



Matjes – The success and collapse of a high value market

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Barcelona

Danish Pelagic Producers Organisation (DPPO)

- Pelagic vessels fishing for herring, mackrel and industrial species such as sandeel.
- 50 % pct. of the Danish fishery by weight

Christian Olesen

- Chair of the board
- CEO from 1985-2012
- Part of the self-regulation of Matjes herring



DPPO vessels



Danmarks
Pelagiske
Producentorganisation



Hanstholm



Skagen
Hirtshals



The Herring fishery



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Pelagiske
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The Matjes fishery
Season: May - July



Matjes herring

A niche product

- Pickled herring made from young, female herring with silvery skin who haven't laid eggs yet
- High fat content
- Sold as street food during summer in the Netherlands

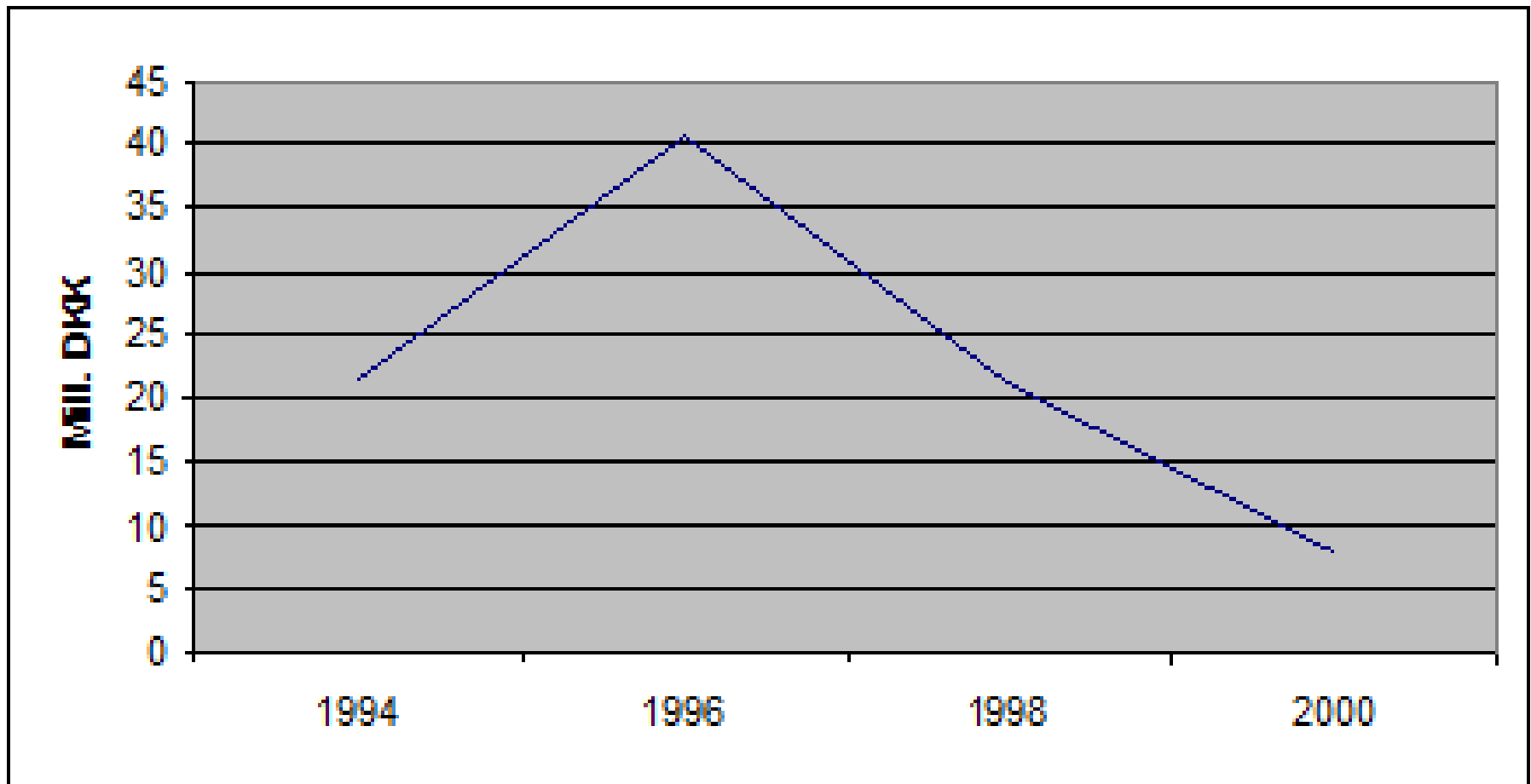


The Matjes committee 1992-1997

- Formed by the Danish fishermen's association and the Association of Danish Fish Processing Industries and Exporters
- Regulated maximum weekly quota and regulated sales according to demand from Dutch buyers
- Held weekly coffee meetings to exchange information between the fishers and Dutch buyers on quality and market prospects for the coming week and to ensure full transparency

Self-regulation success

Surplus profit in the matjes fishery 1994-2000

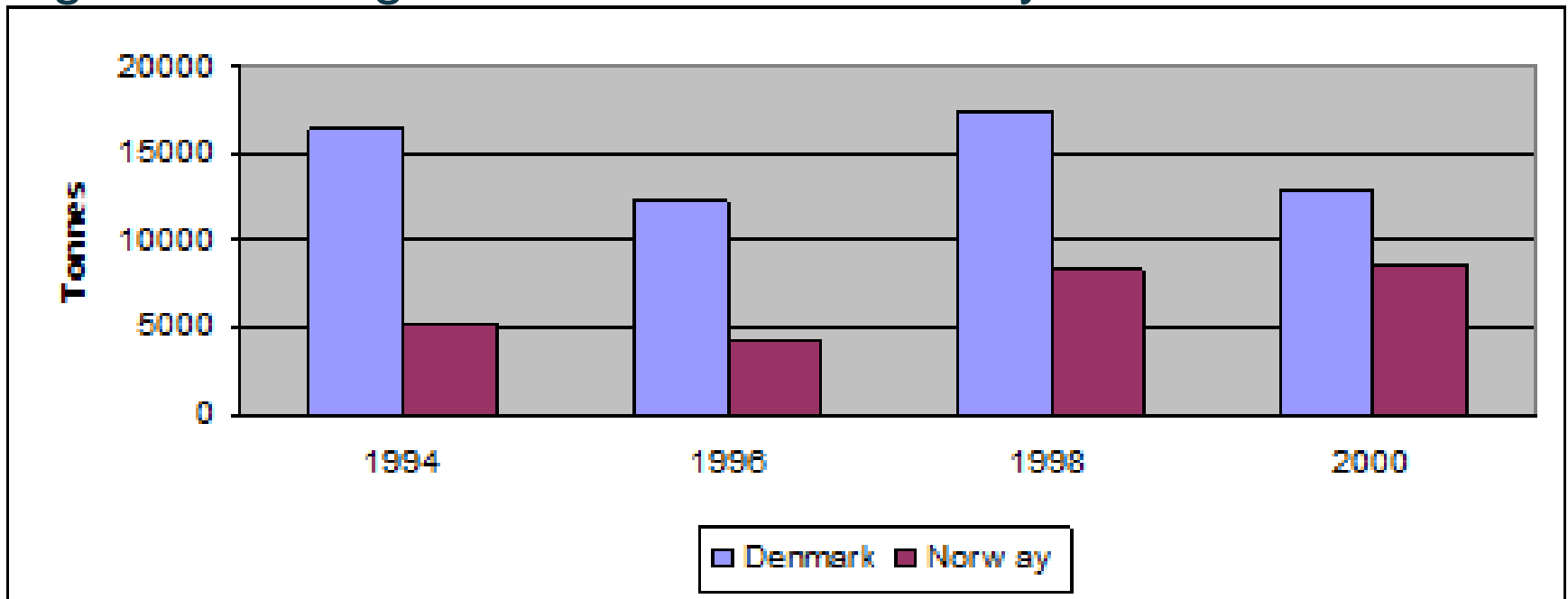


End of a golden period

The exclusiveness of the market was lost

The Matjes Committee could no longer control the market

Figure: Landings in Denmark vs. Norway



Key elements in establishing a high value market for matjes herring

- Control over an exclusive market
- High value niche product - Maintaining a high quality
- Transparency in sales
- Strong incentives for all involved parties



Overview of todays market

- There are no longer special regulation for trading Matjes Herring
- Herring are sold at online auctions through Norges Sildesalgslag
- The prices at the auction set the standard for fixed trade agreements



Thank you for your attention