

NORTHERN SEAFOOD

The Magazine for Buyers, Sellers and Processors

The world's most adaptable fish > Salmon is safe to be consumed fresh
Growth for the "frozen at sea" concept > Well attended show in Hong Kong

ISSUE 3 - 2015



12 Salmon

Asians are in love with salmon heads

22 AquaPri

Luxury seafood's from innovative Danes

28 Nederland

Great potential and conscious consumers



Luxury seafood's from innovative Danes

Danish fish farmer, processor and exporter Aquapri, known for its delicious trout and trout roe, is now also the world's largest farmer of zander, also known as pike perch. Already a large exporter, the company like many European exporters have been hit by Russian trade sanctions. Now is focus on Asia.

Zander, or pike perch, as Aquapri markets the åsh, is a åsh living in fresh- and brackish water in Europe and parts of Russia. According to The FAO the annual wild catch is approaching 10.000 tonnes, and the farmed production is now increasing to above 1.000 tonnes due to large investments carried out by Aquapri.

Managing director Henning Priess says: We believe strongly

in this åsh. At årst we were producing around two hundred tonnes a year. In September we started to produce at a new indoor facility where we invested DKR 65 million, and we will increase production to 600 – 700 tonnes.

Aquapri was a pioneer when they årst started trials with zander in 2006. In the beginning, they kept mature zander in lakes,

caught the fry and fed them in an old farm previously used for eel production. This method had one major problem. The zander only spawns once a year, so they did not get enough fry. The company therefore decided to try something not tried before, to make the mature åsh spawn in a temperature-controlled environment where it was possible to create different seasons of the year.

One zander produces around 500.000 eggs. Aquapri is now producing one million fry per year. The company has developed the technology, and they are now ready to serve the global market with this very delicious åsh.

Aquapri is the only company in the world that has developed a method to make the zander spawn four times a year. This gives them the unique oppor-

THIS IS ONE of the sea farms, Grønsund Havbrug, were Aquapri farms large trout.



FEEDING RAINBOW trout at the Grønsund Havbrug farm in the Baltic Sea.



AQUAPRI IS THE WORLD'S largest farmer of zander, also known as pike perch.

tunity to supply fresh zander to customers at any time, as they can have a number of different generations of the äsh in grow out tanks.

- Zander is a delicate äsh with a very white meat. The farmed äsh are free of parasites found in wild äsh. It's therefore safe to serve fresh as sushi or sashimi. We will therefore increase our focus on Asian markets where

we already export most of our production of roe, also known as sujiko. We are also eyeing the potential for exporting fresh zander to Japan, one of our largest markets. Korea is also an interesting market, where we already export frozen trout. In addition, China is a large and great market for quality seafood, says Henning Priess to Northern Seafood.

Aquapri is a family company. It all began in the year 1900, when a determined 14-year-old Dane named Anders Priess decided to take charge of his future, and establish his own company in the fishing port of Glyngøre.

Due to his young age, it was his mother who formally owned the company, which was

therefore named "Priess & Co". Anders traded in fish he bought from local fishermen, much to the dismay and dislike of older traders, who did not welcome the competition. This was made very clear to Anders when he was slapped in the face and thrown into the water by a competitor who remarked "we don't want children buying up our fish around here".

Luxury seafood

By 1930s, “Priess & Co” had expanded business into many kinds of seafood. In connection with the company changing hands with each change of generation, they divided the company into two separate companies. Aquapri today produces around 10 million trout eggs and eight million trout fry, in addition to the already mentioned production of one million Zander fry and in the near future 600 – 700 tonnes of fresh zander. The annual production of large sea-raised trout is 3,200 tonnes and the production of smaller trout raised in freshwater farms is 2,600 tonnes, making it a leading aquaculture company in Denmark.



A NICE HIGH quality trout roe. This one is used for Japanese sujiko.



MANAGING DIRECTOR ANDERS Priess (right) spends lots of time marketing the company's luxury line seafood of seafood products. Now focus is very much on increasing sales in Asia.



THESE ARE THE GROW-OUT tanks for zander at the new in-house farm.

Denmark has long traditions in the freshwater farming of rainbow trout. The annual Danish production of rainbow trout is approximately 10.000 tonnes raised in the sea, and 39.000 tonnes in freshwater.

The environmental standards are the highest available, with high tech recirculation systems, reducing the use of water to a minimum. Discharge of pollutants to local river systems

is not a problem, as the little water released from the farms is purified. The company is also subject to some of the strictest food safety and environmental legislation in the world, enforced meticulously by the Danish authorities. According to Henning Priess, their production is based on the HACCP principles. The Danish Veterinary and Food Administration regularly control the farms and processing facilities.

- When our trout are slaughtered, the roe is carefully harvested by hand, and the process of making caviar begins right away. The fresh trout eggs are taken from the roe sack, and the membranes are removed. Depending on our customers' wishes, the eggs are now salted and treated to meet a number of quality criteria, before leaving the processing plant, ready for consumption as caviar. Through

many years of work with roe and caviar at our facilities in Southern Denmark, our specialists have developed methods to ensure that we always obtain exactly the quality that we are looking for, Henning Priess says.

Caviar is custom made according to customers and market requirements. Roe is hand-picked according to the quality each customer requires. Every year, from November to Janu-



THE LARGEST market for trout roe is Japan.



ZANDER READY for slaughtering. The fish is known for its very white and firm meat.

Luxury seafood

ary, Japanese specialists work at their processing plant in Oresund in southern Denmark, where they produce Japanese style caviar known as “sujiko”. Roe is also sold as “green roe”. A term that contradicts the roes beautiful orange-red colour, but is the industry’s term for unprocessed roe.

AquaPri is one of the largest trout farmers in Denmark. The trout are hatched at their inland farms, where they spend the first months of their lives. The controlled environment of these farms gives them the opportunity to ensure the very best conditions for their on-growing. When the trout are about two years old, most of the trout are transported to sea farms in the clean coastal waters of Denmark.

There the trout will spend another seven to eight months, until they have reached just the right size and condition for harvesting. The average size of the trout is then 3.5 kilos and they are ready to be transported live by large wellboats to the company’s slaughtering and processing facility in the town of Årøsund near the German border.

Aquapri is also co-owner of a large land-based salmon farm, the new Langsand Laks plant in Hvide Sande, Denmark. The salmon farm is the first fully recirculated Atlantic salmon farm in the world, offering high quality salmon to environmentally concerned consumers. The plant is constructed to resemble a natural salmon habitat



MANAGER LARS Ditelv Hansen at Bratbjerg Trout Farm. Danish freshwater farming is using technologies making it a clean and sustainable activity.

in a number of ways, and we strongly believe that this has a positive effect on the fish.

- We have no doubt that the salmon feel at home in the plant’s water currents, where they are continually exercised, much in the same way they would be in the wild. This is why the salmon from Langsand Laks, have a lean and firm meat structure, normally only found in wild caught salmon Henning Priess explains. The farms are certified according to the GlobalG.A.P. standard, and the salmon is only fed feed produced by GlobalG.A.P. certified suppliers. The feed only contains colouring that also occurs naturally in the diet of wild salmon. This gives the meat of our fish a delicate, natural colour. ■

AQUAPRI farms about one third of the Danish production of trout raised in seawater.

