

QUALIDIFF – Quality-based differentiation of salmon

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Qualidiff will explore and examine consumers' and industrial buyers' demands and preferences for different aspects of salmon quality as well as price premiums for ecolabels and other quality related product attributes. It will also assess requirements (skills, resources and costs) for various differentiation strategies along the whole value chain.

Norway is the worlds' largest producer, and salmon is now the most important species in Norwegian seafood exports, accounting for almost 70% of the total export value of seafood. The main products are whole fresh gutted salmon. The products are mainly commodities with standardized specifications sold in markets where price is primarily affected by supply and demand. There are relatively few differentiated products, and volumes for these products are small.

Research Aim: «...enhance the long-term competitiveness and resilience of the Norwegian salmon farming industry »

➤ **How do these mountains and fjords differentiate salmon?**



A selection of advertisements of salmon from Chile, Scotland, and Norway

QUALITY differentiation of salmon products require understanding how quality is perceived and inferred by the consumers and industrial buyers, which quality dimensions are important and how these perceptions influence decision-making.

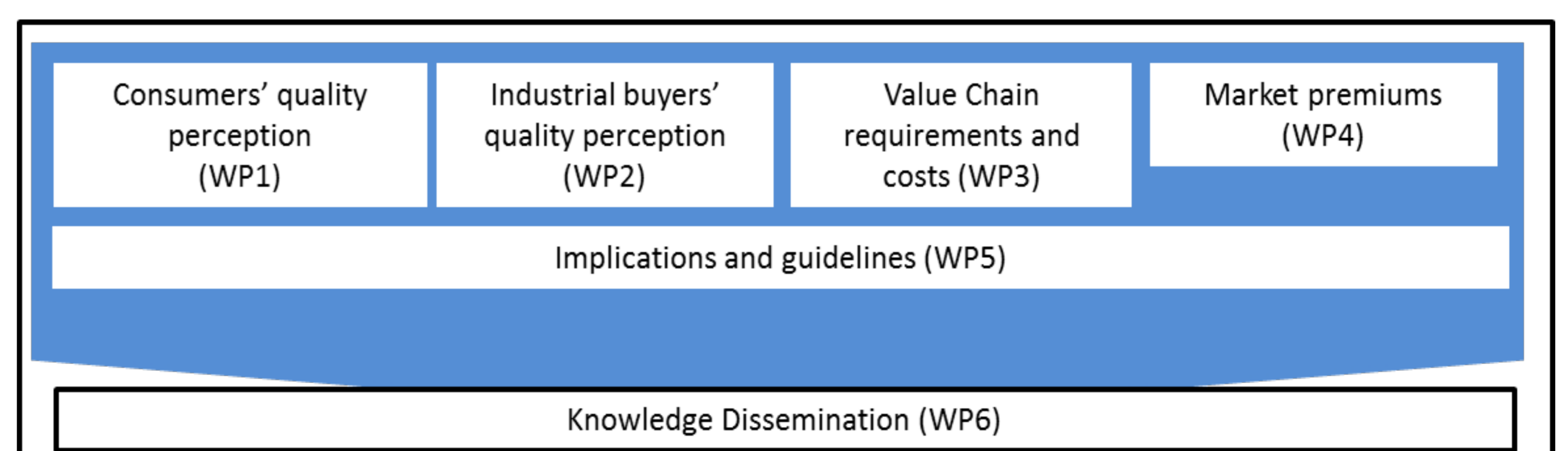
The **COSTS** of differentiation is also important. The benefits must surpass the investment costs of differentiation strategies. Thus, an important part of the project is dedicated to reveal the costs of quality differentiation, e.g. quality certification and labelling.

Successful differentiation

- a product or brand distinguished from competitors on an attribute that is meaningful, relevant, and valuable for customers (Carpenter et al., 1994)

About QualiDiff

- Research project
- Financed by the Norwegian Research Council
- Project owner: Nofima
- Research partners: IRIS, Univ. of Florida, Univ. of Stirling
- Budget: 10 million
- 4 years: 2018-2021
- Reference group: Skretting, Nordlaks, Villa Seafood, Norwegian Seafood Council



Through its focus on matching quality with market demand, QUALIDIFF will contribute new actionable knowledge with the potential to enhance customer satisfaction, product quality, healthiness, profitability and competitiveness. This will benefit consumers, companies and the society at large.