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Curriculum Vitae.

Personal data:

Born: 130948, Married, 4 children

Education:

1985. Dr. scient. Fishery Science Norwegian College of Fishery Science, University of Tromsø. Specialisation: Market Orientation of Industrial Innovations
1976. Master in Fisheries Science Institute of Fishery Science, University of Tromsø. Specialisation: Regional Fisheries Community Planning
1970. Food technologist, The Norwegian School of Food Technology, Trondheim

Research and education.

2010-: Member of the Danish Strategic Research Council's "Program committee for health, food and welfare", Copenhagen, Denmark.
2008-: Professor 2, Seafood marketing, University of Bergen
2003- Professor marketing, Norwegian College of Fisheries Sciences, University of Tromsø
2007 Guest professor June/July Shanghai Fisheries University, China
2001-2004, Professor 2, Market Adaptation in Fisheries. Bodø College, Bodø, Norway
2001-2004 Chair, Department of Continuously Learning at the University of Tromsø
2001- 2004, Member University Advisory Board, University of Tromsø
1984- 2004 Associate professor in Marketing, Norwegian College of Fishery Science, University of Tromsø.
1982-1984: Research fellow University of Bergen/Norwegian Council for Fishery Research
1983 & 1999-2000: Research fellow University of Washington, Institute for Marine Studies, Seattle.

Civil service

1976-1982: Senior officer in the Norwegian Directorate of Fisheries and in the Norwegian Ministry of Environment

Projects Leader research and development projects, external financed:

2008-2011. Co project leader organised by University of Bergen "The Spanish saltfish market and opportunities for Norwegian"
2008: Project leader Norwegian- Chinese symposium in Tromsø August about fisheries and seafood trade financed by Norwegian research council, University of Tromsø, Troms Municipality and Norwegian fishermen's sales organisation for pelagic fish.
2005- Research cooperation with fisheries universities in China (Shanghai, Qingdao, Hangzhou og Nimbo) and University of Bergen

2007- : Model for open common fisheries under restricted TAC regulation. In co-operation with Fiskerieradets Servicekontor/ financed by Norwegian Research Council

2006-: Norwegian – Chinese seafood trade relations. Norwegian Research Council, University of Tromsø

2004-2005: New fishery management models in coastal fisheries for Norges kystfiskarlag/ Norwegian association for coastal fishers & The Norwegian Research Council

2004-2005: New models for Regional Fisheries Management for Finnmark Fylkeskommune/ Finnmark County

2003-2005: Determinants for market orientation at the industry and value chain level in agribusiness and fisheries”. The Norwegian Research Council

2000-2003: Preferences, fish consumption and health. The Norwegian Research Council

1997-2002: Comparative studies of value adding in the first hand sales of fish. The Norwegian Research Council

1996-1997: “Life style and consumption of fish and other food products” The Norwegian Research Council

1997-1998: Studies of value adding in product development and marketing of seal products. The Norwegian Association for Fishing Vessel Owners

1997-1998: Market studies of aqua cultured wolfish, Akvaplan-Niva

1992-1996: Studies of surimi from blue whiting: Joint Norwegian- Faroe Island- Japanese feasibility study. Japan Marine Fishery Resources Research Center

1992-1994: Arctic Food to Europe: Joint Dutch-Norwegian feasibility study. Norwegian SeaDeli AS

1994-1995: Studies of air cargo of seafood from Norway to Japan. Norut Samfunnsforskning AS

1988-1995. Studies of competition in the groundfish markets. The Norwegian Research Council

1992-1994. Studies of marketing of value added salted fish products. Industry financed

1990-1991. Marketing analyses for Norwegian plaice. Finnmark County

1985-1992. Development of a surimi based industry. Industry financed

1985-1988. Studies of transport- and distribution system for fresh fish. Biotrade AS

1985-1986. Feasibility study: New industrial possibilities in the seafood industry. Fafo, Oslo

Business & Industry

2006-2009. Board member. Atlantic Surimi AS (Surimi processing company)

1986- present. Chairman and director TT Management AS, Norway (Business Development)

2001-2008. Board member Biova AS, a marine biotechnological company

1997-1988. Chairman of the Board Ami-GO AS, Norway (Fish amino acid processing)

1995-1988: Member of board of directors: Milproc Fish AS, Norway. (Fishmeal and Fish oil Development)

1996-1998 Member of the board of directors: Milproc AB, Sweden. (Product machinery development)

1985-91: Chairman and entrepreneur: Norwegian SeaDeli AS, Norway. (Surimi development)

1985-91: Chairman: Biotrade A/S, Norway. (Seafood transportation development)
1985-91: Member of board of directors: Arctic Surimi A/S. (Fish vessel)
1991-95: Member of board of directors, Nordland Fiskeriutviklingsselskap AS,
Norway. (Fish industry development)
1972: Production manager M/Tr. Nordstar (Factory trawler)
1974: Fisherman on a trawler and a purse-seiner
1970-1971: Quality officer Melbu Fiskerindustri AS, Norway. (Seafood processing)

Teaching university courses.

Seafood Marketing, Marketing Management, Industrial Marketing , International Marketing, Business Strategy and International Value Chain Management, Market Oriented Product Development and Innovation , Research Methodology , Seafood Export Marketing

PhD and Master advisor

- Thesis adviser Fish marketing and value chain studies
 - About 40 Master students, 4 PhD students
- Opponent PhD University of Oslo.: Arne Dulsrud (2002) “Tillit og Transaksjoner” (Trust and Transactions in Fish value chains)

Consulting

For: Norwegian banks, several private seafood and food companies, regional and central Norwegian governmental agencies.

Civil service and politics

2002-present: Associate judge District courts

2001- 2002 and 2011-. Chairman Labour Party University department in Tromsø

Memberships

The International Institute for Fisheries Economics and Trade, European Association of Fishery Economists

Publications

About 100 publications in the field of

- Fish marketing and value chain studies
- Seafood consumption
- Fisheries and industrial development
- Fisheries management
- Regional fisheries planning & management

PUBLICATION LIST (2.1.2010):

In peer-reviewed journals and books.

International publications in peer-reviewed journals and books.

1. -with KG. Grunert, E. Gonzalo Campos, J.A. Young (2010): Market orientation in the mental models of decision-makers: two cross-border value chains. *International Marketing Review*, Vol 27, Issue 1
2. -with Joachim Scholderer (2008): The dynamics of consumer behaviour: On habit, discontent, and other fish to fry. *Appetite*, 51 (2008) ,pp 576–591
3. -with KB Lindkvist and Jinghua Xie (2008) Restructuring the Chinese seafood industry, global challenges and policy implications , *Marine Policy* 32 , pp 432-441
4. - (2007) Quota prices and economic performance of the fishing fleet in Norway. European Parliament Workshop report on Fishing Rights. *Directorate General Internal Policies of the Union*
5. -with Lindkvist KB (2007): Kinesisk sjømatindustri som global utfordring og mulighet. I Aarseth B og G. Rusten (red): Havbruk: Akvakultur på norsk. Bergen: Fagbokforlaget ISBN 978-82-450-0631-5. s. 133-149
6. –with J.A. Young (2006): The role of fish auctions in value adding in fish marketing chains. In Ashe F (ed) *Primary Industries facing global markets. The supply chain for Norwegian food. Universitetsforlaget/Norges forskningsråd*
7. – with T Matthiasson, JA Young (2006): Towards a market-oriented management model for straddling fish stocks. *Marine Policy*, Vol. 30 pp 199-206
8. -(2005): Key Success Factors for performance of the Chinese international fish value chain -a cooperative research project. In Lindkvist KB, Z Wang, GH Hansen, H Haastad (eds) 2005: *The Chinese seafood Industry: Structural Changes and opportunities for Norwegians*. SNF Report 20/05. Bergen
9. -with K Helstad, J.A. Young, T. Vassdal (2005): Price links in a remote region: the case of auction and direct sales of fresh and frozen fish in North-Norway (1997-2003). *Marine Resource Economics* Vol 20, pp 305-322
10. -with Grunert KG., L. Fruensgaard Jeppesen, K. Risom Jespersen, AM. Sonne K.Hansen, JA. Young (2005): Market orientation of value chains: A conceptual framework based on four case studies from the food industry. *European Journal of Marketing*, Vol.39 No 5/6,2005
11. - (2004): Toward Market Orientation: The role of auctioning individual seasonal quotas (ISQ). *Marine Policy* Vol. 28 pp 375-382
12. -with T Braaten, E Lund and AE Eggen (2004): Consumption of seafood–The influence from overweight and health beliefs. *Food Quality and Preference*, Vol. 15, pp 361-364
13. -with T Braaten,; E Lund and AE Eggen (2004): Health and seafood consumption among women 45-69 years. A Norwegian Consumption Study. *Food Quality and Preference* Vol. 15, Issue 2 , March, pp117-128
14. -with J. Scholderer, E Lund and AE Eggen (2003): Perceived barriers to Consumption of fish among Norwegian Women. *Appetite*, Vol. 41, Issue 3 , Dec. pp 301-314
15. -with K Helstad and J Young (2003): Market-oriented regional fisheries management? An analysis of four fish regions in the North Atlantic. *Ocean & Coastal Management*, Vol. 46, Issues 9-10 , pp 917-941
16. - with K.G. Grunert, L. Fruensgaard Jeppesen, K. Risom, AM. Sonne, K. Hansen (2002): Market orientation at industry and value chain levels: *Concepts, determinants and consequences*. *Journal of Customer Behaviour*, Vol. 1, No. 2: pp 167-194
17. - (2001): Fisheries Management and Market Oriented Value adding (MOVA). *Marine Resource Economics* Vol. 16 No. 1.
18. -with Ø Myrland, R.S.Johnston and E. Lund (2000): Determinants of Seafood Consumption in Norway: Lifestyle, revealed preferences, and barriers to consumption *Food Quality and Preferences* Vol. 11, Issue 3, pp169-188

19. -with R.S Johnston (1998): Market Orientation and Raw Material Control. *Journal of Market Focused Management* 3, pp193-210
20. - (1998): Blue whiting surimi: New perspectives on market value. *Fisheries Research* 34 pp 1-15.
21. - (1997): Trawling blue whiting for surimi: A study of catch variations in low season. *Fisheries Research* 32 (1997) pp 201-212.
22. - (1997): Marketing potential and barriers for fresh packed fish. A survey of buyer perception in UK and French seafood distribution. *Journal of Food Products Marketing* Vol. 4 (2) 1997, pp79-99
23. - (1997): Value-added fresh seafood. Barriers to growth. *Journal of International Food & Agribusiness Marketing* Vol. 8 (4) 1997, pp 55-78.
24. -(1985d): *Industriell nyskapning: En undersøkelse av institusjonelle forutsetninger. (Industrial Innovation. An investigation of institutional conditions)* Dr. Scient. Thesis. Institutt for Fiskerifag, Universitetet i Tromsø
25. -with T Robertsen, (1976): *Fiskeriplanlegging i lokalsamfunn og sektorer. (Fisheries planning in local communities and industry sectors)* Master thesis/Kandidatoppgave. Institutt for fiskerifag, Universitetet i Tromsø.

–In review process

1. – Business conventions, value chains, and market adaptation: The case of north atlantic cod trade.
2. -Value chains, conventions and market performance: a comparative analysis of Norwegian and Icelandic cod exports to Spain. In review *Journal of Economic Geography*
3. – with Vassdal T (2007): Hvordan øke verdiskapningen av fiskeressursene. Second review *Økonomisk Forum*
4. -with J Scholderer, E. Lund. Effects of Age, Period and Birth Cohort on Seafood Consumption in Norway: The Moderating Influence of Seafood Type. Accepted for 2nd review. *Agribusiness: An international Journal*

Book chapters, proceedings and conference papers

1. –(2010): Development and status for administration of the world fisheries. Lectures Chilean Congress, Fisheries administration and think tanks
2. –(2010): Fiskerinæringen I et 10 årsperspektiv. Trender I marked, produksjon og fangst. Presentasjon vest finnmark Regionråd.
3. –(2010): A market oriented management model (MOM) of straddling pelagic stocks. Presentation in the Conference “ The Pelagic complex in the north Atlantic Ocean”. Faroe Islands.
4. –(2010):Value chain structure and performance in the salted cod markets. Paper to “The International Institute for fisheries economics and trade” Montpellier, France
5. –(2010): Locked in Conventions. Norwegian performance in the cod processing industries. Presentation workshop The Norwegian Spanish Salted Fish Project. Alicante Spain.
6. - (2010): The League model. -a stewardship system for sustainable economic development in fisheries. Presentation European Association for Fishery Economists EAFE conference Malta 6-8th July 2009
7. –(2010): The role of China in the whitefish market. Presentation “ Global market models for fish and fish products” University of Copenhagen.
8. –(2009): Trade of codfish between China and Europe & US. Presentation Chinese-Norwegian workshop. Ocean University of China, Qingdao.
9. - (2009): The increasing Norwegian ITQ (Transferable IQS) financial bobble. Presentation European Association for Fishery Economists EAFE conference Malta 6-8th July 2009

10. –with T. Vassdal (2006): Value added in Norwegian Fisheries: The creation, the distribution and value added strategies, Proceedings. University of Portsmouth IIFET06.
11. -(2005) *Market oriented management of Individual seasonal quotas (ISQ)*. Working paper. Shanghai Fisheries University. Workshop August 2005
12. (2005): *Towards a market oriented management (MOM) model for straddling fish stocks*. Working paper. The European Association of Fisheries Economists. Thessaloniki, Greece, March 2005
13. -with Grunert KG, EG Campos, JA Young (2005): *Market orientation in the mental models of decision-makers in two cross-boarder value chains: A pilot study using the laddering technique*. Best Paper Award. The Academy of Marketing/American Marketing Association 5th Biennial Joint Conference, Dublin July 2005
14. -with J. Scholderer (2004): Does perceived inconvenience diminish seafood consumption? A cross-lagged panel analysis. Paper presented at the International Institute for fisheries Economics and trade (IIFET) Tokyo July 2004
15. – with Grunert K.G., K. Hansen, L. Fruensgaard Jeppesen, K.R. Jespersen, A.M. Sonne, J. Young (2004). Four cases on market orientation of value chains in agribusiness and fisheries. Working paper no 83 MAPP, Aarhus Business School, Aarhus Denmark
16. -with J.A.Young (2004): Fisheries management as a regional business -The case of Norway. Paper presented to: EAFE, Rome 5-7th April 2004
17. -with K. Grunert & JA Young (2004): The strategic role of the value chain in fish marketing. Paper presented to: EAFE, Rome 5-7th April 2004
18. -with J. Scholderer (2004): Does perceived inconvenience diminish seafood consumption? A cross-lagged panel analysis. MAPP workshop on consumer convenience. Middelfart, Denmark 26-27 April 2004
19. - (2004) Regional models for market oriented fisheries management. The Norwegian debate. FAME workshop, Roskilde, Denmark 26-27.01.2004
20. –with J. A. Young & K. Helstad (2003): Some impacts of remote electronic auctions on peripheral maritime areas- is the clock ticking? Paper presented on the conference. People and the Sea II: Conflicts, Threats and opportunities. Center for Maritime Research (MARE) Amsterdam 4-6 September 2003.
21. –(2003): Criteria and Methodology to improve the Effects of International Trade on Food Security in Fish-Exporting and Fish-Importing Developing Countries. INFOSAMEK/FAO Expert Consultation on International Fish Trade and Food Security. Casablanca 27-30 January 2003
22. –with J Scholderer, E. Lund (2002): Age, Period, or Birth Cohort: What Determines Demographic Differences in Seafood Consumption? Proceedings of the XI IIFET Conference, “Fisheries in the Global Economy”, Wellington, New Zealand
23. -with T Braaten, E Lund and AE Eggen (2002): Consumption of seafood–The influence from overweight and health beliefs. Proceedings of the XI IIFET Conference, “Fisheries in the Global Economy” Wellington, New Zealand august 2002
24. - (2002): Toward Market Orientation: The role of auctioning individual seasonal quotas (ISQ). Proceedings, the XI EAFE Conference, Faro Portugal
25. - with KG Grunert., K Hansen, L Fruensgaard Jeppesen, . K Risom, AM Sonne Andersen (2002a): Market Orientation at industry and value chain levels: Concepts, determinants and consequences. Proceedings The X Food Choice conference, Amsterdam June 2002
26. -with KG Grunert, K Hansen, L Fruensgaard Jeppesen, K Risom, AM Sonne Andersen (2002b): Market orientation at the value chain level: Concept and determinants. Proceedings 31st EMAC (European Marketing Academy) Conference – Braga, Portugal, June 2002
27. - (2000): Market Orientation in Fisheries Management. In Hatcher A & Robinson K (eds): Management Institution and Governance Systems in European Fisheries

- Fisheries, Proceedings of the third workshop, Vigo, Spain 28-30 October 1999. pp 27-48. Centre for the Economics and Management of Aquatic Resources, University of Portsmouth, UK
28. - (1999): Lack of product development for low-income markets: The missing link in international seafood trade for food security. *Proceedings of the FAO E-mail conference on Fish Trade and Food Security* 19 October – 12 December 1998. Food and Agriculture Organization of the United Nations, Fish Utilization and Marketing Service March 1999, pp 38-42
 29. –with I Arnarson (1998): Value Adding in the First Hand Sales of Fish. A Comparison between Contract-, and Auction Market Prices. A Descriptive Analysis of the Icelandic Case. In Eide and Vassdal (eds) *Proceedings to the International Institute for Fisheries Economics and Trade*, the 9th world conference in Tromsø, Norway, Vol. 1, pp 819-826
 30. - (1996): Marketing potential and barriers for fresh packed fish. *Proceedings of the eight Conference of the International Institute of Fisheries Economics and Trade*, July 1-4 Marrakesh, Morocco.
 31. - (1995 c): Den nordatlantiske fiskeindustri strategiske utfordringer. I Lennert, Nielsen & Kjøster (red). Inu-Tek 1995. *Teknologiutvikling og ervervsgrunnlag i fremtidens Grønland*. Grønlands Teknologiske Selskap, Nuuk Grønland
 32. - (1994b): Product marketing strategies and performance in the European market for salted cod. *Proceedings of the seventh Conference of the International Institute of Fisheries Economics and Trade* Taiwan.
 33. - (1994a): Factor Conditions for a blue whiting surimi industry. Pilot production and commercial catch rates 1991/93. . *Proceedings of the seventh Conference of the International Institute of Fisheries Economics and Trade*. Taiwan
 34. - (1994). Price fluctuation and substitution in the groundfish market. In Antona M, Catanzano J, Sutinen J. *Proceedings of the sixth Conference of the International Institute of Fisheries Economics and Trade*, Ifremer, France,
 35. -with G Ottesen (1993): Competitive entry strategies in the EEC market for value added frozen fish products. *Proceedings The European Association for Fishery Economists*, Brussel, mars 1993
 36. -with J Angel (1992): Regional Enterprise Share Quota system (RESQ). *Proceedings The European Association for Fishery Economists*, Salerno Mai 1992
 37. -with M Geirson (1991): Frozen Cod -Products in the US Market. In Schrank W.E.& Noel R (eds): *Econometric Modelling of the World Trade in Groundfish*. Kluwer Academic Publ. Boston. In Norwegian as: Frosne torskeprodukter på USA markedet. Kjøperutvelgelse som strategi for å maksimere fortjeneste. FORUT/SMART Rapport (1990a).
 38. -(1990c): *Nord Norsk Vekststrategi*. Prisbelønt oppgave til konkurransen: Nord Norge i 1990 årene. Norske Siviløkonomers Forening, Tromsø
 39. -(1990b): Fra råstoffleverandør til videreforedling. I "Fremtid i Nord Norge, fra problemer til muligheter". Karl Erik Schøtt Pedersen (red). Tiden Norsk Forlag 1990.
 40. -with I Arnarson (1989): Groundfish Fisheries of the North- East Pacific. *Proceedings The International Institute for Fisheries Economics and Trade, Santiago Chile 1990*. Publisert på norsk som: Fangstoppbygging i Alaska. Fra ekspansjon og konkurranse til økonomiske problemer. FORUT/SMART-Rapport. (1989a)
 41. -with G Hernes (1986): *Fast i fisken?* Fiskerinæringens markedsmuligheter, styringsproblemer og innovasjonsevne. FAFO- rapport, Oslo
 42. -(1982): *Distriktsrettet fiskeriplanlegging*. Informasjonsgrunnlag og virkemiddelkontroll. I Mikalsen og Sagdal (red): Fiskeripolitikk og forvaltningsorganisasjon. Universitetsforlaget, Tromsø.
 43. -(1980): Rekruttering av fartøy og redere til banklinefisket i Tromsø. I Wadel og Høst (red): Fiske og lokalsamfunn. Universitetsforlaget, Tromsø. Working papers
 44. -with H Arnarson (1993): *Markedsmuligheter for konsumpakket saltfisk i Spania*. NFH, Universitetet i Tromsø

45. -with G Ottesen (1993): *Konkurransetilstander for markedsføring av videreføret ferskhvitfisk i EF*. Norges Fiskerihøgskole, Universitetet i Tromsø.
46. -(1988c): Fiskeoppdrett: Vekst mot markedstaket. Word Aqua messen, Tromsø juni 1988.
47. -(1988b): Et institusjonelt perspektiv på industriell fornyelse. 5. nordiske småforetakskonferanse, Bodø juni 1988-(1985e): Bedriftskoalisjoner og markedstilpassninger. Norges Fiskerihøgskole, Universitetet i Tromsø
48. - (1986a): *Adaptation of the seafood industry to the international market*. European Intensive Course on Coastal Zone Management in Relation to living Marine Resources. Council of Europe/ Nordland College.
49. - (1986f): *Tiltak for nyskaping og vekst i Finnmark*. Mulighetenes Finnmark arrangert av Finnmark Fylkeskommune. Vadsø.
50. - (1985c): *Distriktsmessige virkninger av overføringene i fiskerinæringen*. Institutt for fiskerifag, Universitetet i Tromsø
51. - (1983a): Some development problems in the Norwegian Fishing Industry. Institute for Marine Studies, University of Washington, USA.
52. - (1983d): *Innovasjon og forskning i fiskerinæringen*. Organisasjonsseminar ved Institutt for Fiskerifag, Universitetet i Tromsø.
53. -(1983e): *Hvilken krise har vi i fiskerinæringen?* Nordisk samfunnsvitenskapelig fiskeriforskningsseminar i Hirtshals, Danmark.

Applied fisheries reports

1. Fish Quota Auction. Opportunities for Chile (2010). Expert opinion on open bidding as an allocation method for fishing quotas in an IQ system. Report to the Chilean competition court, publ. www.fishmarketing.com
2. (2005): *Ekspertutvalget om ubearbeidet hvitfisk og mulige omfordelingseffekter av kvotene*. Rapport til Stortingets utredningskontor. Publ. www.fishmarketing.com
3. with T Vassdal (2005): *Hvordan øke verdiskapningen av fiskeressursene?* Arbeidsrapport. publ. www.fishmarketing.com
4. -(2005): *Nord Norges andel av norske fiskeressurser*. Arbeidsrapport, NFH
5. -med Terje Jørgensen (2005): *Fangt- og landingsmønstre for trålere med leveringsbetingelser i Finnmark*. Rapport til Finnmark Fylkeskommune. Publ. www.fishmarketing.com
6. -(2005): *Kystkvotemodell for fiskefartøy 15-28 m*. Arbeidsgrupperapport Norges Kystfiskarlag.
7. -med Terje Jørgensen (2005): *Fordeling av norske kvoter 2005 på eiernivå*. Arbeidsnotat Publ. www.fishmarketing.com
8. -with B Hansen and I Strømmesen (1998): *Markedsmuligheter for oppdrettet steinbit i de eksklusive restaurantsegmenter*. Aquaplan Niva AS, Tromsø
9. -with K Angelen GA Førde. and TA Vaskin.(1998): *Markedsmuligheter og ny teknologi i selfangsten*. Nord-Norges Rederiforening, Tromsø
10. -with Ø Jakobsen (1994): *Flyfrakt av fersk laks til Østen*. Rapport Norut Samfunnsforskning AS.
11. -with A Asgeirson (1992): *Videreføring av saltfisk*. En analyse av mulighetene i Hadsel kommune. Hadsel Kommune, Stokmarknes.
12. -with T Martinussen (1993): *Nye strategier for markedsføring- produksjon og fangst av sei*. Rapport utarbeidet for Eksportutvalget for fisk og Norges Råfisklag
13. -with L Akse and R Richardsen (1992): *Strategisk Forsknings- og utviklingsprogram: Markedsorientert fiskeproduksjon*. Rapport til Landsdelsutvalget for Nord Norge
14. -with C Nordahl and JR Martinsen (1992): *Omsetningsmulighetene for norsk gapeflyndre*. Fiskets Gang nr. 3, 1992 s 20-24

15. -(1993b): *Hva bestemmer seiprisen?* Rapport til Eksportutvalget for Fisk og Norges Råfisklag. Tromsø
16. –with K Angelsen (1992): Prospectus: *Atlantic Surimi. Production and Marketing of Surimi on a Factory Ship.* SeaDeli- rapport
17. –with S Ree (1992): Prospectus: *Atlantic Surimi. Production and Marketing of surimibased Products.* SeaDeli- rapport. Also published (reversed version) as Trondsen T (1991): SeaDeli Holland B .V. Prospectus: *Production and Marketing of surimibased products.* SeaDeli-rapport.
18. –with C Nordahl and JR Marthinsen (1991): *En markedsføringsanalyse av gapeflyndre som fiskerivekstprodukt for Finnmark.* Rapport Finnmark Fylkeskommune
19. -(1991): *Et regionalt rederikvotesystem.* Rapport til Landsdelsutvalget for Nord Norge
20. –with A Jensen: (1990): *Strategi for fiskeindustrien mot år 2000.* En lønnsom og markedsorientert fiskeindustri. Rapport til Finnmark Fylkeskommune.
21. -(1989a): *Transport of fresh fish in modified atmosphere.* FORUT/SMART Rapport. Også utgitt på norsk: *Transport av fersk fisk i modifisert atmosfære.*
22. -(1989b): *Distribusjon av fersk oppdrettsfisk i Biopack gir konkurransefortrinn.* *Fiskets gang nr 11/12 1989,s 49.*
23. -(1988a): *Markedsmuligheter og iverksettingsstrategi for transport av fersk fisk med hurtiggående fartøyer.* NFH- rapport
24. -(1986d): *Markedsutsikter for surimi og surimibaserte produkter.* NFH- rapport.
25. –with G Hernes (1986): *Markedet for sjømat i USA i endring.* FAFO rapport.
26. -(1985a): *Fiskerinæringens markedsutnyttelse.* Papir til nord norsk fiskerikonferanse. Studieselskapet for nord norsk næringsliv. Tromsø, jan 1985.
27. -(1985b): *Mot en ny sjømatindustri?* Artikkel i *Næring i Nord, Bodø.*
28. -(1986b): *Sildedelikatesser.* Muligheter på det amerikanske marked. FAFO- notat.
29. -(1986c): *Nye industrielle utviklingstendenser innen sjømatforedling.* FAFO- notat.
30. -(1984): *Markedsføringsorganisasjonene for frossenfisk. Økonomisk vekstfaktor i fiskerinæringen?* Rapport Fiskerisjefen i Nordland, Bodø.
31. -(1983a): *Nye markedstrender for fisk i USA. Norske muligheter og lærdommer.* Rapport Fiskerisjefen i Nordland, Bodø.
32. -(1983b): *Ny inntektsmulighet for fiskerinæringen. Eksport av uer til USA.* Rapport Fiskerisjefen i Nordland, Bodø
33. -(1983c): *Norges stilling på det amerikanske fiskemarkedet.* Rapport fra studiereise. NAVF's senter for samfunnsvitenskapelig forskerutdanning ved Universitetet i Bergen
34. -(1983d): *Muligheter for øket økonomisk utnyttelse av lite utnyttede fiskeressurser i Trøndelag.* NAVF's senter for samfunnsvitenskapelig forskerutdanning, Universitetet i Bergen.
35. -with S Jentoft (1977): *Opplegg for utarbeidelse av fiskeriplan for Nordland.* Fiskerisjefen i Nordland, Bodø.

Public plans (as responsible officer)

- Fiskerisjefen i Troms (1977): Fishery plan for the coastal areas in Troms county (in Norwegian). Tromsø.
- Fiskerisjefen i Troms (1979): Plan for the fishing sector in Troms county 1980-1983. (in Norwegian) . Tromsø.
- The Ministry of Fisheries (1980): An evaluation of regional planning in coastal areas; content, dimensions and organization (In Norwegian) Report from a working group, Oslo
- The Ministry of Fisheries (1981): About guidelines for treatment of fisheries in the county plans 1984-1987. (In Norwegian). Advice from a working group, Oslo

- The Ministry of Fisheries (1981): County prognosis and statistics for fishery planning in county planning. Report from working group, Oslo
- The Ministry of Environment (1981): Resource budgeting for fish. Report from a working group (In Norwegian), Oslo.
- Nordland County (1981): Means to stimulate product development in the fish processing Industry (In Norwegian). Report from a working group, Bodø.