



**PrimeFish**



Horizon 2020  
Programme

## **THE PRIMEFISH PROJECT**

**LINKING THE NEEDS OF THE PRODUCER,  
MARKET AND CONSUMERS**

**Gudmundur Stefánsson Matís Ltd, Reykjavik, Iceland**

## 64% of EU seafood is imported! - Why is this so?

- Catches within EU have been stable - Overexploited sea resources
- Aquaculture within EU can help fill the gap between the ever growing consumption of seafood and dwindling fish stocks
- But growth in EU aquaculture has stagnated since the turn of the century



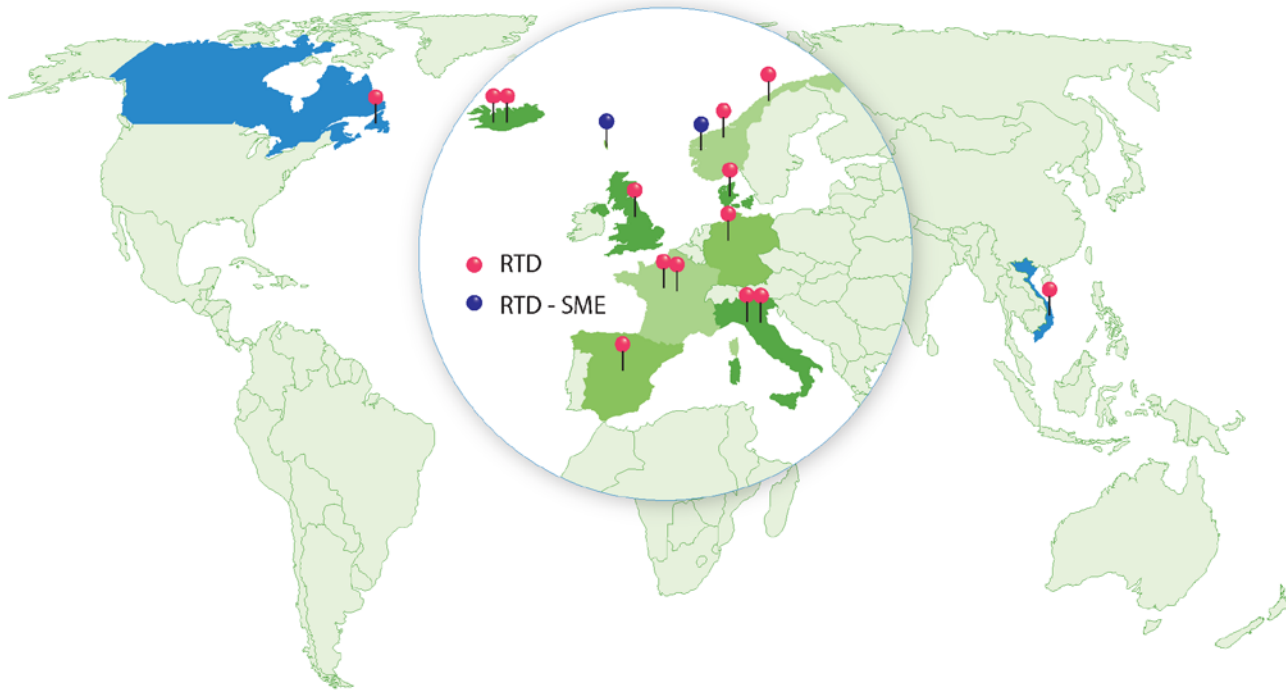
## Challenges that European seafood producers are facing

- increased competition from overseas
- variable prices to harvesters in capture fisheries and aquaculture
- many new fish products fail on markets
- producers are unable to meet the demands and expectations of consumers
- inappropriate regulations influence the competitiveness of seafood producers

These challenges and others will be addressed in PrimeFish, a €5.275 million European/Canadian funded research project (March 2015 to Feb 2019)



# PrimeFish consortium



1.   Matis Ltd (coordinator)
2.   University of Aalborg
3.   Syntesa
4.   French National Institute for Agricultural Research
5.   Université de Savoie
6.   Technologie-Transfer-Zentrum Bremerhaven
7.   University of Iceland
8.   University of Parma
9.   University of Pavia
10.   Kontali Analyse
11.   Norwegian Institute of Food, Fisheries and Aquaculture Research
12.   University of Tromsø
13.   Centro Tecnológico del Mar
14.   University of Stirling
15.   Nha Trang University
16.   Memorial University





# PrimeFish objective

- To enhance the economic sustainability of European fisheries and aquaculture sectors



## WP 8 Project management

Methodology

WP1: Method selection, configuration and harmonisation

Exploration

Past and  
current

WP2: Economic  
performance  
and prices

WP3: Supply chain  
relations and  
regulations

WP4: Products,  
consumers and  
seafood market  
trends

Fore-  
casting

WP5: Development of robust simulation and prediction models

Innovation

WP6: Development of PrimeDSF

WP7: Creating shared value

Case studies



WP1: Method selection, configuration and harmonisation

Past and  
current  
Fore-  
casting

## CASE STUDIES

## Species

## Originating from

Cod



Herring



Salmon



Trout



Sea-Bass



Sea-Bream



Pangasius



# Work plan

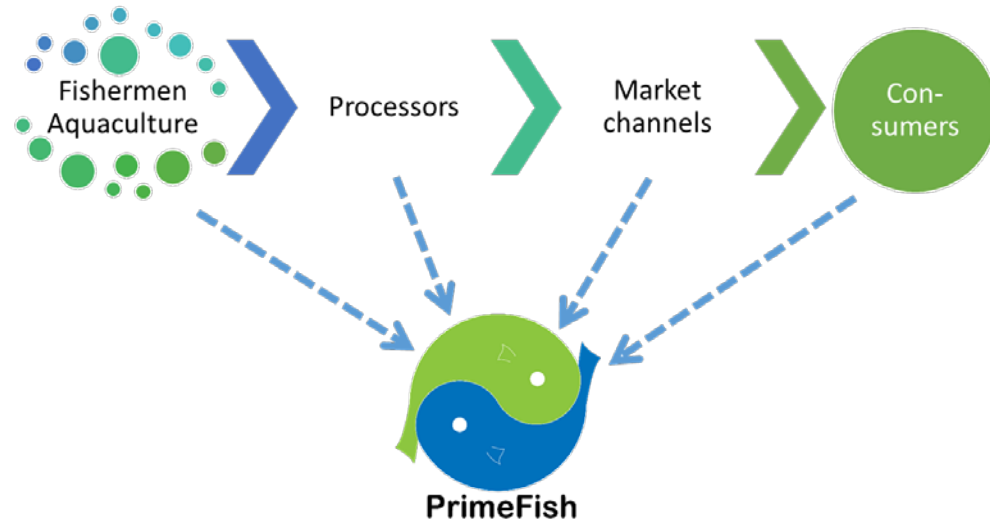
## Data collection:

- ▣ Aggregate level obtained from publically available sources

## But appropriate data is lacking within many sectors:

- ▣ E.g. on production
- ▣ Trading data from various stages in the supply chain

To overcome this we will obtain data as well from:



# PrimeFish - large Industry Reference Group (IRG)



To facilitate access to data in EU, Canada and Vietnam for the chosen sectors



# PrimeFish - outcomes

To be used by: the catching sector, aquaculture producers, processing companies, market analysts and public authorities

- EU countries
- Non-EU countries
- Areas for market and consumer research

Decision-support Tools



## Software tools

- Easy to use web based software
- “what if” tools
- for understanding and predicting seafood market behaviour



## Software tools

Success and failure stories

Competitive position analyser

Value chain analyser

Demand predictor

Growth risk analyser

Price development predictor

Product success check

# Impact for European fisheries and aquaculture sectors

Consumer preferences and price development

Innovation, successes and failures on markets

Enhanced insights into the global value chain & market dynamics

Prediction of price behaviour and early warnings of “boom and bust” cycles

Benchmark evaluation of “world class” performers

Improvement of strategic plans for future production and innovation

Better understanding of the functioning of seafood markets and consumer preferences

Improved economic sustainability and competitiveness

# Follow PrimeFish – or join us

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 635761

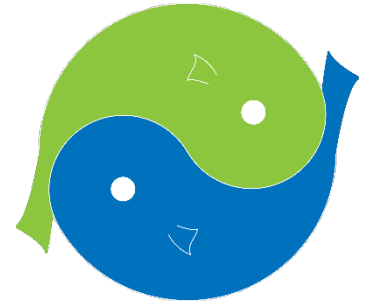
## Canadian funding

- Atlantic Canada Opportunities Agency (Federal government)
- Department of Fisheries and Aquaculture (Provincial government)
- Department of Business, Tourism, Culture and Rural Development (Provincial government)
- Canadian Centre for Fisheries Innovation (MUN)

**Would you like to know more?**

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