

Transnational Initiative on Brown Crab An Interreg Project Proposal

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Develop Network

- Build on UK/Ireland Crab Gp
- Build on co-operation with CNPMMEM
- Formally establish network
- Put on more permanent basis
- Strengthen for life after Interreg funding
- RAC?

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Potential Partners

- Ireland – BIM, MI, Bord Bia, KFO
- UK – Seafish, CEFAS, Marine Lab, SAGB, SFF, NFFO, Seafood Scotland, Devon & Dorset, Cornwall
- France – CNPMM, Ifremer, France Agrimer
- Spain & Portugal - ?

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Address Common Problems

- 1) Science and Management
- 2) Quality Standards
- 3) Economics of Route to Market
- 4) Innovation and new products
- 5) Promotion of brown crab

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1 - Science & Management

- MI, CEFAS, Marine Lab, Ifremer
- Data, Indicators, Assess against MSC
- Review current policies & management
- Consult & make recommendations
- Identify stock management units
- Recommend management measures

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2 - Quality Standards

- Develop Common European Quality Standard
- Develop Grading Guide
- Develop Crew Training

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3 - Economics of Route to Market

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

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4 - Innovation & Knowledge Transfer

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

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5 - Promotion

- In Store promotion and tastings – new products
- Develop point of sales material – build on other project activities
- Improved:
 - Product Recognition
 - Product Image
 - Identified Benefits
 - Health Benefits
 - Value for Money
 - Responsibility – 'green' credentials

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