



Polski Karp

Organizacja Producentów

POLSKI KARP - 8 years of common carp market in Poland



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**5th International Carp Conference
Onoldia Hall, Ansbach, 4-6 września 2019**

Introduction – facts



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- **Poland – population of approx. 38 million**
- **Number of professional carp fish farms – approx. 250.**
- **Production focused in two regions – south-east and south.**
- **Retail carp production – approx. 18,000 tons.**
- **Import – approx. 5,000 tons. No exact statistics available.**
- **Main supply channel to the market – modern retail chain stores: Tesco, Carrefour, Selgros, Makro, Auchan, Kaufland – sale of live and processed fish, discount stores– Lidl and Biedronka (Jeromimo Martins) – MAP packed fresh products.**
- **Seasonal structure of sales – over 70 percent as live fish; approx. 50-25 percent as fresh semi-prepared products, the remaining 3 to 5 percent frozen.**



Polish Carp – origins

Polish Carp was established as the initiative of 12 fish farms which in the previous year cooperated in deliveries for one of state-wide chain stores in Poland via an agent who had nothing to do with breeding and marketing of live fish. We realized then that in order to become a significant player in the market we need to have a state-wide range, a complex portfolio of products and a good marketing strategy.

We wanted to create a structure that would cover the map of mega-stores with no internal competition.



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Polish Carp – origins



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One of our founders had relevant professional experience as a long-term retail chain employee, and was an ichthyologist by education as well. He took on the task to organise our enterprise and establish business contacts with chain stores.

After many meetings with not only breeders, but also lawyers and representatives of the Polish Inland Fisheries Institute, the Polish Carp company was formed in Cracow on 23/7/2012. It was established as a limited liability company operating under the Polish provisions of law, namely the Commercial Companies Code. The Company had then 12 shareholders with equal shares regardless of the volume of the fish delivered to the market or the size of the fish farm. Its Board comprised of 5 members.



Polish Carp – origins


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Polish Carp – objectives, activities from 2012 to 2015.

Main objectives of Polish Carp include:

- To organize the sales of the agricultural produce of shareholders, especially of aquaculture products;
- To improve business efficiency of shareholders, to ensure welfare of their production;
- To concentrate supply for shareholders products;
- To stabilize prices;



Polish Carp – objectives, activities from 2012 to 2015.

- **To market all volume of production declared for products by shareholders**
- **To promote quality standards and good manufacturing practices;**
- **To promote purchase and consumption of fish produced by shareholders, including by means of advertising campaigns;**
- **To organize trainings, panels, conferences and other meetings aimed at fulfilling the objectives mentioned above, as well as helping to expand to different markets with the portfolio of products delivered by shareholders;**
- **To undertake efforts aimed at improving the quality of fish products;**
- **To develop cooperation between the representatives of science and fishing industry organizations;**



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Polish Carp – objectives, activities from 2012 to 2015.



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In the first year of its operations the Company sold almost 1,000 thousand tons of carp live, mainly to the TESCO retail chain, in the following year (2013) the volume increased to 1,100 thousand tons. Already in the first season of its operation the Company started selling the processed fish based exclusively on processors available within the group of its shareholders.

To properly set up business transactions and meet challenging contracts, from the very beginning the Company applied detailed product specifications. In season four a plan of forward contracting for fish farms was introduced with contracts signed annually during the breeding season.



Polish Carp – objectives, activities from 2012 to 2015.

In the subsequent years the Company gained new clients and eventually reached the volume of over 3,500 thousand tons of live fish sold, with 500 tons of processed fish sold. In its efforts to meet market challenges Polish Carp supplies the carp not only in the Christmas season, but is rather an all-year fresh and smoked fish supplier to retail chains.

We cannot compete with international concerns, such as salmon breeders and processors. This is why we choose difficult, low-key, innovative initiatives, such as the "Fish of Polish Waters" projects aimed at promoting the sale and consumption of further species, such as a wels catfish, tench, northern pike or zander. As a producer organization we participate in carp promotional events, trainings for chefs, culinary events and international fish fairs organized in Poland.



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Polish Carp – objectives, activities from 2012 to 2015.



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Polish Carp – objectives, activities from 2012 to 2015.

Currently our main Clients during the Christmas period include all key retail chains in the Polish market, selling live carp; our carp is supplied MAP-packed fresh also to discount stores.

In line with market development, the group of shareholders and non-Company fish farms that we closely cooperated with grew as well.

It was an organic growth that included market recognition and generated numerous requests for membership in our PO from further fish farms. Therefore we decided to expand our operations and move to the level of the State Producers Organization of Poland.

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Polish Carp – Producers Organisation from 2016 till now.



A producer organization was established under the decision on PO recognition and after it is included on the List of Producer Organizations kept by the Minister of Marine Economy and Inland Navigation.

This occurred on December 12, 2016.



Polish Carp – Producers Organisation from 2016 till now.



LOCATION OF HOLDINGS OF MEMBERS OF PRODUCER ORGANIZATIONS OF POLISH CARP



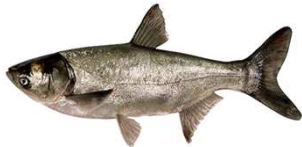
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POLISH CARP PO - POTENTIAL



At present, our group accounts for almost 30 percent of the supply of carp sold on the Polish market.



Every year, we produce about 5,000 tons of the highest quality commercial carp and around 1,000 tons of additional species, such as silver carp, grass carp, crucian carp and predatory fish species - over a dozen thousand hectares of water surface - such as catfish and pike.



Polish Carp – PO - future and challenges.

- coordinating and supporting activities of organization members regarding carp breeding, promotion and marketing;
- supporting and promoting carp and products of its processing;
- organizing collective marketing of products for organization members;
- searching for new markets to sell organization members' products;
- supporting local carp producers and processing plants by opening brick and mortar and pop-up carp points of sale;
- supporting the development of new technologies for carp breeding and processing by organization members and help with their implementation and patenting;



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Polish Carp – PO - future and challenges.

WITHDRAWAL OF STORES FROM THE SALE OF LIVE FISH.

THE DETERMINED MOST CONSUMERS ASSESS THE SALES OF LIVE CARP NEGATIVELY BY ETHICAL CONSIDERATION.



Polish Carp – PO - future and challenges.

NATIONAL CARP PROMOTIONAL CAMPAIGN 2019



ZDROWY Z *Natury*



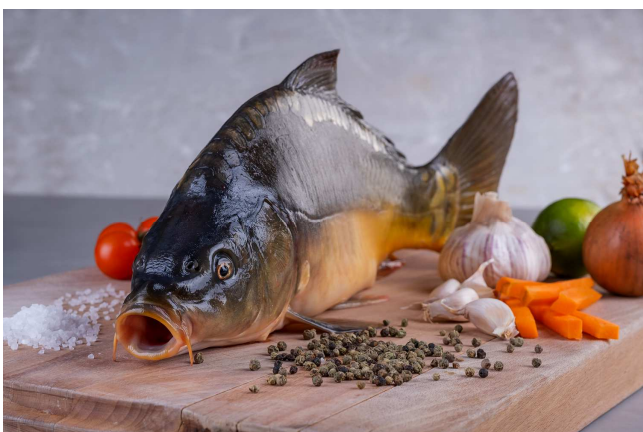
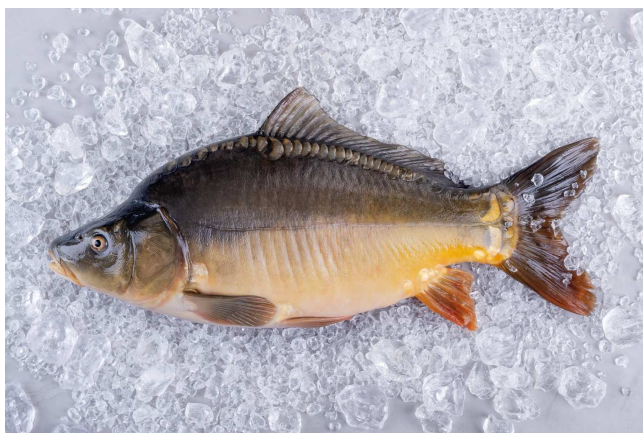
Unia Europejska
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COMMON CARP



VERSATILE FISH -

PLEASE BY

NATURE

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Polish Carp Producer Organization.



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Joined by the Carp

Discover carp again





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**THANK YOU FOR YOUR
ATTENTION**



spróbuj karpia na nowo



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OGÓLNOPOLSKA KAMPANIA PROMOCYJNA 2019 R



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Polski Karp Sp. z o.o. - Organizacja Producentów

30-039 Kraków, ul. Józefitów 4/3

NIP: 677-237-10-53

REGON 122658268 KRS 0000433536

biuro@polskikarp.eu

