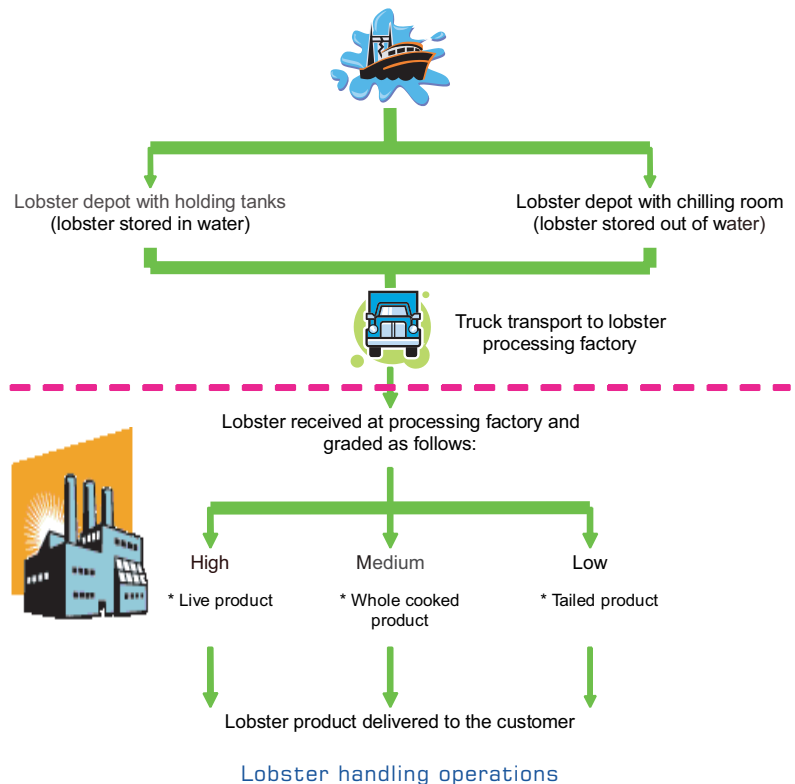


ABOUT THE INDUSTRY

In 2005 world lobster production was around 225 000 metric tonnes per year. Production is made up almost entirely from wild lobster catch although aquaculture operations are starting to develop. Catches of American lobster (*Homarus americanus*) and spiny lobster (*Panulirus* spp.) accounted for 70% of the world's lobster production in 2001. Other important species include European lobster (*Homarus gammarus*) and rock lobster (*Jasus* spp.).

TRADITIONAL COMMERCIAL PRACTICE

Rock lobster are caught in baited pots and held in temperature controlled tanks at the processing factory. Depending on the quality, lobster are either live transported to markets or sold as whole cooked or tailed product. Live transport can include extended air-freight events.



CHALLENGES: FROM CATCH TO CONSUMER

Catches for many lobster fisheries are currently at or near their maximum sustainable level. Continuing and improved profits for the industry can only be achieved by adding value to the rock lobster catch. The main challenges that need to be addressed are:

Transport distance of live product: A high quality and resilient product allows longer transport times and access to more lucrative markets.

Live product: Reducing losses due to stress increases the proportion of live export quality product allowing the processor more options and an ability to command higher prices.

Leg loss: Loss of appendages results in lower market appeal and consequently lower prices.

Overhead costs: Overheads such as packing effort, energy costs associated with extensive chilling and the capacity of transport units, all have a direct effect on the bottom line.