



PrimeFish



Horizon 2020
Programme

PRIMEFISH STAKEHOLDER WORKSHOP

Gudmundur Stefánsson – coordinator
Matís Ltd, Iceland



PrimeFish objective

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



CASE STUDIES

Species

Originating from

Cod



Herring



Salmon



Trout



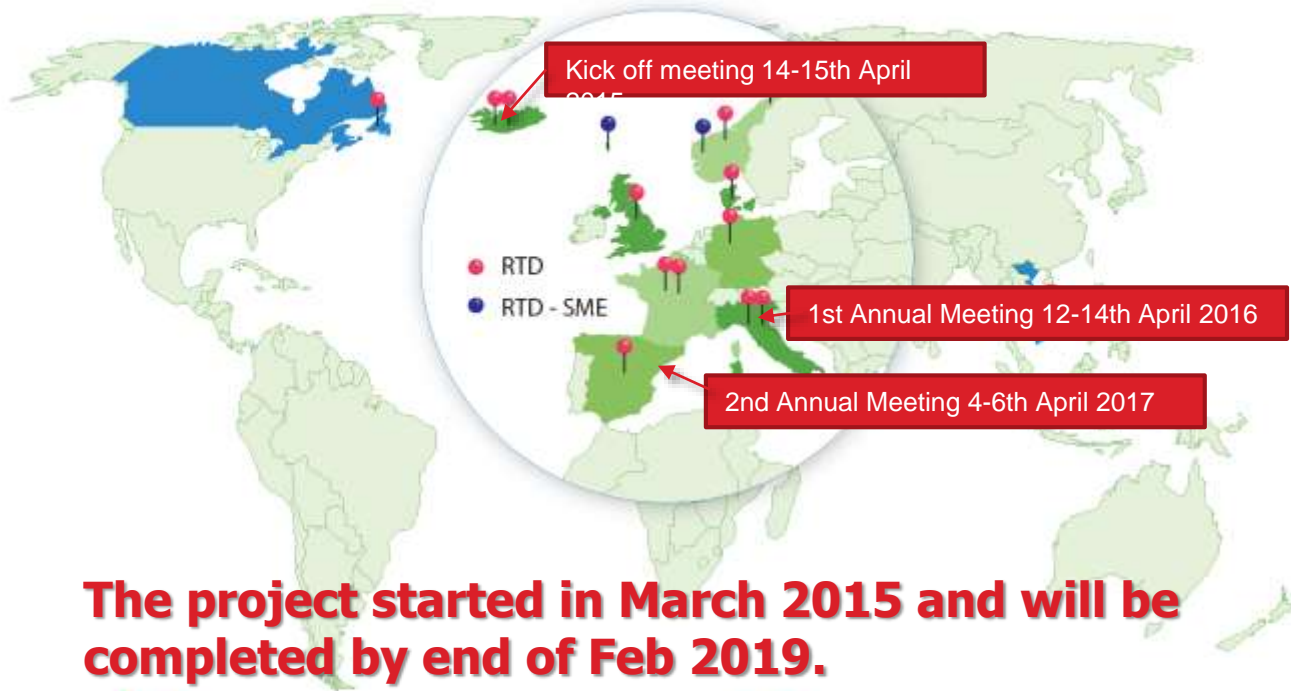
Sea-Bass











Sea-Bream

Pangasius





The project started in March 2015 and will be completed by end of Feb 2019.

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 - large Industry Reference Group (IRG)



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



Strategic Advisory Board...

- Sveinn Margeirsson, Matis, Iceland
- Mike Park, Scottish White Fish Association, UK
- Javier Ojeda, Apromar, Spain
- Jóhannes Pálsson, FF Skagen, Denmark
- Ross Butler, Cooke aquaculture inc, Canada
- Rosa Chapela, CETMAR, Spain
- Jens Gardar Helgason, Fisheries Iceland



...to strengthen the industry involvement in PrimeFish



Horizon 2020
Programme

Potential results...

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

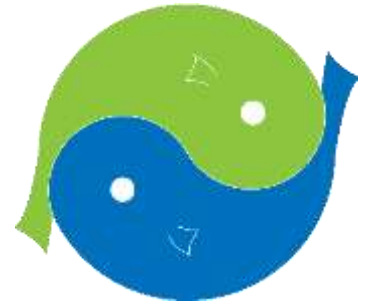
Product success check

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?

Follow us:  www.primefish.eu  [@Prime_Fish](https://twitter.com/Prime_Fish)  [@Prime_Fish](https://www.linkedin.com/company/Prime_Fish)  [PrimeFish](https://www.facebook.com/PrimeFish)

Contact us: Project Coordinator: Guðmundur Stefánsson, Matis, Iceland  gst@matis.is



Promoting Seafood Consumption

-video competition
 - to enhance seafood consumption
 - Increase the visibility of the project
- The winning video can be found on: [primefish.eu](https://www.primefish.eu)
- And the winning team is: David, Yomar, Anatoly



PrimeFish is the ideal platform for strengthening the Trans-Atlantic alliance between EU and Canada by providing comparative studies and benchmarking on economic viability and competitiveness of the fisheries and aquaculture sectors across the Atlantic.

The Canadian case: Expanding the boundaries of research

- **The Atlantic – our shared resource. Making the vision reality**
 - EC event held in Brussels in April 2015
 - To identify and initiate joint activities to other EU projects and Transatlantic collaboration (The Galway statement)
- **Working group meetings on aquaculture**
 - EU-Canada-US (The Galway statement)
 - Rotterdam October 2015
 - Las Vegas February 2016
 - Edinburgh, October 2017

The Canadian case: Expanding the boundaries of research

□ Stakeholder events

- Boston seafood show, March 2015; specifically communicating with Canadian stakeholders
- Primefish Canada – Strategic advisory board
 - 2nd Annual Meeting 10th of March 2017
 - Project update and key findings so far