



GÖTEBORGS UNIVERSITET

Would you like to contribute to the development of a sustainable aquaculture industry in Scandinavia?

Masters student project available within "NORD-OSTRON", at the Department of Marine Ecology (Tjärnö), University of Gothenburg, Sweden

Project title: *Assessment of supply-chain management and market factors in strategic planning for the Scandinavian oyster industry*

Project background: The Department of Marine Ecology at Tjärnö is managing "Nord-Ostron", a three year project within the EU Interreg programme (IVA Kattegat-Skagerrak). The project involves collaboration between Swedish, Norwegian and Danish universities, organizations and enterprises in the marine sector. The aim of the project is to develop trans-national models and tools among participating partners to support marine innovation and business development in the Skagerrak region. The project will develop and implement technologies for farming of the native oyster (*Ostrea edulis*). Nord-Ostron started 1st June 2009, and is ongoing until June 2012. The main goals of the "Nord-Ostron" project are to:

- a) promote collaboration within the three participating countries in order to promote shellfish aquaculture industry development;
- b) advance innovation within the aquaculture sector, including development of new technologies for oyster farming;
- c) develop communications and strategic plans with relevant actors regarding strategies and technologies for further shellfish industry growth.

Three specific needs have been identified in order to develop the oyster aquaculture industry (1) optimize hatchery production of juvenile oysters ("spat"); (2) identify and test techniques for grow-out of mature oysters in coastal waters, and (3) assess potential markets and develop supply chain management in order to maximize the benefits of production.

Project description: The master's student project focuses on (3): assessing potential markets and developing supply chain management in order to maximize the benefits of oyster production. The project will involve identifying strategic objectives in marketing of flat oysters. The student will then collect relevant data in order to anticipate potential future markets and industry infrastructure needs. The student will be expected aid in compiling a "Strategy and markets report", which in turn will be included within a larger forthcoming manual "Guidance for cultivation of oysters in Scandinavian waters." The research will involve analyzing data on handling and storage of oysters; examining domestic and foreign markets, as well as supply chains. In order determine potential demand and product preferences, the project will need to adequately consider available methods for storing, processing, packaging and transporting live oysters. A number of hypotheses may guide this work, and the project may include developing relevant comparisons with existing international shellfish industries.

Qualifications: We are looking for a student who possesses a bachelor's degree. Ideally, the student should have a specialization in marketing, economics or natural resource management.

Additional information: The position is based at the Department of Marine Ecology at the University of Gothenburg (Tjärnö). The project can provide some support for travel abroad and collaboration with other university partners, including the Danish Shellfish Center and University of Life Sciences in Ås, Norway.

If you are interested, please contact the project leader Susanne Lindegarh, susanne.lindegarh@marecol.gu.se, tel. +(46) 526-68678, or +(46) 76 1145757