Live Norwegian King Crab
– a door opener for Norwegian Live and High End Seafood to The World

Presentation by in Ostende, November 2013 Svein Ruud, CEO Norway King Crab
Background

Russia brought king crabs from Far East Russia Barents Sea in 1960’s
Crab first seen in Norwegian waters in late 80’s
Scientific fishery from 1992 till 1999
Commercial fishery in Norway and Russia since 2000
Norway King Crab

The vision of Norway King Crabs is to become the leading manufacturer of live quality king crabs and be the first to offer this all year round.
Company background

- Established in 2008
- Located in the northern part of Norway
- Based on Russian scientific knowledge merged with Norwegian aquaculture knowledge
- Located in the centre of Norwegian king crab fisheries
Why live king crab?

- Trend and tradition
- Better economy
- Less competition
- All year round business – stable work places
- Because we can!
Key elements – catch, vessels and fishermen

- Crab only from local dedicated coastal fishermen
- Crab only from sustainable commercial and scientific quotas
- Tenderness catch and transport from catching area till storage complex
Key elements – storage in tanks

- Sorting after meat filling ratio
- Optimal feeding regime
- Optimal density
- Optimal cleaning and tendering regime
- Individual registration and monitoring
Key elements – preparation before shipment

- Controlled optimal meat ratio
- Sorted into special tanks before shipment – final quality control
- Feeding stops 5-7 days before shipment
- Cooling before shipment
Key elements – storage at distributors and end customers

- Crab MUST be put back to water upon arrival till distributor, before sending till end customer
- Temperature 2-6 optimal 6-12 possible
- Pakking with GEL ice and paper/foam before sending to end customer (re-use)
- If crabs into tanks at end customer - temperature 2-12 C
- Short storage, no feeding

<table>
<thead>
<tr>
<th></th>
<th>Min</th>
<th>Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temperature, ºC</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>Salinity, ‰</td>
<td>30</td>
<td>37</td>
</tr>
<tr>
<td>Dissolved oxygen, mg/l</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>Ammonium, mg/l</td>
<td>0</td>
<td>0,5</td>
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<tr>
<td>Nitrites, mg/l</td>
<td>0</td>
<td>0,1</td>
</tr>
<tr>
<td>Nitrates, mg/l</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>pH</td>
<td>7,8</td>
<td>8,3</td>
</tr>
</tbody>
</table>
Key elements – packing and shipment

- Fast and streamlined packing
- GEL ice adjusted to transport time and outside temperature
- Absorbing dyper, foam, paper
- Calculated drop loss
- Individual temperature logging
- Lid, scotch and strapping
- Transported to airport in truck with controlled temperature
Key elements – traceability

- Every crab comes with its own tag with individual ID number
- Full traceability on individual level from fisherman to market
Key elements – brand building

- Friend of the Sea
- Styrofoam to paper boxes
Fast and stable logistics

- Flights from Norway – maximum 30 hours from packing till arrival in the market
- Live seafood stored in tanks inside the market
Thank you for your attention

Say hello to our King
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