

Swedish experience of forming a **P**roducer **O**rganisation in aquaculture

Ola Öberg

De Recirkulerande Vattenbrukarna Sverige
Ekonomisk Förening

Started 2017

7 members RAS and Aquaponics

Total yearly fish produktion 200 ton

Fish for food and restocking

What we need to do

REGULATION (EU) No 1379/2013

Article 7, Objectives of producer organisations

Article 8, Measures deployable by producer organisations

Article 28, Production and marketing plan

Article 7, Objectives of producer organisations

2(a) promoting the sustainable aquaculture activities of their members through providing opportunities for their development in full compliance with, in particular, Regulation (EU) No 1380/2013 and with environmental law, while respecting social policy;

2(b) ascertaining that the activities of their members are consistent with the national strategic plans referred to in Article 34 of Regulation (EU) No 1380/2013;

2(c) endeavouring to ensure that aquaculture feed products of fishery origin come from fisheries that are sustainably managed.

3(a) improving the conditions for the placing on the market of their members' fishery and aquaculture products;

3(b) improving economic returns;

How we did it

Article 8, Measures deployable by producer organisations

To meet **first three goals** we choosed to:

Collect data from members

Water, energi, manpower, feed etc

Make workshops

aiming at lower production cost and sustainability

Time frame 3 years, preliminary budget: 30 000€ + 50 hour/member year

Finansed by members and any sponsors

Article 8, Measures deployable by producer organisations

first three goals - outcome indicator

Plan A: to lower production cost for members and at the same time increase sustainability

Plan made from workshops and comparing production costs among members, *Water, energi, manpower, feed etc*

Plan B: to gather and share information on sustainable fish feed

Article 8, Measures deployable by producer organisations

first three goals - performance indicator

Plan A: Measureable by comparing year after year how production cost decrease. Compare among members

Plan B: Measureable by one yearly compilation of how much sustainable ingredients in feed is used by members. Collect the arguments from members on why this ingredients are sustainable. Measurable development of members perception of what is sustainable ingredients.

Article 8, Measures deployable by producer organisations

To meet **goal 4 and 5** we choosed to:

Work with information technology to make better websides for members to improve marketing and prices

Time frame 3 years, preliminary budget: 70 000€

Finansed by members and any sponsors

Article 8, Measures deployable by producer organisations

Goal 4 and 5 - outcome indicator

Plan C: First step is to identify market opportunities through IT and make a compilation of possibilities. Next step to try out the most promising

Plan D: Compare branding for products good for IT-marketing. In first step for local customers and in next step for sustainable production to rest of Sweden

Article 8, Measures deployable by producer organisations

Goal 4 and 5 - performance indicator

Plan C and Plan D:

Performance is measured

- through statistics on the members websides,
- through number of new customers that found the company on internet
- by comparing total turnover with new "internet customers"

Article 28, Production and marketing plan

We use recirculating technology and thereby care
for sustainable aquaculture

Production plan

produkt	sort	Sommar (maj-okt)	Pris kr/sort	Vinter (nov-april)	Pris kr/sort
ögonpunkt regnbåge rom	st	100 000	0,25	700 000	0,25
10 grams regnbåge	ton	5	200 000		
30 grams regnbåge	ton	8	150 000		
fångstfärdig regnbåge	ton	30	80 000	10	80 000
rödingrom	st		0,35	4 000 000	0,35
100 grams röding	ton	8	200 000		
fångstfärdig röding	ton	15	100 000		
60 grams öring	kg	800	200		
fångstfärdig öring	ton	3	100 000		
3 gram utsättningsgös	st	20 000	5,5		
fångstfärdig gös	ton	2	120 000	1	120 000
3 gram utsättningsgädda	st	8000	10		
0,8 grams utsättningsål	st	1 000 000	3		
200 grams ål för rökning	ton	50	150 000	50	150 000
fångstfärdig ål	ton	2	120 000	3	120 000
Tilapia fångstfärdig	kg	5000	100	5000	100
Clarias	kg	5000	100	5000	100
Stör för romproduktion	kg	3000	250	3000	250

Article 28, Production and marketing plan

Marketing Plan

Our plan is to educate the customers on sustainable production and why price is higher. Mainly aiming local customers

We will also work on information for public procurement

We will stimulate the members to take part in events and fairs

Projects	SEK		
1. Flavour	180 000	30%	dec 2023
2. Marknadsföring coop	80 000	70%	dec 2022
3. Ekologiska yngel	240 000	10%	dec 2022
4. SaluRas	414 786	70%	maj 2022
5. Japan1	54 000	30%	maj 2022
6. Exportfisk	120 000	100%	dec 2021
7. Algösen	990 000	90%	okt 2022
8. Utbildn hållbart Vattenbruk	926 000	50%	juni 2022
9. Salu och produktion planer	45 000	50%	feb 2022
10.Kompetensresa	54 000	100%	nov 2021

We
influence

the EU Commission
Aquaculture Advisory Council

the terms of Primary Producers
Federation of European
Aquaculture Producers

the Swedish Board of Agriculture
EMFF Monitoring Committee

the Local development
FLAG Stockholm Archipelago





Recommendations

Perspective on paper work **Less is more !!**

Promise as little as possible from the start

Choose things you yourself would like to do, to improve your business

Moore easy to persue colleagues to follow

Lower production costs Facilitate sale