Seafish Hyperbooks

For marine fish and shellfish cultivation

- A computer based package produced by Seafish to enable accurate projections for your fish or shellfish farming business.

- Hyperbooks are available for: rope grown mussels; seabed cultivated mussels; king scallops; oysters; clams; halibut; turbot; & cod.
Seafish has developed a series of Hyperbooks that provide information on the cultivation of a range of marine shellfish & finfish species. These CD-based, interactive 'Hyperbooks' have been developed centred around Economic Models (EMs) of the production techniques.

Supporting chapters provide information on the biological requirements of each species, marketing, site selection, environmental aspects, equipment suppliers, legislation & there are also hyperlinks to other relevant organisations.

These Hyperbooks are designed to help fulfil the industry's need for authoritative information on aquaculture operations & will assist investment decisions by both the public & private sectors.

The EMs can help producers develop a financial plan for their fish or shellfish cultivation business. Whilst not intended for use as a definitive business plan, these models can help in the formulation of a range of financial forecasts required by potential investors/financiers.
Economic Models

- The EMs provide an interactive guide through the production cycle. Starting with estimates of intended production levels, the step-by-step approach takes the producer through the likely costings and income generation of the intended business plan.

- The figures entered into the EM generate economic indicators & outputs. For the shellfish spp. these include P&L Projections & Bal. Sheets through to a Sensitivity Analysis, IRRs & Financial Ratios projection. For marine fish spp. the outputs are an IRR & a unit cost of production.

- The EMs therefore enable a producer to investigate rapidly a series of “what-if” calculations for their business. The information can then be used in order to make informed business decisions.
For further information on these unique business tools & for ordering details, please contact:

Sea Fish Industry Authority
Tel: 0131 558 3331
Fax: 0131 558 1442
Email: hyperbook@seafish.co.uk
Web: www.seafish.org