

**”Meat me on the Corner,
*Game Theory dressed up in
Cyber Clothing*”**

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Star Tree Conference

Barcelona, oct 13-14, 2016

Introduction

- My Presentation is part of a colaboration between the Norwegian Hunting and Fishermen organisation and HLB
- Aim of main project is to identify new possibilities and 'new ways' for the use of wild meat in Norway
 - Commercialization
 - Market development
 - Cooperation with food-side (chefs and restaurants)

Introduction

- My role is to work on a specific project
 - to develop new and better methods,
 - in order to make the large volumes of wild meat accessible
 - for professional and private users
 - outside of the hunters close(d) circuits
- **Develop and Implement new practice – rather than theory**

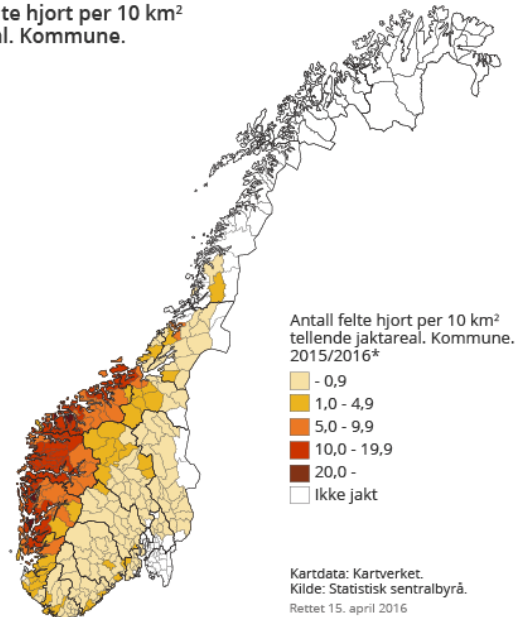
Obstacle #1

- Due to a prolonged sick-leave of the project leader, the project stopped up for a long period
(not yet on track – looks 2017)
- Thus I can not present results (yet)
- Will try to explain background and reasoning instead

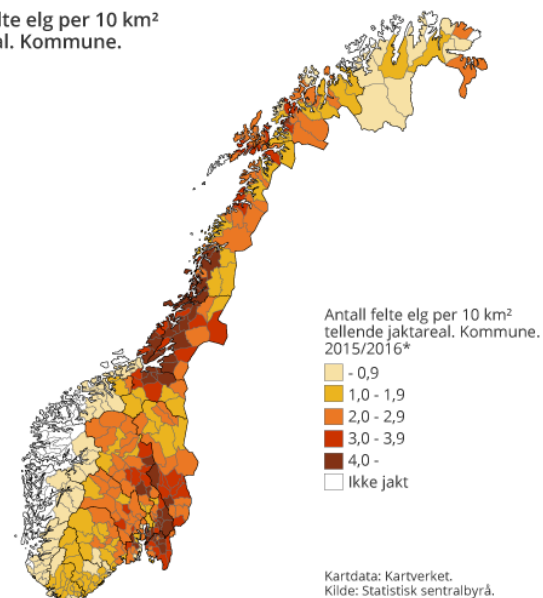
Wild Game practice

- A total of nearly 100.000 carcasses produced each year
 - 50.000 hjort (red deer), 50.000 elg (moose)

Figur 2. Antall felte hjort per 10 km² tellende jaktareal. Kommune. 2015/2016*



Figur 3. Antall felte elg per 10 km² tellende jaktareal. Kommune. 2015/2016*



- Additionally a significant amount of smaller animals

Example: Rekkedal Guesthouse



Use of resource

- **Deer:** Only tiny amount sold and processed by professional actors
- **Moose:** Larger part processed – especially one meat-packer in eastern Norway
- The rest: processed and distributed among hunters and landowners inside of their (social) networks
- **Result: extremely low percentage made available to professional end-users (Chefs)**

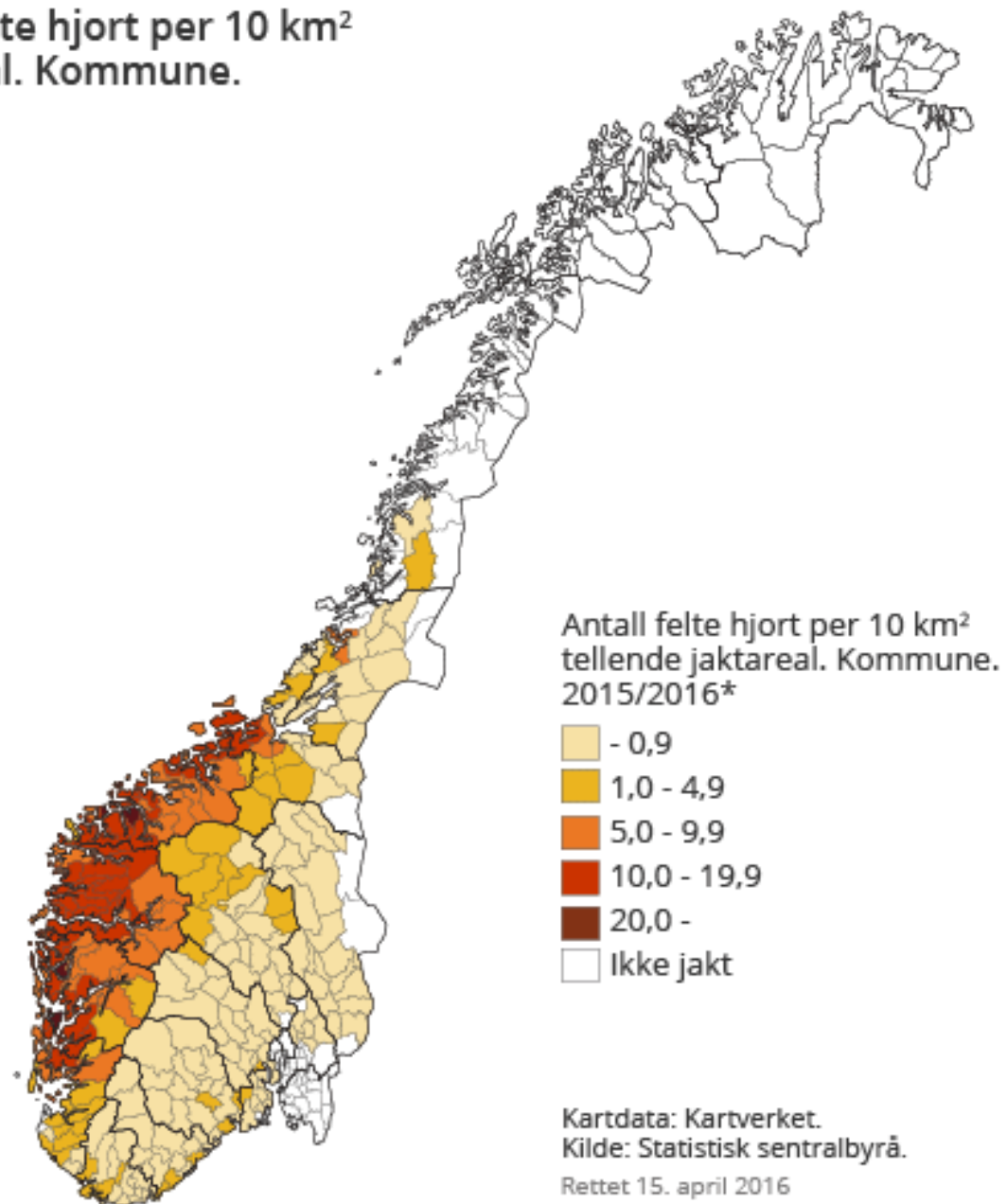
Further complication:

- Food safety and Hygienic Authorities
- All meat has to be certified to enter into the professional value chains
- Hunt regularly takes place at multitude of localisations with no hope of reaching certification contact points in time

Two Simple Explanations

- a) An extremely fragmented process (both the hunt and the logistics)
- b) A residue of the old-time (pre-industrial) self-sufficiency practices

Figur 2. Antall felte hjort per 10 km²
tellende jaktareal. Kommune.
2015/2016*



Attempt to solving

- In order to ease, a regulatory/certification system has been built around *Field Controllers*:
- *Regular hunters having received training and been certified to perform approval of carcasses in the field*
- Voluntary system within the realm of hunter-groups and hunter associations, but administered and approved by knowledge-contact points and food safety authorities

Still:

Commercial volumes and availability to professional users have not increased

New technologies

- Project aims to introduce emerging technologies
 - App-technology
 - GPS/GLONASS in Cell-Phone Technologies
 - (on-site registration)
 - Peer-to peer services
 - Using algorithms that bundle and collate inputs to reduce uncertainty in deliveries
- Model based on:
 - Examples such as AirB'nB

Crucial for success

- Must be perceived as beneficial to all involved stakeholders:
 - Hunters
 - Restaurants
 - Carveries
 - Food security authorities
 - Game management authorities
 - Distributors and logistics
 - Environmental and sustainability pressure groups
- CAN ONLY SUCCEED IF IT WILL BE USED

Hunters

- On-site approval of hygienic/certific issues
- One-stop process for all reporting to authorities/hunter organisations
- Contained within cell-phone – weight and size efficiency
- Enable real-time, two-way communication with other stakeholders

Restaurants, carveries and processing plants

- Bundling – enabling order placement to multiple hunters
- Greater availability and less uncertainty
 - involve a significant larger percentage of the total volumes
 - reduce problems of having a fragmented resource-base
- Quicker response, greater flexibility
- Regulatory and certification security
- Quicker deliveries – improved quality

Authorities

- Improved management
 - Reported kills will be mandatory to access other functions of app-system
 - Improved localization aspects, as coordinates will/can be included
 - Hygienic/certification improvement
 - less time and better control from kill to registration/certification to processing
 - Dialogue-possibilities

What is new?

- Integrated registration, pre-processing and logistics
- Simultaneously supporting needs of various stakeholder groups
- Algorithms that build 'one-click solutions' based upon the customers preferences
 - Time of delivery
 - Volume
 - Qualities and quantities
- Dialogue element to enable information-flow both ways

Status of project

- As said, main project delayed, so still no progress in the field
- Contact with programmers and developers. S
- Searching out alternative, existing products
 - all lack in dialogue, omni-potent inclusion and bundling/one-click sales preferation
- Seeking out external financiers and looking for international partnerships