



ATLANTIC AREA Transnational Programme
ESPACIO ATLÁNTICO Programa Transnacional
ESPACE ATLANTIQUE Programme Transnational
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Investing in our common future



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ACRUNET

Atlantic Crab Resource Users Network

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BIM

Funded by
Atlantic Area Transnational Programme

ACRUNET

- ▶ Background
- ▶ Challenges Identified
- ▶ Possible Solutions
- ▶ ACRUNET
 - Project Budget
 - Project work plan
- ▶ Proposal for collaboration

Ten meetings occurred Sept 2008 -May 2010

They were initiated by industry representative organisations:

- ▶ KFO Ireland
- ▶ NFFO UK
- ▶ SAGB UK
- ▶ SFF Scotland
- ▶ CNPMEM France

And attended by national governance, development agencies & NGOs



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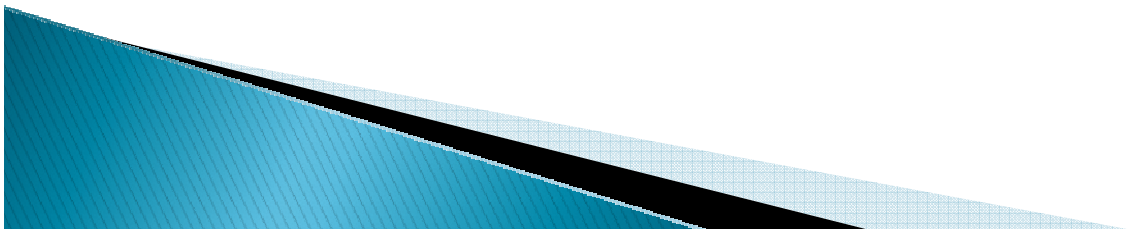


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Challenges Facing Industry

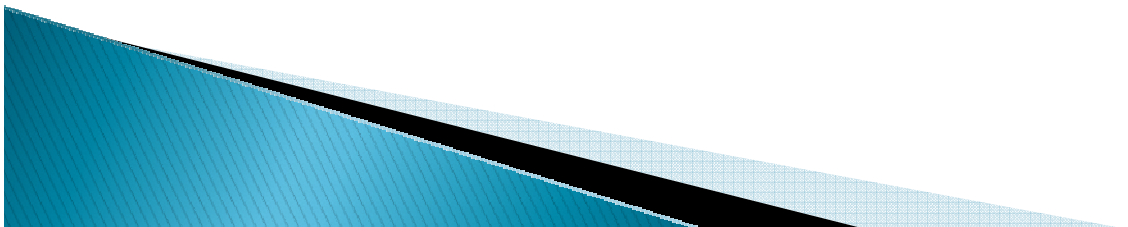
- ▶ Lack of trust
- ▶ Complex fishery
 - Offshore versus inshore
 - Live crab versus processed crab
- ▶ Rising costs
- ▶ Steady growth in landings but not in demand
- ▶ Little significant management



Possible Solutions

- ▶ 25% reduction in landings
- ▶ Pan-European market promotion of brown crab

Something had to happen on a transnational level....



Conclusions:

A trans-national problem which needs trans-national solution

- ▶ Address the problem with:
 - Pan-European industry coherence
 - +
 - Rational management of crab fisheries
 - +
 - Promote the product
- = ACRUNET**
- An industry network which will look at all these issues and come up with options.

Atlantic Crab Resource Users Network

- ▶ Submitted under Priority 1 “Promote transnational entrepreneurial and Innovation networks” of the 3rd call for the Atlantic Area Transnational Programme
- ▶ 15 partners from 5 Atlantic Area Member states
- ▶ Lead Partner BIM Ireland
- ▶ Total Budget of €2.25 Million

Partners

- ▶ Ireland – BIM, KFO, MI, Bord Bia
- ▶ UK – Seafish, CEFAS, SAGB, SFF, NFFO, Seafood Scotland
- ▶ France – CNPMM, France Agrimer & Ifremer
- ▶ Portugal - IPMA
- ▶ Spain - CETMAR

Primary Aims

- ▶ Tackle common challenges
- ▶ Build on work of UK/Ireland Crab Group & CNPMEM
- ▶ Formally establish network

Common Challenges

- ▶ Effective industry communication
- ▶ Industry interface with Science/Management
- ▶ Quality Standards
- ▶ Economics of Sector
- ▶ Innovation and New Products
- ▶ Promotion of Brown Crab

Network development & Transnational co-op

Activity Lead: Killybegs Fisherman's Organisation

- ▶ Primarily Industry Partners – Resource Users
- ▶ KFO, NFFO, SFF, SAGB, CNPMEM + State Partners
- ▶ Communication & Information Exchange
- ▶ Input into other project activities e.g. Quality Std.
- ▶ Possible forum for Conflict Resolution



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Effective Industry Science/Management interface for Brown Crab

Activity Lead: Marine Institute

- ▶ Review current policies & management
- ▶ Data, Indicators, Assess against Standards such as MSC
- ▶ Consult & make recommendations
- ▶ Identify stock management units
- ▶ Recommend management measures

European Quality Standard for Brown Crab

Activity lead BIM

- ▶ Industry Input to BIM, SeaFish, IPMA
- ▶ Develop Common European Quality Standard ISO 65 accredited
- ▶ Develop Grading Guide
- ▶ Develop Crew Training



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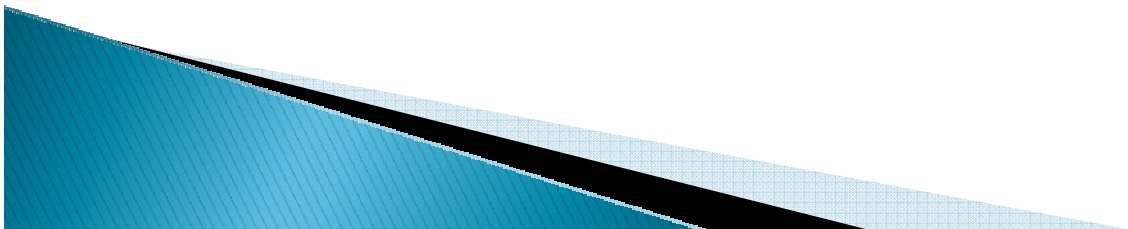


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Economics of Brown Crab Sector Activity Lead SeaFish Economics Unit

- ▶ Investigate Economics of Sector
- ▶ Identify Critical Cost Points
- ▶ Assess supply and demand in key markets
- ▶ Identify actions to increase competitiveness at critical cost points
- ▶ Investigate opportunities for value added crab products





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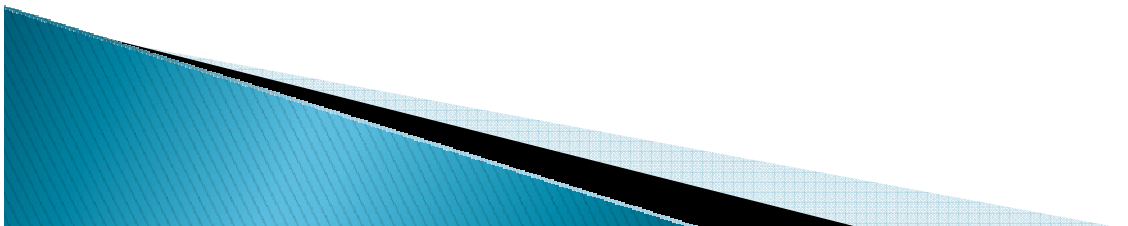
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Innovative technologies & Knowledge Transfer

Activity Lead IPMA Portugal

- ▶ Investigate gaps and opportunities
- ▶ Specific value added investigations
- ▶ Opportunities for waste by-products
- ▶ Improve long distance transport to Spain & Portugal
- ▶ Expand to other long distance European markets





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Focused European Consumer Education and Marketing of Brown Crab

Activity Lead France AgriMer

- ▶ Focused in-store tastings
- ▶ Data collection on consumer behaviour
- ▶ Development of point of sale materials in conjunction with activities 3,4, 5 and 6

Other facts

Project duration is 3 years (July 2012-June 2015)

Preparatory Meeting June 2012

1st project meeting September 2012

Communications budget €149,678

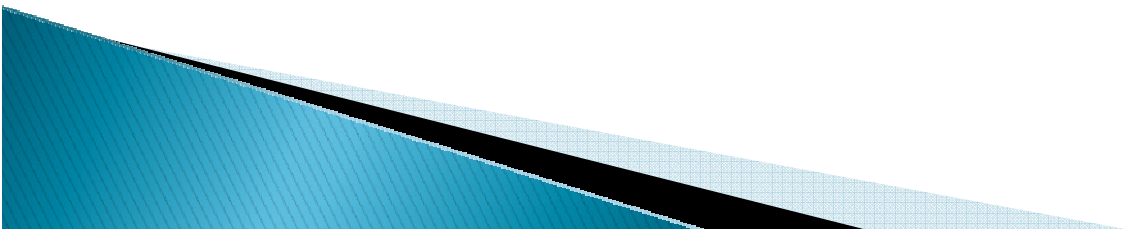
- ▶ There are many areas of ACRUNET which are of interest to the NWWRAC now and in the future.
- ▶ We would like to propose formal annual communication with the NWWRAC and possibly more regular interaction with the geographical working groups. The ACRUNET project can finance its activity in this regard.

Thank you

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