



# ACRUNET

ATLANTIC CRAB RESOURCE USERS NETWORK

## FACTSHEET



### AT A GLANCE

**TITLE:** ACRUNET – ATLANTIC CRAB RESOURCE USERS NETWORK

**PROGRAMME:** INTERREG Atlantic Area Transnational Programme

**TOTAL BUDGET:** €2,251,116

**EC CONTRIBUTION:** €1,463,225

**DURATION:** July 2012 – May 2015 (35 months)

**LEAD PARTNER:** Bord Iascaigh Mhara (BIM), Irish Sea Fisheries Board, Crofton Road, Dun Laoghaire, Co Dublin

**NETWORK COORDINATOR:** Killybegs Fishermen's Organisation Ltd., Killybegs, Co Donegal, Ireland

**CONSORTIUM:** 15 partners representing all five Atlantic Area countries – Ireland, United Kingdom, France, Spain and Portugal

**WEB:** [www.acrunet.eu](http://www.acrunet.eu)

### CHALLENGES

The distribution of brown crab spans the entire Atlantic Area. While the catching sector is concentrated mainly in the UK, Ireland and France, both France and Spain play a huge role in the distribution and buying of brown crab once it is landed. Processing and value adding activities are spread across the whole region.

A robust brown crab resource exists with a fleet that is equipped to catch and land crab to buyers and processors feeding into a predominantly European market. Brown crab landings from the UK (56%), Ireland (15%) and France (13%) account for around 85% of the total European landings with an estimated value of around €65,000,000 at the first point of sale. Further value accrues to the countries of the Atlantic Area from these landings through transport, holding facilities and processing but, compared with similar artisanal, quality seafood, the market is under-exploited and suffers from frequent gluts with consequent uncertain prices to fishermen. In recent years these factors have all been worsened by rising fuel costs, increased regulation, quality issues, cheaper imports of similar substitute products and a major financial crisis in the traditional European markets.

These challenges are transnational and need to be tackled on a transnational basis.

### OBJECTIVES

Building on the informal transnational network which has grown between industry representatives, trade and state agencies in recent years, the ACRUNET partners aim to address the problems facing the brown crab industry with the following objectives:

- Form a transnational industry network to address the challenges
- Build an industry/science interface to improve and inform management of the resource
- Develop an accredited European brown crab standard to convey assurance on responsible fishing, traceability and quality products.
- Improve the resilience and sustainability of brown crab production and consumption in Europe
- Enhance competitiveness through the introduction of innovative practices and products
- Increase the market presence and visibility of brown crab through focused European marketing and consumer education



ATLANTIC AREA Transnational Programme  
ESPACIO ATLÁNTICO Programa Transnacional  
ESPACE ATLANTIQUE Programme Transnational  
ESPAÇO ATLÂNTICO Programa Transnacional

*Investing in our common future*



European Union  
European Regional Development Fund



## WORK PLAN

The project work plan consists of six activities to achieve the objectives

**Activity No 2:** Network Development and Transnational Cooperation aims to enable collective problem solving.

**Activity No 3:** Development of an Effective Industry-Science Interface for brown crab will provide the tools for an industry-science interface to assess and monitor the fisheries leading to meaningful transnational management of a shared resource.

**Activity No 4:** Developing an ISO 65 accredited European Quality Standard will introduce a consistent approach to quality and a superior product that is responsibly caught from a sustainable stock.

**Activity No 5:** Understand European brown crab production and consumption through analysis, modelling and industry dialogue

**Activity No 6:** The Introduction of Innovative Technologies and Practices to the brown crab industry will focus on cost effective transport and product innovation.

**Activity No 7:** Focused European Consumer Education and Marketing of brown crab will seek to increase consumption of brown crab by maintaining established consumers and attract new consumers through education and promotion.

## RESULTS

- A dynamic network that combines UK, Ireland, France, Spain and Portugal in a regular effective communication forum that engenders trust and openness in dealing with sectoral challenges with a solution based approach.
- Stakeholders participating meaningfully in transnational management of a shared resource.
- A European brown crab quality standard with a responsible approach to exploitation of a sustainable resource backed by scientific evaluations, accredited to ISO 9000 and ISO 65.
- Characterised brown crab seafood system and framework for understanding and responding to issues.
- New product formats and cheaper transport based on innovative use of a superior quality brown crab raw product based on technical, market and consumer research.
- Increase in the sale of brown crab products by improving the demand for traditional product formats while attracting new consumers through promotion, education and the provision of alternative product formats.

**Bord Iascaigh Mhara (BIM)**  
**IE**

**Killybegs Fishermen's Organisation Ltd (KFO)**  
**IE**

**Seafish**  
**UK**

**FranceAgriMer**  
**FR**

**Marine Institute (MI)**  
**IE**

**Instituto Portuguese do Mar e Atmosfera (IPMA)**  
**PT**

**Centro Tecnológico del Mar (CETMAR)**  
**ES**

**Comité National des Pêches Maritimes et des Elevages Marins (CNPMM)**  
**FR**

**Bord Bia**  
**IE**

**Shellfish Association of Great Britain (SAGB)**  
**UK**

**Institut Français de Recherche pour l'Exploitation de la Mer (IFREMER)**  
**FR**

**Centre for Environmental, Fisheries and Aquaculture Science (Cefas)**  
**UK**

**National Federation of Fishermen's Organisations (NFFO)**  
**UK**

**Scottish Fishermen's Federation (SFF)**  
**UK**

**Seafood Scotland**  
**UK**

## CONTACT US

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