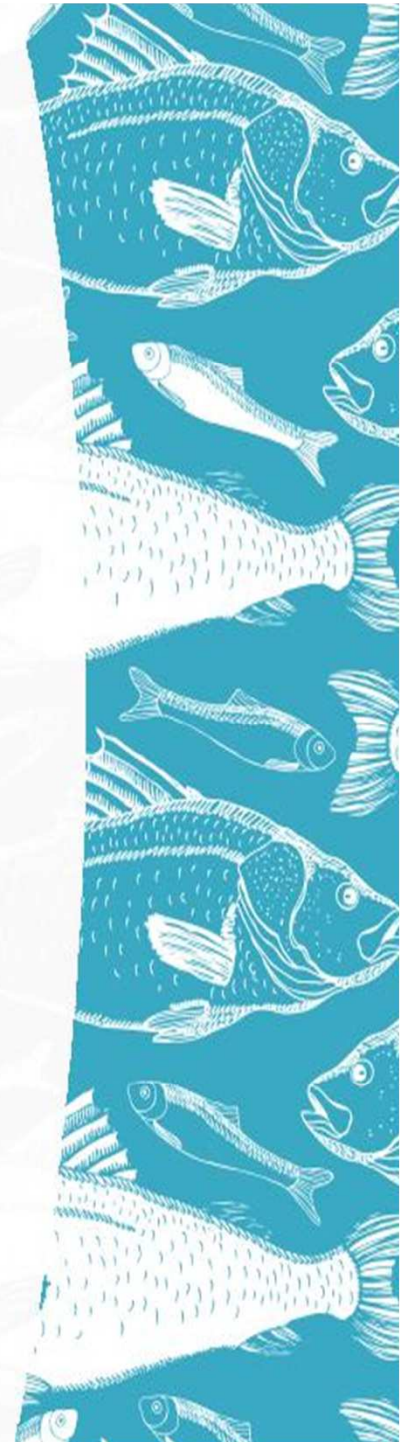


Current production, trading and carp market situation in Croatia



**fish from
Croatia**

Eat what's worth eating



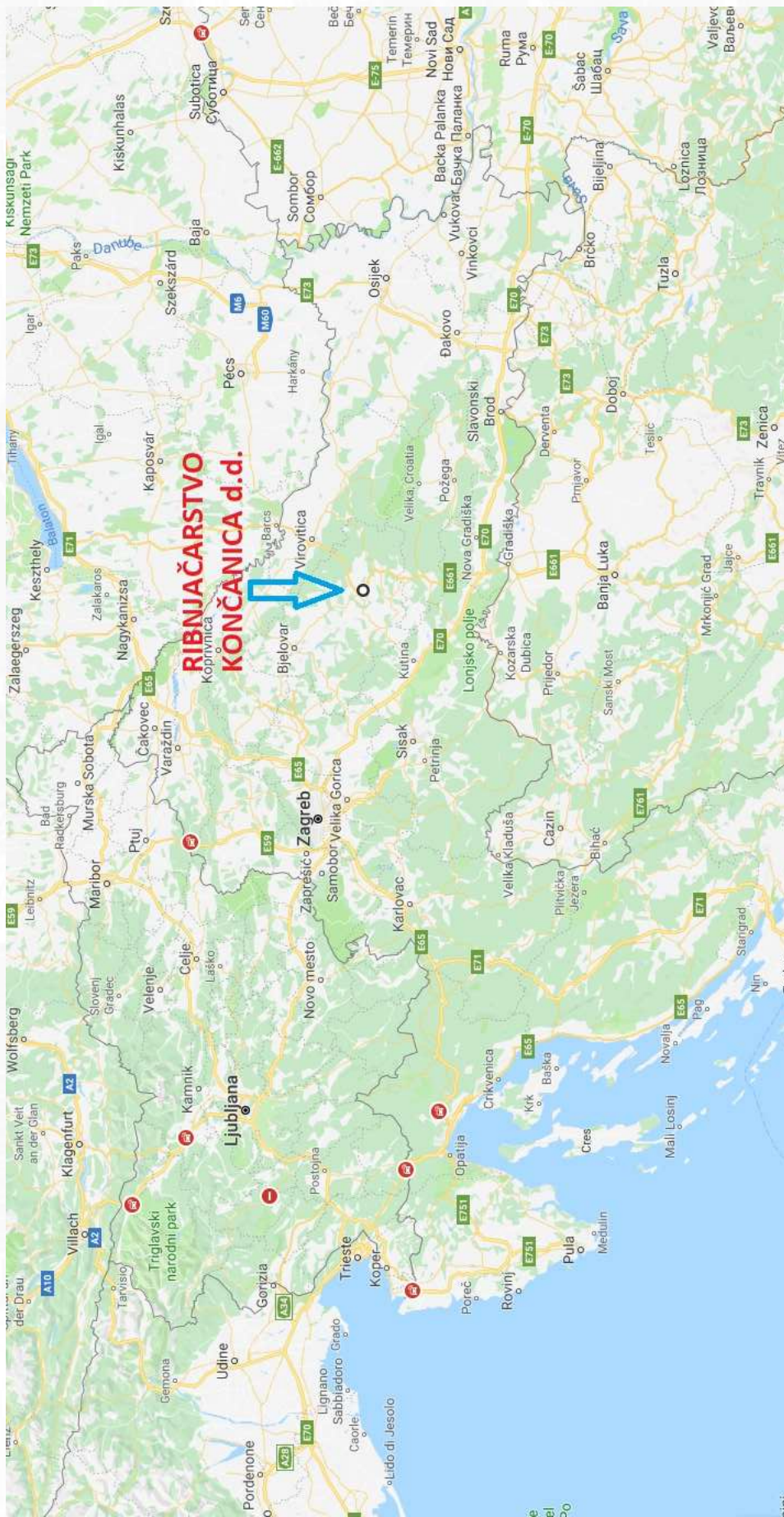
Mladen Prević, mag.oec.

- sales and supply manager at Ribnjačarstvo Končanica d.d.

Ribnjačarstvo Končanica d.d.

- fishfarm surface 1360 ha
- 800 tons of freshwater fish
- 500 tons of market size fish
- 3 years production cycle
- feeding with crops

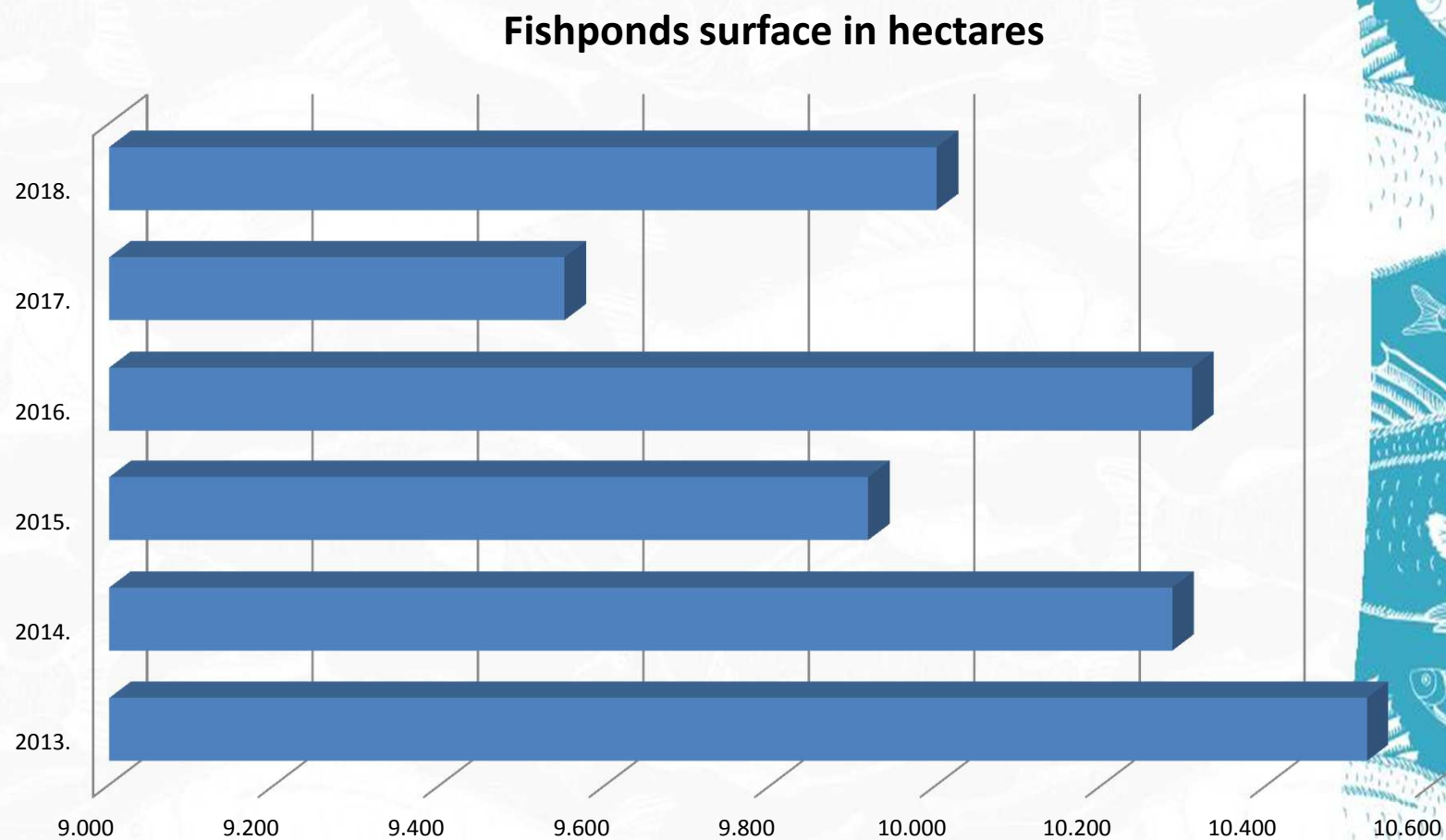




Ground plan of Ribnjačarstvo Končanica



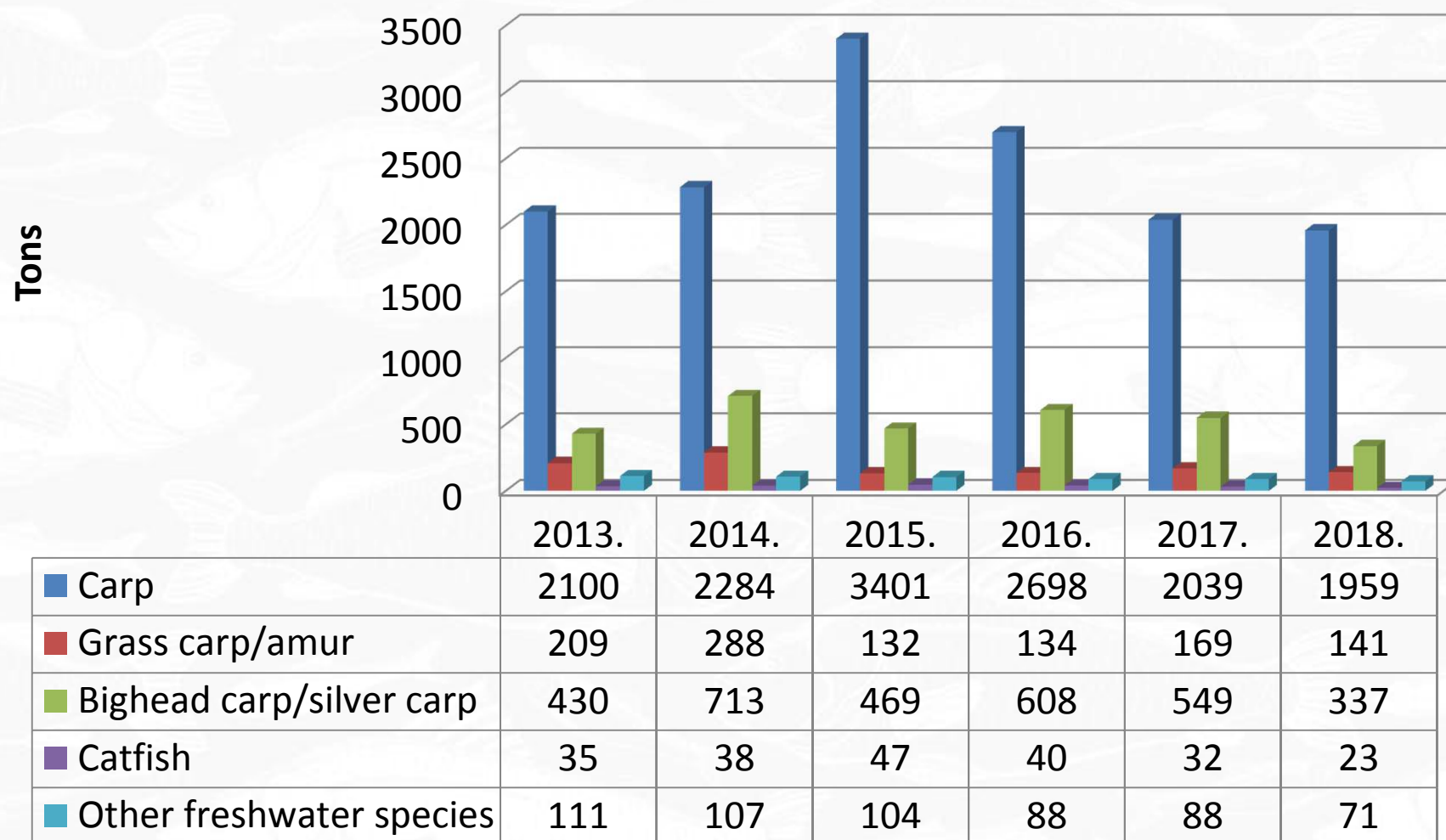
Surface of fishfarms in Croatia



Production of juvenile fish



Production of market size fish



Reasons of production decrease

- birds
- fish diseases
- other predators
- ponds in bad condition
- bad financial situation
- invasive fish species
- non-maintained channels for water supply

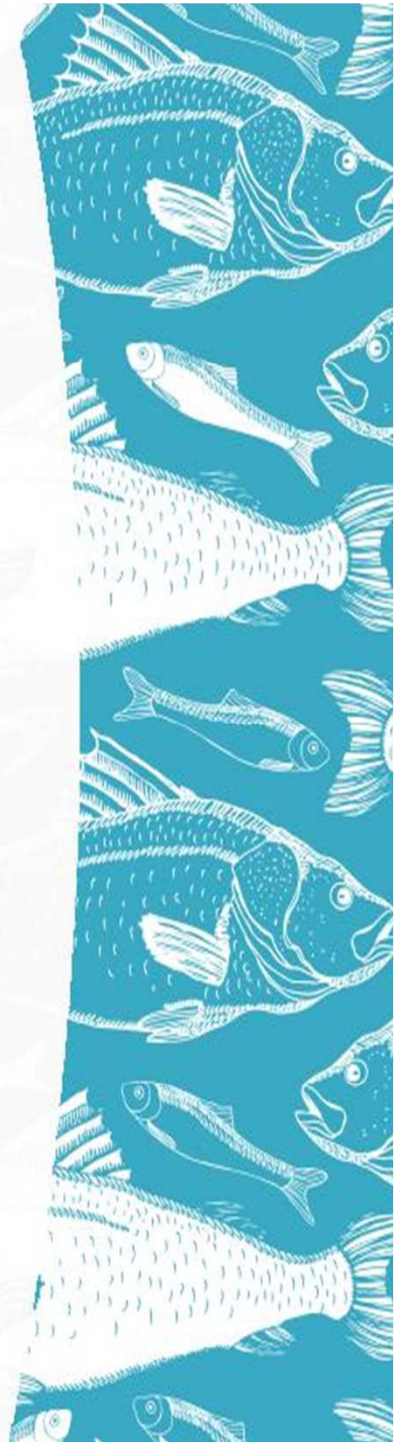


Production per hectare

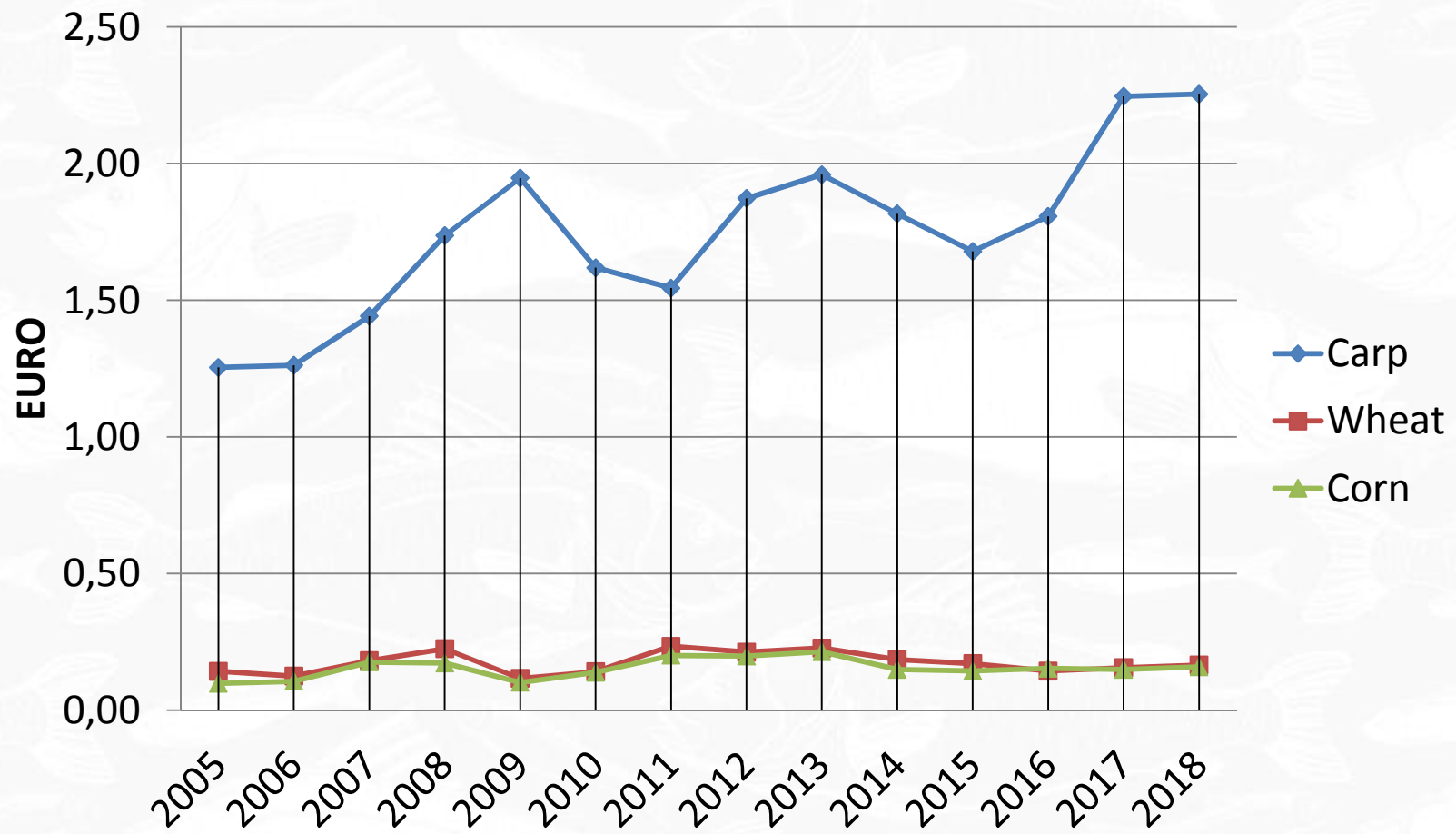
Year	Production	Hectares	Production kg per ha
2013.	6701	10.521	637
2014.	7070	10.285	687
2015.	7554	9.917	762
2016.	6817	10.309	661
2017.	6323	9.550	662
2018.	5981	10.000	598

Market situation

- average fish consumption:
 - 8kg per person
 - only 1 kg freshwater fish per person
- small market
- fish export >50%
- fish is sold alive, processed as fresh or frozen



Prices trend



Increase of processed fish

- big retail chains
- value added products
- expansion of assortment
- few smaller processing plants



PP Orahovica processing plant

- 3,6 million € investment
- December 2016
- 18 tons/ day



- own retail chain and other supermarkets
- stakes, fillets, dressed fish, smoke products



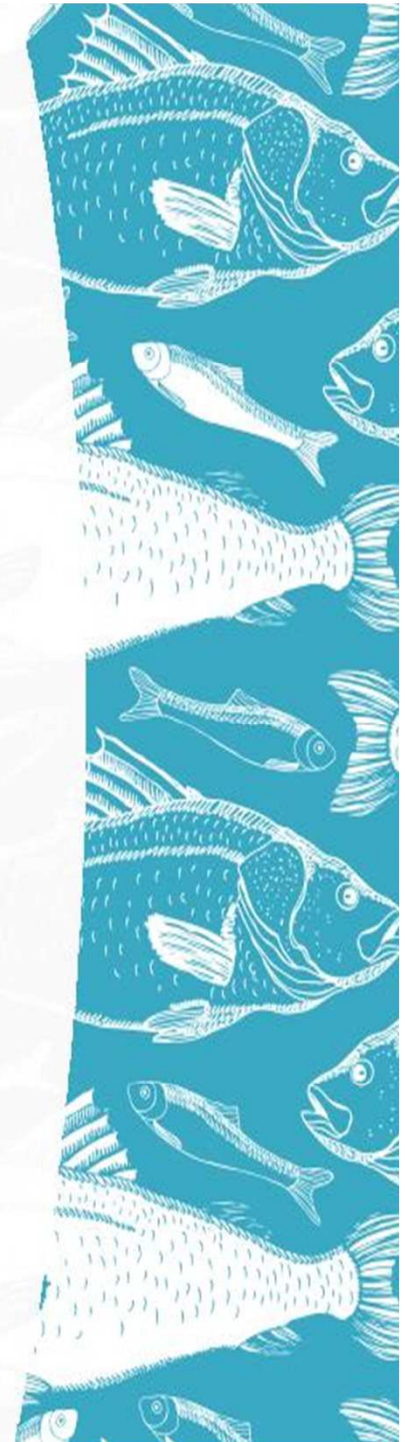
Prediction

PRODUCTION

INVESTMENTS

PRICES

PROCESSED FISH



Thank you for attention !

mladen.koncanica@gmail.com

GSM: +385 91 239 1008



Europska unija



Europski fond za pomorstvo i ribarstvo



Operativni program
ZA POMORSTVO
I RIBARSTVO



Sufinancirano sredstvima EU iz Europskog fonda za pomorstvo i ribarstvo

