

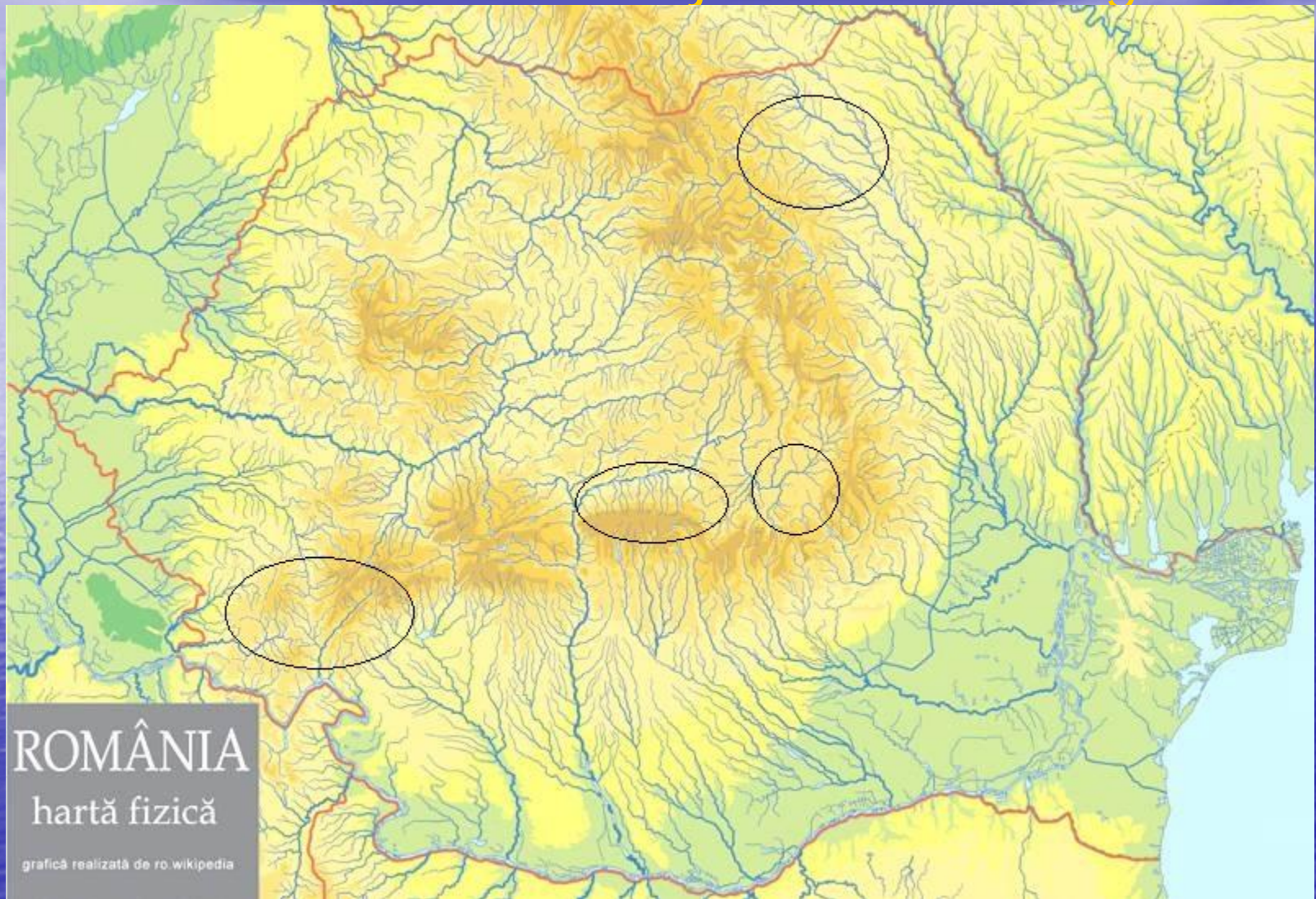
Romanian Trout Farming

A success story?

*by Cristian Stoicescu
&
Zoltan Pal*

AQUAFARM SRL

Romania – rivers and major trout farming areas



Romanian aquaculture farms 2014

- 70 ha for trout
- 39900 ha ponds and pools
- 15 222 ha dam lakes and reservoirs
- 34 622 ha local community ponds
- 98 232 ha TOTAL (potential)

Source: National Agency for Fishing and Aquaculture, ROMFISH -2014

International Trout Day

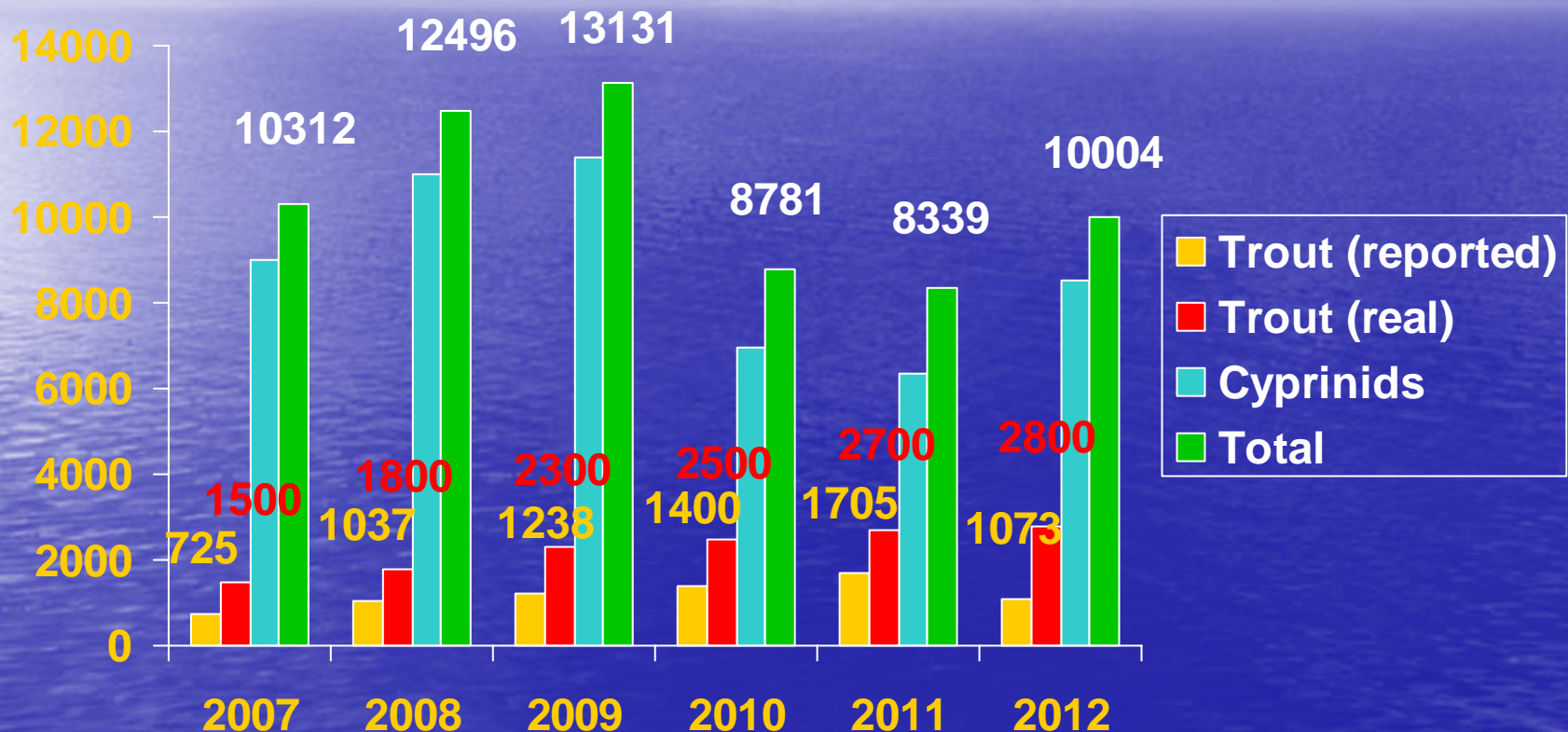
Gdansk 2014

Aqufarm srl, 10/10/2014

Brief History

- First trout farms established around 1900
- Little development until 1950-ies
- 1950-1989 – development of state farms
- State farms-mainly for restocking
- First private trout farms - after 1990
- Present: 44 state farms, about 600 tons/y
- Over 100 private farms, about 2000 tons/y

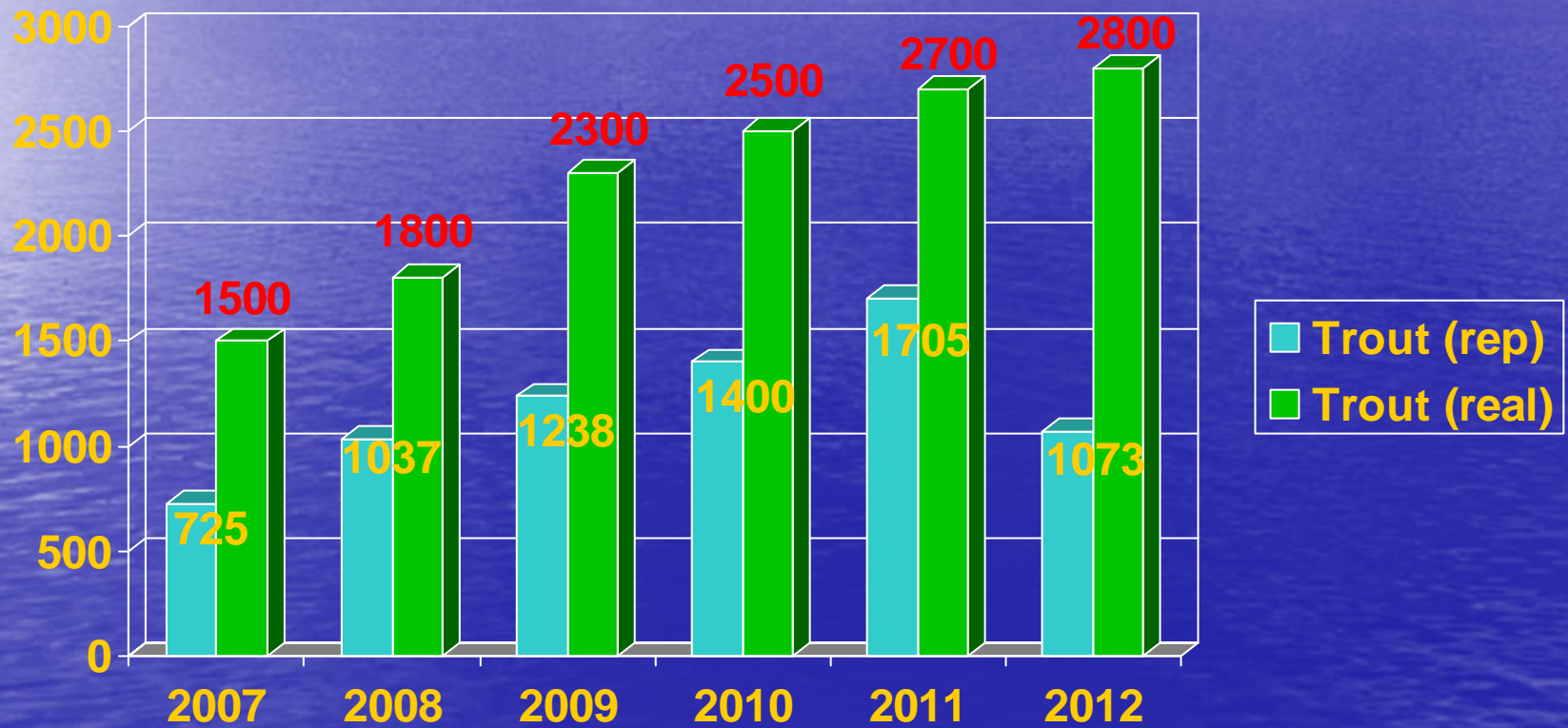
Aquaculture production statistics



Sources: National Agency for Fishing and Aquaculture -2014 official statistics

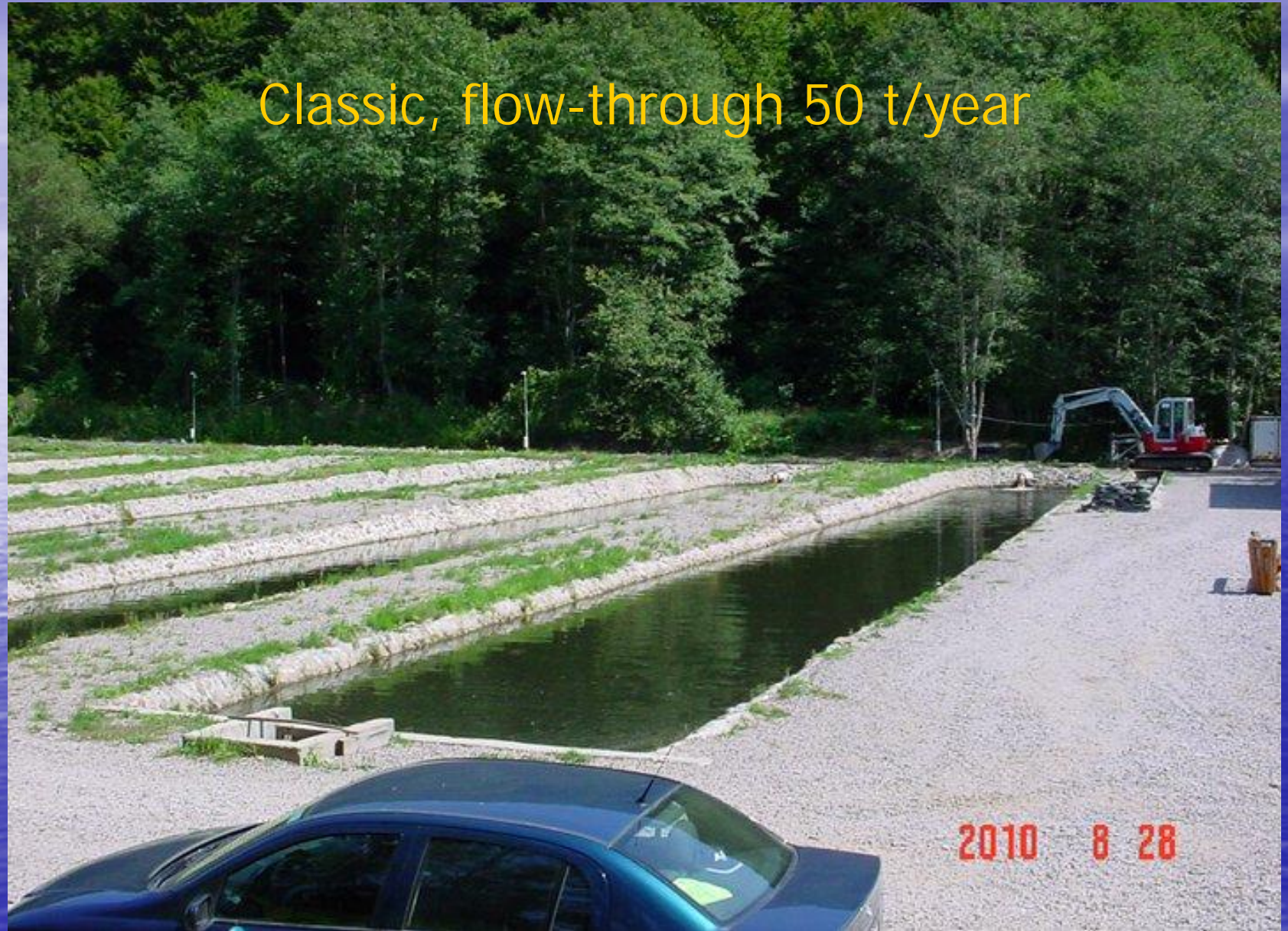
Aquafarm 2014: "real " trout production figures estimated using fish feed sales figures

Trout production (tonnes)



Sources: National Agency for Fishing and Aquaculture -2014 official statistics;
Aquafarm 2014: "real " trout production figures estimated using fish feed sales figures

Classic, flow-through 50 t/year



Concrete, flow-through 100 t/year



Cage farm 100 t/year



Modern hatchery, 2 mill. Eggs/year
(EFF 2007-2013)



Open recirculation system, 140 t/year



New flow-through 360 t/year (EFF 2007-2013)



New, recirculated, 240 t/year (EFF 2007-2013)





Drum filters (EFF 2007-2013)

Trout production facilities

- 44 state farms – about 600 t/year
- Over 100 private farms – about 2000 t/year
- New farms under construction (EFF 2007-2013) – over 1200 t/year
- Potential for 2016: 4000 t/year

Production limiting factors

- Lack of capital (most of private farms operate at 50% or less of their capacity)
- Water quality – a big issue (deforestation and logging)
- Growing season limited to 6-8 months/y
- Losses due to disease (mostly poor hygiene and bad farm management)
- Limited supply of fingerlings

What about sales?



Sales facts - general

- Romanian farmers still provide only 60% of trout sold on the market
- Retail prices between 4.7-6.5 €/kg
- Farm gate whole sale price 2.7-3.2 €/kg
- Trout sold live or fresh, at 250-300 g/pc
- Smoked trout sold at 10 €/kg
- Market controlled by hypermarket and supermarket chains

Sales facts – september 2014

as we speak...

- Fresh, gutted Turkish trout delivered to hypermarkets at 2.2-2.4 €/kg
- Hypermarket retail prices at 2.8 €/kg
- Farmers are pushed to sell below 2.5 €/kg

Sales & marketing weak points

- Trout farmers have poor marketing skills
- Production has a seasonal pattern
- Limited negotiation power – no producers organisation
- Market still driven mainly by price
- Strong competition from imported trout

Sales & marketing – some hope

- New production facilities include primary processing
- Demand is increasing
- Customers become more aware about quality
- EU funded projects for promoting fish consumption and market research

Marketing – some progress



Source: www.nereus.ro

So, is this a success story?

- If we look to production figures only, YES!
- *300 t in 1989, 3000 t in 2014!*
- *50 trout farms in 1989, 150 in 2014!*
- *Almost 50% increase in production capacity only between 2010-2015!*

So, is this a success story?

- If we look to the market and financial figures, NO!
- *Strong pressure from cheap imported trout!*
- *VAT of 24% on both fish feed and fish!*
- *Many farmers have gone bankrupt, including some of the new farms*

So, is this a success story?

- If we ask the farmers, they will definitely say: NO!
- *However, they continue to produce more fish!*
- *However, new farms are built as we speak!*
- *So there is hope after all, and brave people who are willing to take the risks of going forward!*



Thank you for your attention! 10 14