

The value and size of the market charge in the seafood industry has been the subject of debate. The Seafood Council has brought with them two American economists to answer whether the market fee is profitable for the seafood industry, as part of a three-year project.

- The first part focused on seafood in total, the second on whitefish and the last project on mackerel and herring, explains Ingvild Kristine Pettersen, market analyst for the Norwegian Seafood Council.

She adds that they did not cover salmon alone because it is covered by the report from the first part of the project, and because they have done many analyzes of salmon earlier.

The results from the last part of the project that the market analyst talks about were presented in Oslo last week by the American economist Dr. Oral Capps Jr. Capp's professor at Texas A&M University o

- We have also seen all Norwegian seafood exports, where two-thirds were salmon. The results are similar to what we see in pelagic, explains the professor.

For the exporter this means according to Capps Jr. that the investments made are good.

- If one sees the funds from the fee and compares this with, for example, the value of whitefish or mackerel, this fee is less than one percent. (What are the seafood total?)

Capps Jr. points out that to be such a low investment, the exporter gets a lot back.

- For us economists, this means that too little is invested in the industry, he explains.

He further explains that they have also looked at promotional programs in the United States and they find the same patterns there.

"I think there is a tendency to fund such programs in a way that is not optimal and too low," he explains.

The professor adds that they have not looked at what is the optimal funding for the market fee.

-

Sincerely, Kind regards

Harrieth Lundberg

Fagjournalist