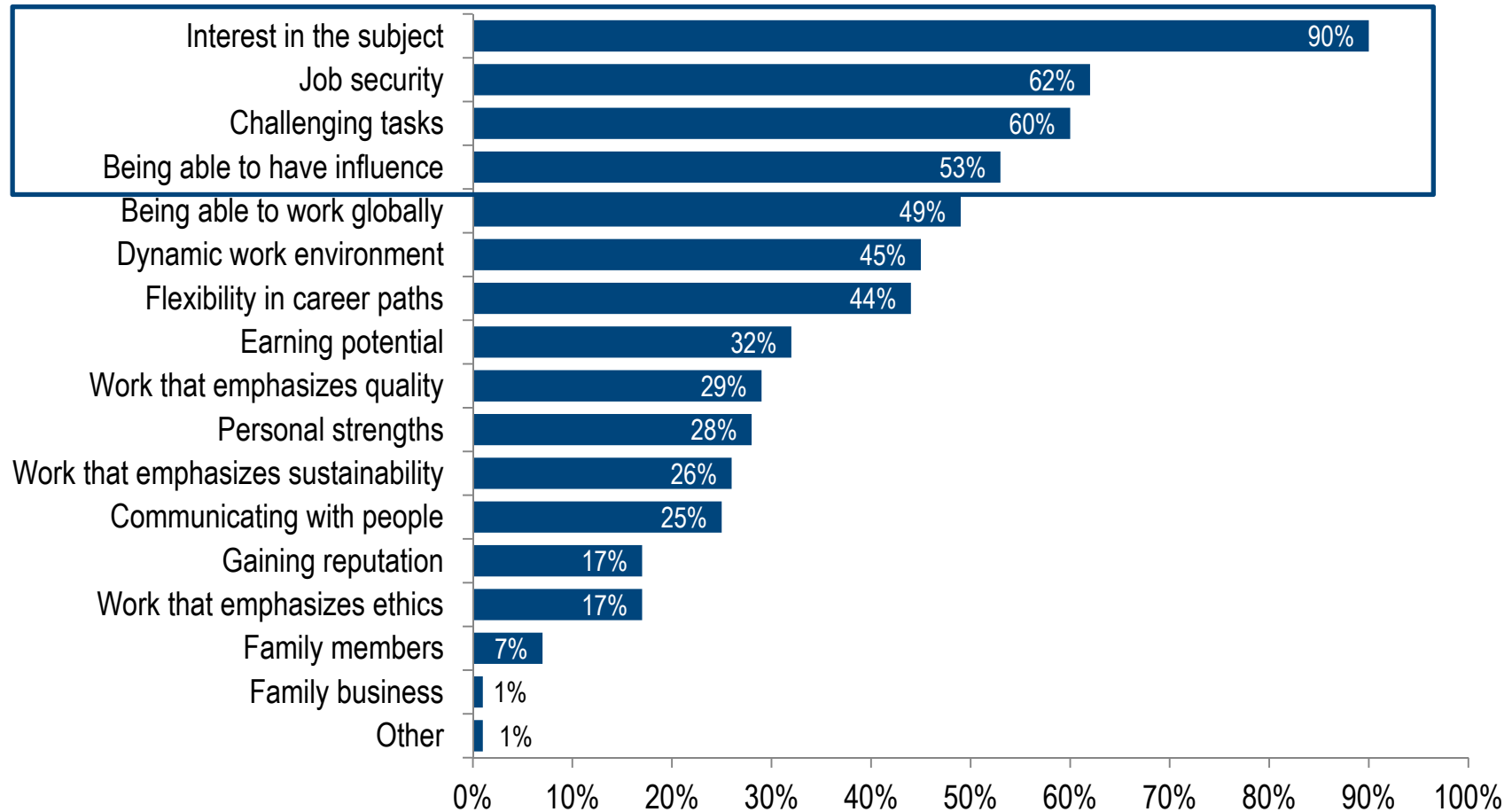
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## General public: What does the seafood/aquatic food industry connote? – Comparison between countries

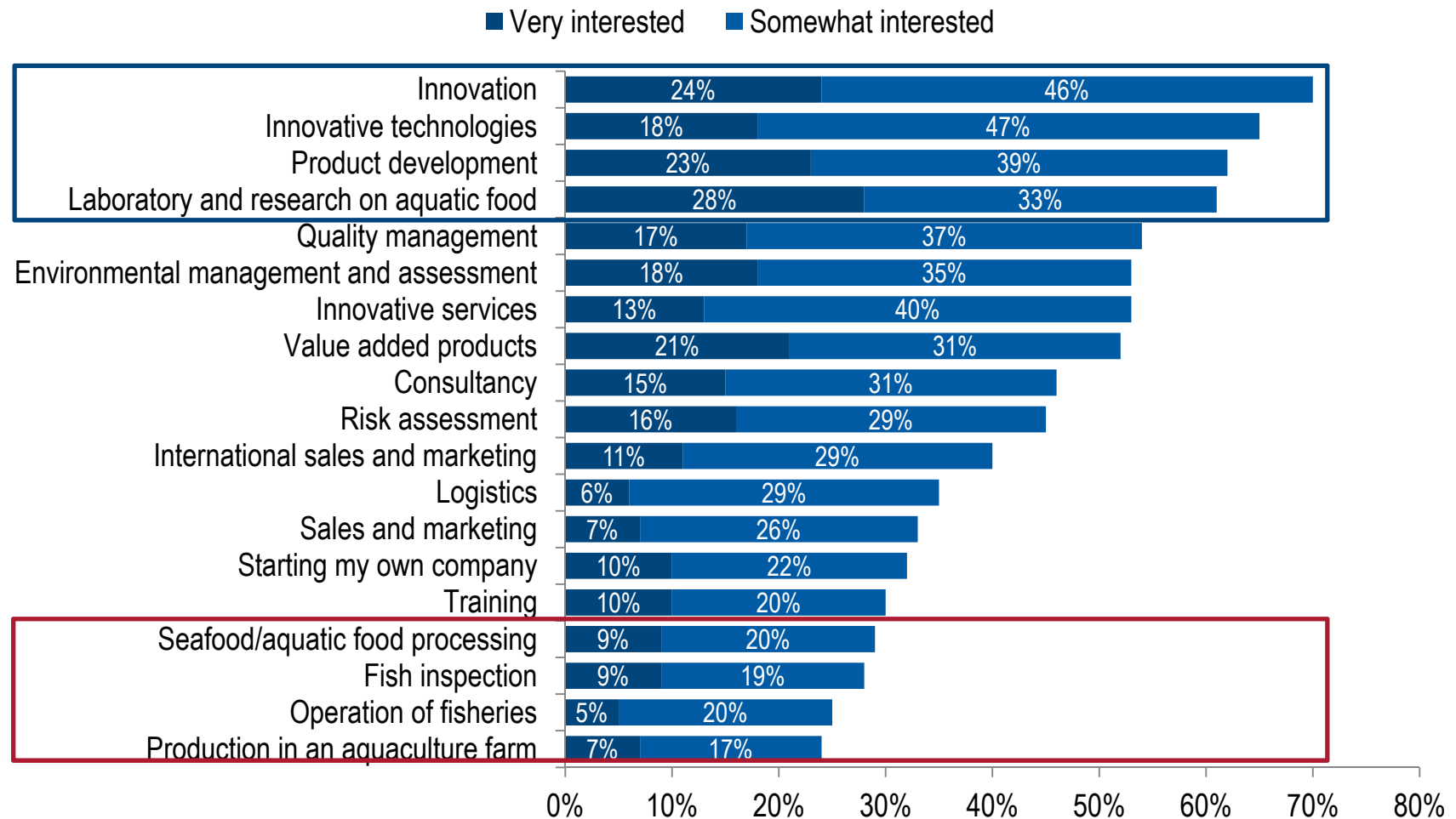




Why did you choose the subject of the degree you are currently enrolled in?

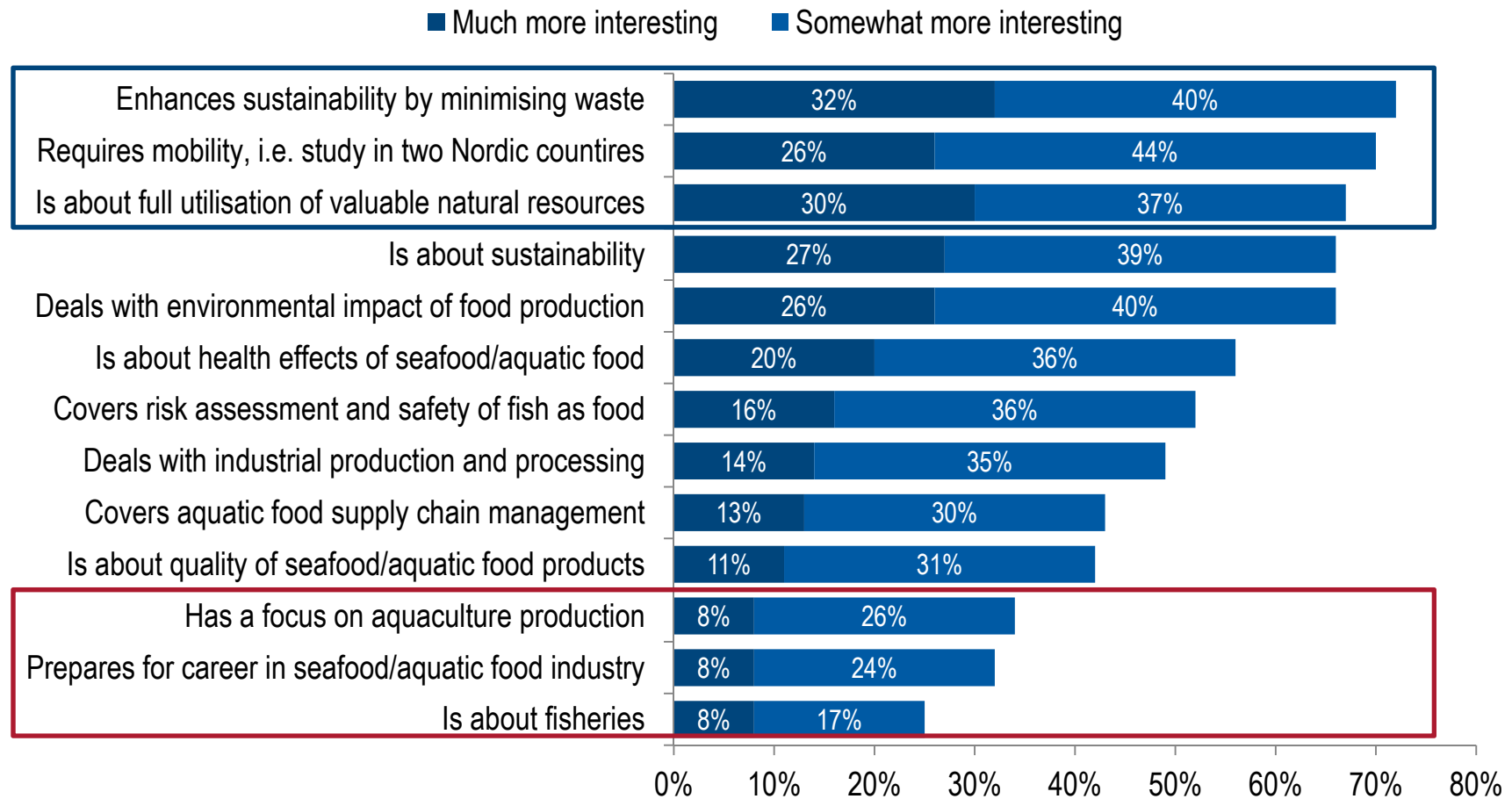


What motivates you in terms of choosing your future professional career?



How interested would you be to work in...?

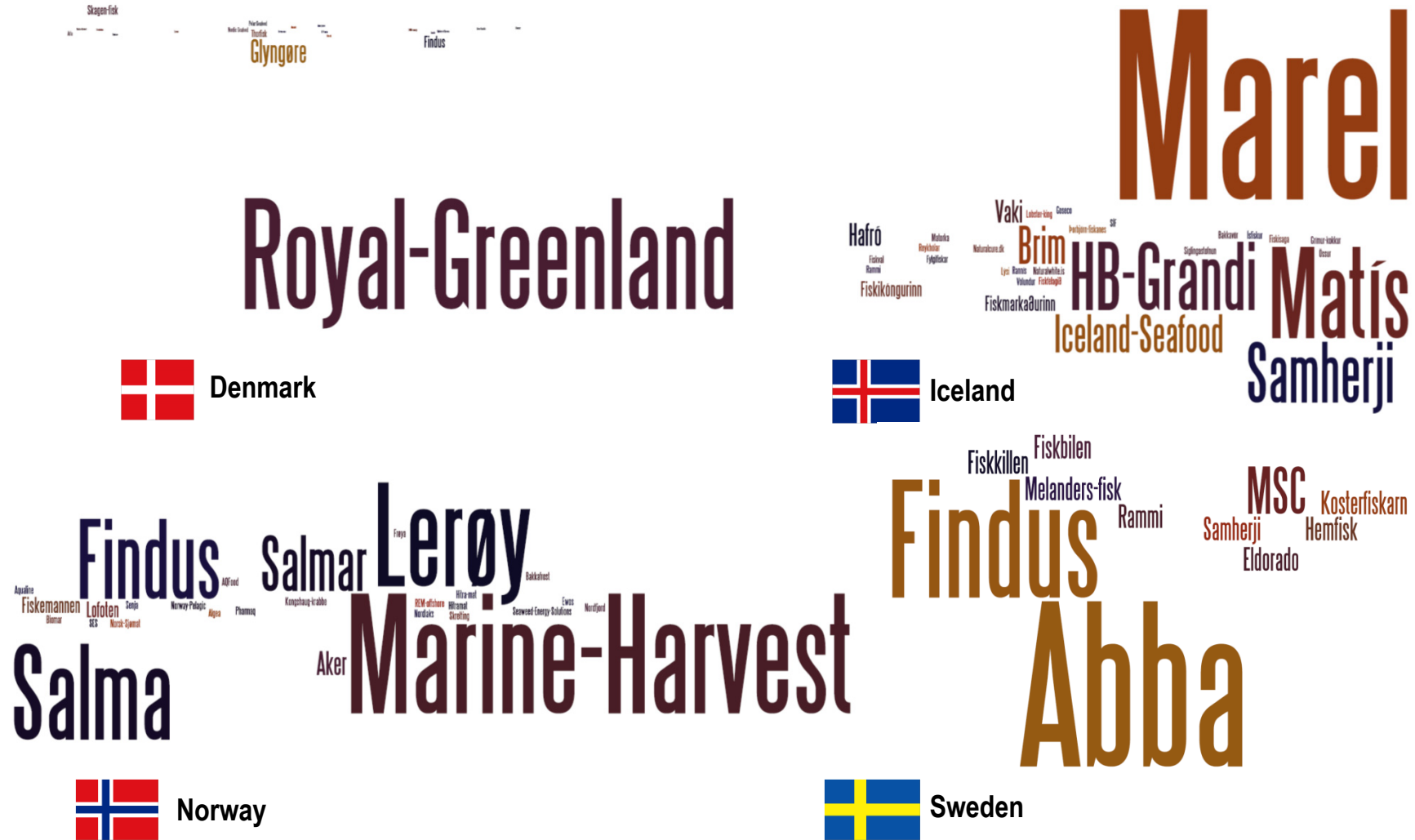
## Students: Interest in the AQ Food programme



Does it make the AQ Food programme more interesting that it...?

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Students: Companies that come to mind



What kind of companies come to your mind when you hear the term seafood/aquatic food?

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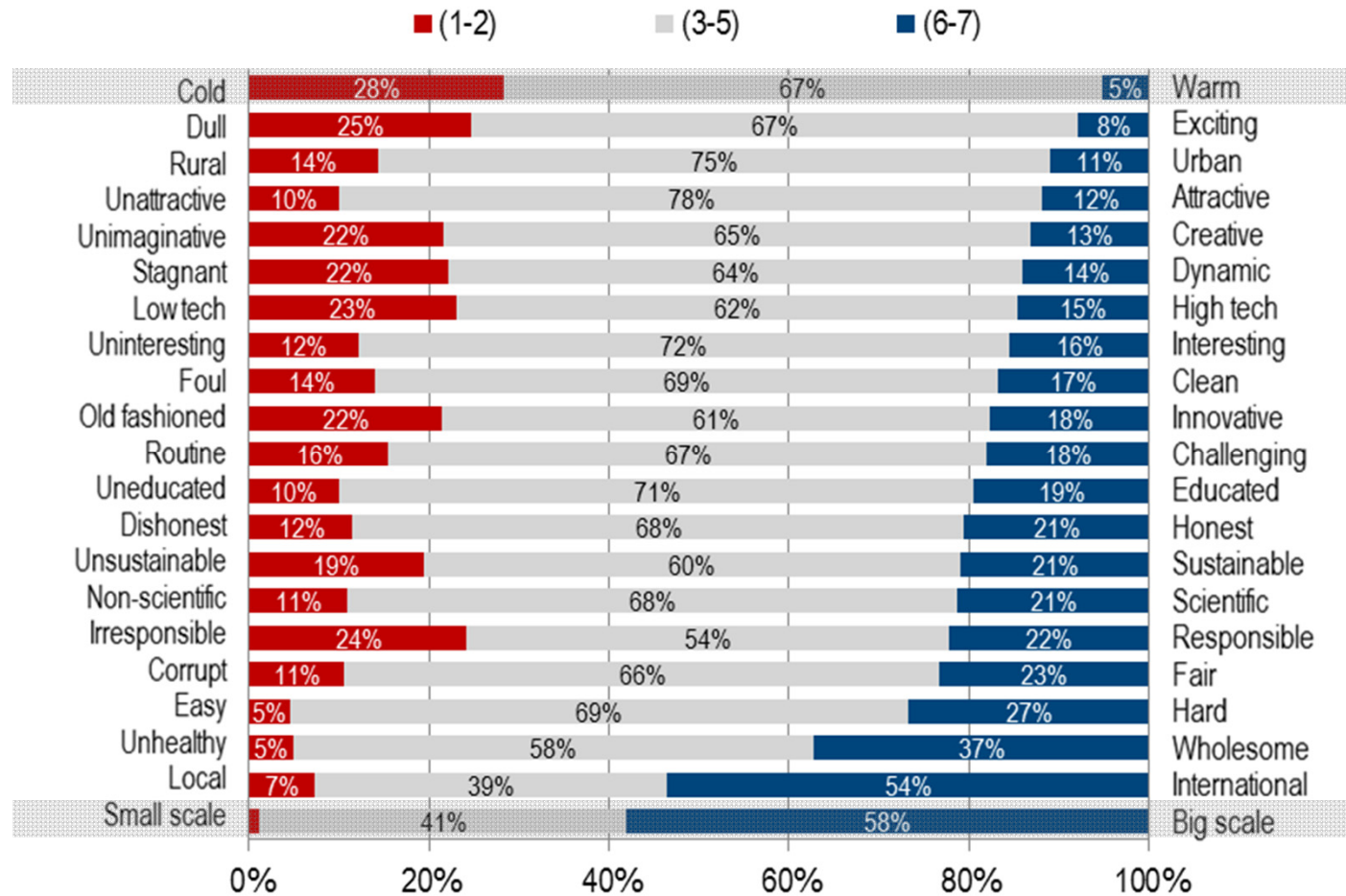
Students: Companies that come to mind



What kind of companies come to your mind when you hear the term seafood/aquatic food?

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## Students: What does the seafood/aquatic food industry connote?



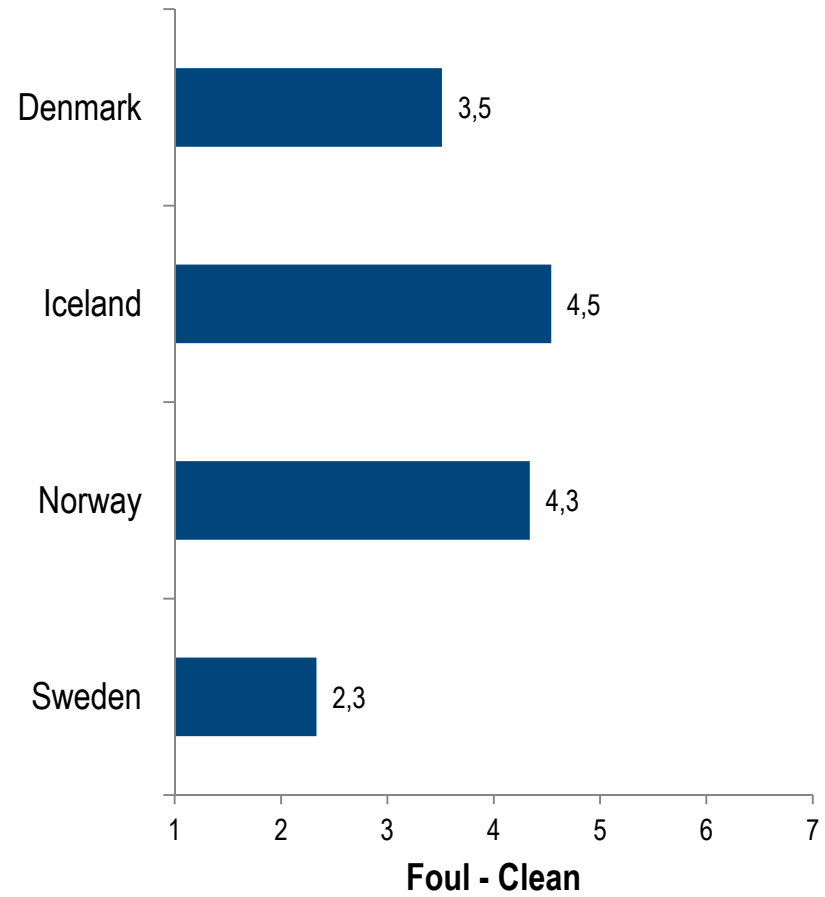
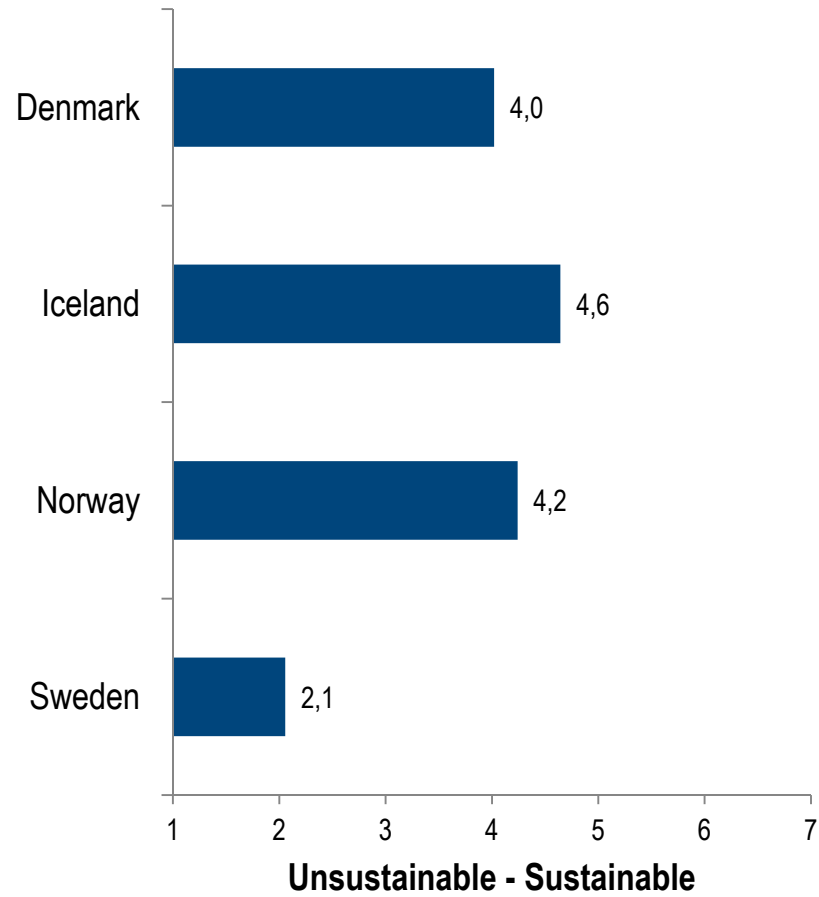
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## Students: Seafood/aquatic food industry attributes



- Image differs between countries – which might call for different types of communication material
- Attracting students requires emphasising what they are interested in, such as laboratory research, product development, innovation and sustainability

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## Acknowledgement

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UNIVERSITY OF ICELAND