

Cobscook Sea Scallops: The Fishery & Markets

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Objectives

1. Describe the fishery and markets for Cobscook scallops
2. Help identify ways to increase value of Cobscook scallops

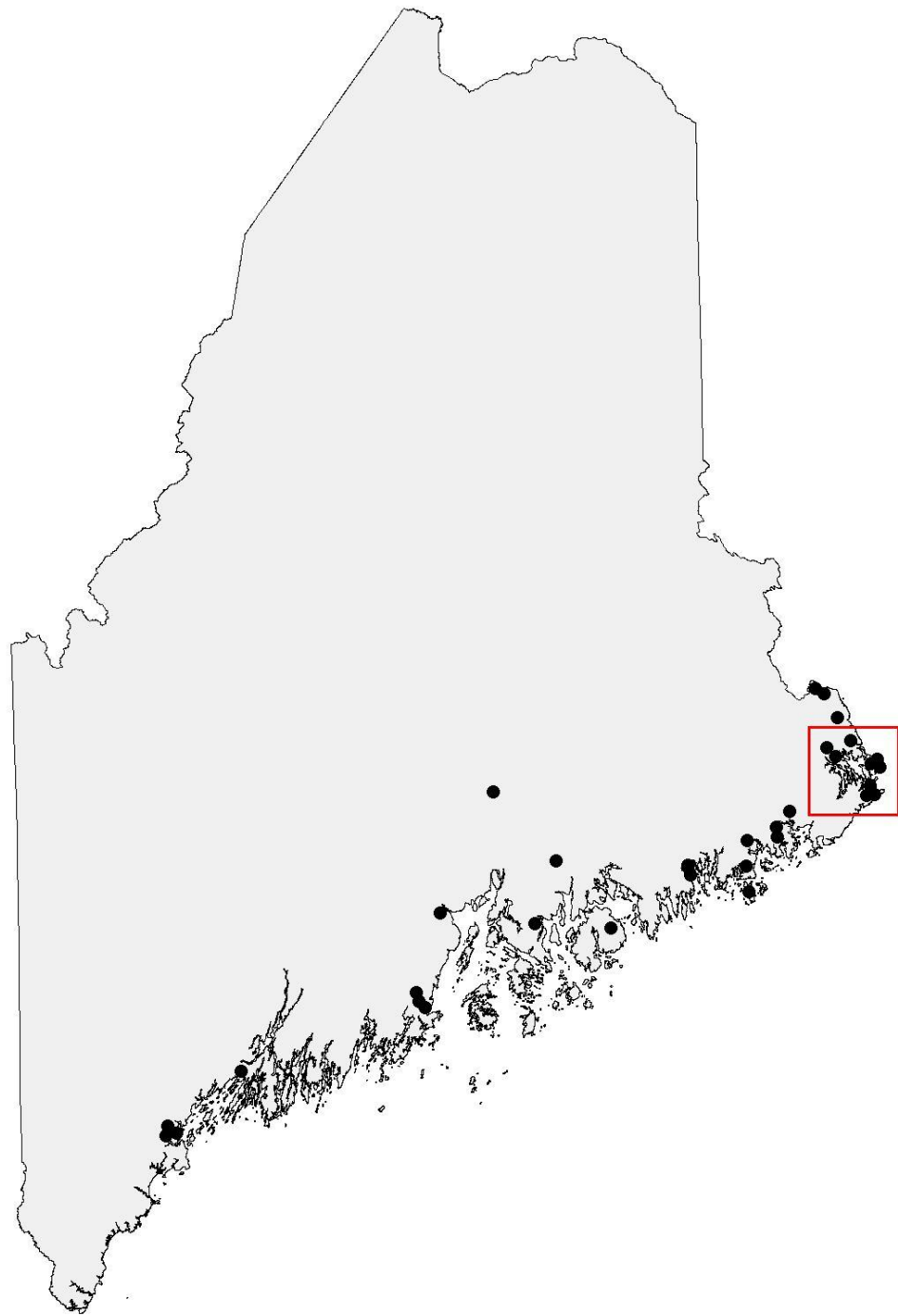
Research Method

- Phone and in-person interviews with
 - 30 fishermen
 - 6 dealers & 1st buyers
 - 5 wholesalers
 - 16 restaurants
 - 6 retailers

Interview dates: December 2004 – June 2005

Results for: 2003-04 and 2004-05 seasons





The Cobscook Scallop Fishery

- 108 area license holders in 2003 or 2004
- 43 (31-55) or 50% actually went scalloping in 2003 or 2004
- 31 (22-40) active local boats
- At least 7 additional boats from away?

The Cobscook Scallop Fishery

- 30-40 ft. Novi boat
- 130 to 375 hp diesel engines
- Most drag; few dive
- 2-3 person crew, including captain
- Day trips, 5-10 hours fishing
- Most scallop fishermen hold licenses for other species, especially urchin and lobster

Landings & Value

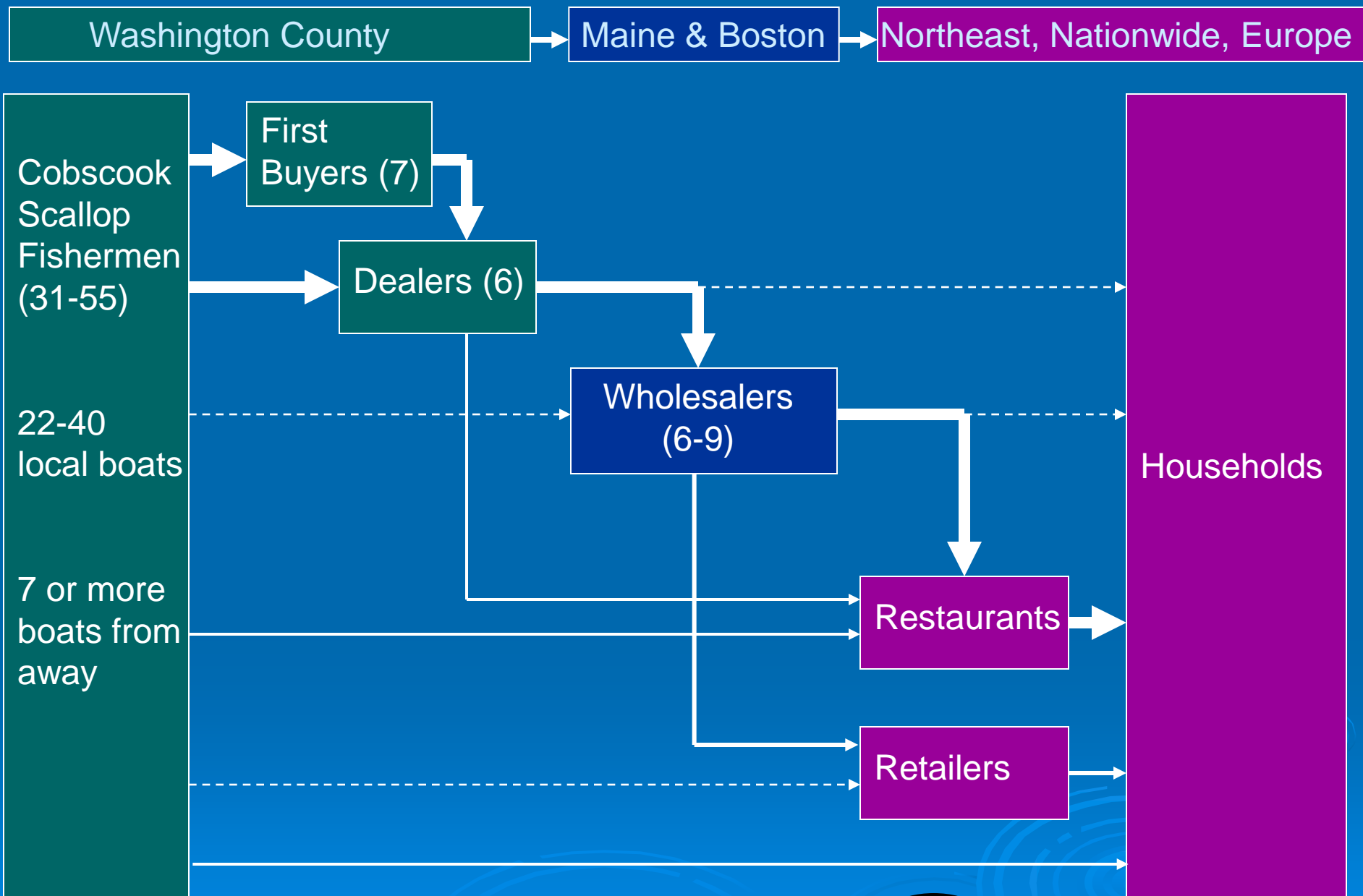
Rough estimates for 2004-05 season:

- 155,000 lbs (115,000-195,000 lbs)
- Ex-vessel value of \$1 million
(\$747,500-\$1,267,500)

Market Channels

For Cobscook area license holders:

- 85% sold same-day to 1st buyers or dealers in Cobscook area
- 15% sold on “peddle market,” directly to restaurants, households, and retailers



Key: a) Thicker lines represent larger quantities. Dotted lines represent very small amounts.
 b) Numbers in parentheses represent individuals or firms in that category.

Quality Characteristics Important to Buyers

- Freshness is #1
- Size
- Most prefer local
- Some prefer diver scallops

Quality Characteristics Important to Buyers

➤ Others...

- well-shucked, clean, well-handled
- good taste, texture, color, smell
- sustainability, environmental impact
- food safety (HACCP)
- “dry” vs. “wet”
- reputable, dependable supplier

Cobscook Scallop Prices 2004-05 Season


➤ Ex-vessel to 1st buyer/dealer:

- Boat run: \$5.00 - \$7.25/lb
- 10-20 ct: \$7.00 - \$8.50/lb
- U10: \$7.25 - \$10.25/lb

➤ Ex-vessel to peddle market:

- Boat run: \$6.67 - \$7.78/lb

Cobscook Scallop Prices (relative to New Bedford)

- No premium on 20-30 ct scallops
 - \$0.50 - \$1.00 premium on 10-20 ct scallops
 - \$1.00 - \$1.75 premium on U10 scallops
- 
- The background of the slide features a blue gradient with several white, concentric circular ripples that resemble water droplets or waves, positioned in the lower right quadrant.

How to get a better price?

- Dealers & wholesalers suggest:
 - Increase landings (possibly by shutting down fishery temporarily)
 - Good, clean handling of scallops
 - Not selling through channels that soak the scallops
 - Getting fishermen together to promote and market Cobscook scallops

How to get a better price?

➤ Fishermen suggest:

- Forming a cooperative
- Going after specialty or niche markets
- Working together on bargaining, truck, gas, etc.

How to get a better price?

➤ Other suggestions:

- Quality standards & quality control
- Preserve quality signals and identity through market channel (branding or labeling)
- Product promotion
- Value-added processing
- Extend season (summer tourists???)

Possible Marketing Arrangements

- Private wholesale or retail firm selects suppliers and promotes product as superior quality (often branded or labeled)
- Independent organization sets standards, certifies, and allows use of label
- Cooperative or producers association sets standards, labels, & promotes

Private Wholesaler or Retailer

➤ Examples:

- Eco-Fish

<http://www.ecofish.com/>

- Farm-2-Market

<http://www.farm-2-market.com/products/scallops.html>

- Whole Foods

<http://www.wholefoodsmarket.com/products/seafood/index.html>

- Wild Oats

<http://www.wildoats.com/u/departments/66/>



Independent Organization

➤ Examples:

- Marine Stewardship Council (MSC)

<http://eng.msc.org/>



- Community Involved in Sustaining Agriculture (CISA)

<http://www.buylocalfood.com/>



Producers Association

➤ Examples:

- Scottish Quality Salmon
<http://www.scottishsalmon.co.uk/aboutus/tqm/index.htm>
- Digby scallops?
<http://www.dbkenneyfisheries.com/scallops.html>



Marketing Cooperative

➤ Possible Functions:

- Setting quality standards
- Quality control
- Labeling/branding
- Promotion & seeking new buyers
- Communication & transactions with buyers
- Consolidation & supply dependability
- Storage & transport
- Freezing or processing

Thank You

Full report is available from the
Cobscook Bay Resource Center,
website: <http://www.cobscook.org/>