



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



HM379 Lingbank
Hansthalm



HG365 Junior
Hirtshals



E349 Cattleya
Hirtshals



E532 Rockall
Hirtshals



HG265 Asbjørn
Hirtshals



HG62 Beinur
Skagen



HG333 Isafold
Skagen



HG264 Ruth
Skagen



S349 Gitte Henning
Skagen



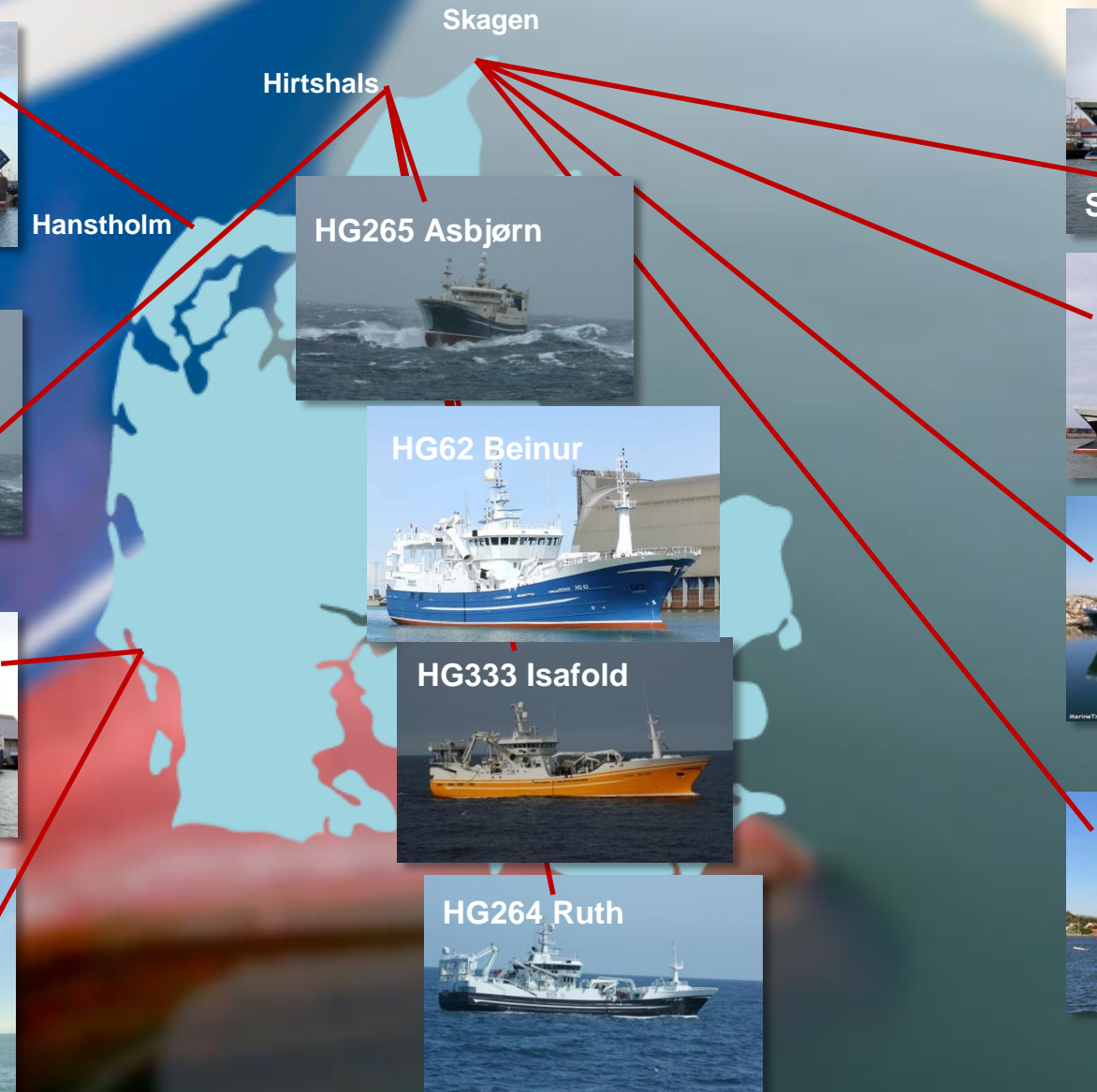
S205 Ceton
Skagen



S144 Themis
Skagen



S264 Astrid
Skagen



The Herring fishery



Danmarks
Pelagiske
Producentorganisation

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TM

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

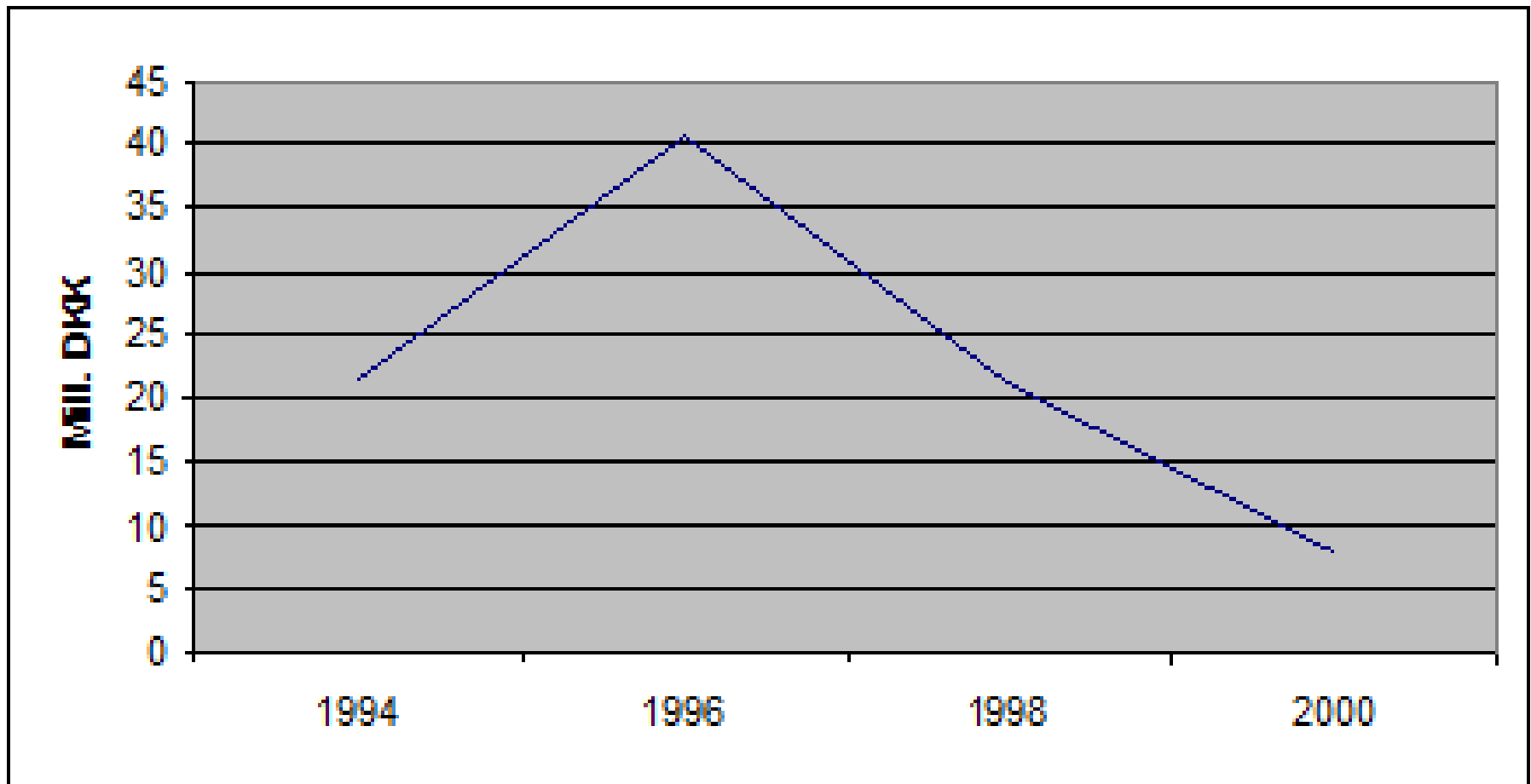


The Matjes committee 1992-1997

- 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

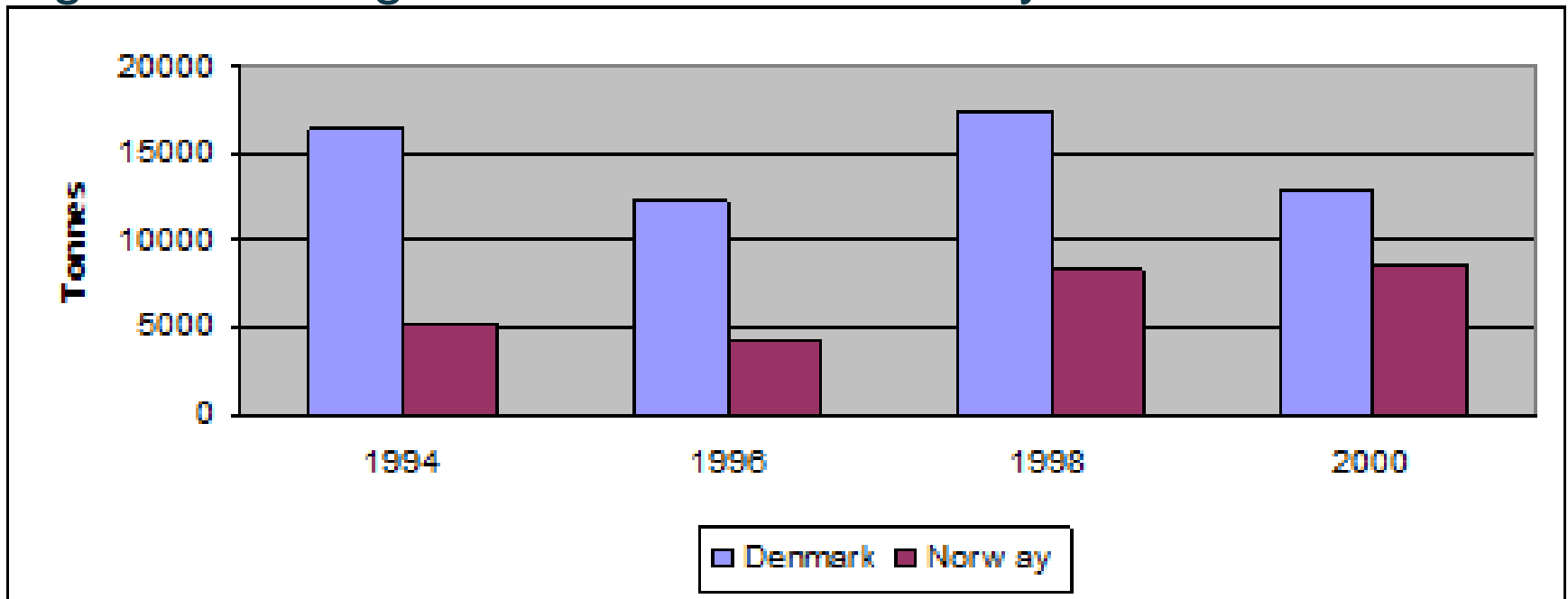


End of a golden period

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