

The Prospects and Opportunities for Trout Farming in Scotland

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Abstract

In Europe, the United Kingdom is one of the top nine producers of trout. Scotland accounts for approximately 50% of total production in the UK. This shows that the Scottish trout farming sector is important both at the local and has relevance within the larger context of pan-European trout production. In spite of its apparent potential to match production levels in the Scottish salmon industry, the Scottish trout farming sector has failed to achieve the desired expansion and has begun to suffer declining production. Using surveys for participants in the distribution chain and semi-structured interviews with stakeholders, this study examines the Scottish trout industry focusing on the barriers to expansion and increased production in order to propose future mitigating actions to facilitate the long-term sustainability, viability, and competitiveness of industry. The barriers to expansion and prospects of the trout industry were investigated using the Structure, Conduct - Performance paradigm that facilitates analysis of the distribution chain of an industry with heterogeneous players. Analysis of the structure of trout farming shows whether the degree of concentration is low or the number of firms is large enough to ensure competition in the industry. In terms of conduct, the analysis would show whether pricing structure by various actors along the marketing chain are consistent with costs. This was vital to assessing the performance of Scottish trout farming as a consequence of its structure and conduct.