



BLUE_BOOST

BOOSTing the innovation potential of the triple helix of Adriatic-Ionian traditional and emerging BLUE growth sectors clusters through an open source/knowledge sharing and community based approach

Cross-Field Visit

Patras, December 5th 2018
Venue: Patras Science Park,
Stadiou, Platani, Rio, 265 04, GREECE

AGENDA



Patras - Wednesday, December 5th 2018

Cross-field visit	
08.30	Departure from the centre of Patras to Feedus company's premises
09.00	Arrival at Feedus company's premises (2 rounds of visit according to the number of participants)
11.00	Coffee break
11.30	Departure from Patras to Aitoliko
12.30	Arrival and visit of Botargo Stefos
13.30	Departure from Aitoliko to Mesolonghi
13.45	Arrival and visit of Fishing Association "Anagennis"
14.30	Departure from Mesolonghi to Nafpaktos
15.00	Lunch
16.00	Departure from Nafpaktos to Patras

DESCRIPTION OF THE STRUCTURES TO BE VISITED	POTENTIAL BENEFITS FROM THE VISIT
<p>FEEDUS (from NIREUS AQUACULTURE COMPANY)</p> <p>NIREUS AQUACULTURE was established in 1988 and it is one of the 10 largest fish farming companies in Europe. It has production facilities in Greece and Spain and sell its products to over 35 countries worldwide.</p> <p>NIREUS HISTORY (source: http://www.nireus.com/4_2/Our-History): in order to ensure the quality of its products under the company's brand, in 1998 Nireus made a strategic move: it started the production of the fish feed to be used in its fish farming operations. Apart from covering its own needs in terms of fish feeds, thanks to this investment, Nireus caught the opportunity to offer a top-quality product to other fish farming companies enlarging its incomes and market.</p> <p>Having two modern fish feed factories, which produce the Feedus products (http://www.nireus.com/36_2c10-30/Fish-Feeds), nowadays Nireus provides the fish farmer with:</p> <ul style="list-style-type: none"> • Guaranteed and stable product quality • Fully controlled production procedures • High standards fish feed composition • The opportunity to offer to the final consumer, farmed fish of an outstanding quality, taste and nutritional value. 	<ul style="list-style-type: none"> • Collaboration and partnership with other companies (internal companies, spin-off companies, external companies); • Best practice for transnational development (Greece, Italy, Spain, Turkey, ...); • Transferring of marketing and commercialisation strategies/partnerships for selling products to over 35 countries worldwide; • Best practice for the development of fish feed production chain. • Sharing of experience inside the "control room" from the production procedures.



<p><i>“Nireus started operating in Chios in 1988 as a fattening unit. In 1991 we constructed and operated the first fish hatchery unit, aiming at vertical integration of our production. Since the early 90s, with acquisitions and investments, we have significantly increased our productivity. Since 1995 we have been listed in Athens Stock Exchange. In 1996 we founded the company “PROTEUS EQUIPMENT”. Dynamic movements continued the next year with the purchase of a plant in Koropi where, in 1997, began the operation of processing plants, packaging, storage and transshipment of fish products, along with the relocation of the head office and our offices. Our objectives with a view to total vertical integration of production began to take shape in 1998 with the founding of FEEDUS and the start of production of fish feed. At the same time we expanded our activities in the United Arab Emirates, with participation in the INTL FISH FARMING COMPANY. Our group had already made some significant steps, but the further strengthening of our position in the field of food and aquaculture has always been a powerful incentive. In 1999, we bought and participated in companies SARANTIS-EUROCATERERS and FOKIDA FISH FARM. By 2001 we had completely restructured our group through takeovers (AEGEAS SA - OINOUSSES AQUACULTURE), acquisitions (ICHTHIOFARMA Ltd) and holdings (INTERPESCA SA). In 2003 we established and operated “BLUE FIN TUNA HELLAS SA” in which we participate together with SELONDA SA and AUSTRALIAN FISHING ENTERPRISES, while in the period 2005-2006 we participated in ILKNAK with a view to expanding in the Turkish market. In 2007 we went ahead with the acquisition of Spanish Predomar, with juvenile pre-growing facilities. In 2009 we started production in cages, aiming at the local market. In 2008 we built the largest juvenile pre-fattening unit in Greece, located in the region of Thesprotia. Apart from acquisitions and investments, we entered dynamically the field of brand name products by signing an agreement with AB VASILOPOULOS for the sale of branded aquaculture products through its stores. Since 2009 we have operated a sales office in Milan, Italy. We have managed to make our vision reality. We are a global leader.”</i></p>	
<p>BOTARGO STEFOS: George Stefos and his family grew up on the shores of the lagoon of Messolonghi -Etoliko and learned the art botargo near local traditional fishermen. Botargo is the most valuable food of the Mediterranean. It is considered as the caviar of the South and has equal nutritional and culinary value. Its distinct yet delicate flavour places it at the top of gastronomy products. Today botargo occupies a prominent place in the menus of the most distinguished gourmet restaurants throughout the world.</p> <p>For decades "botargo Stefos", based on traditional homemade recipe, was known to a small circle of locals who appreciated and enjoyed it as a tasty and nutritious daily food but also as</p>	<ul style="list-style-type: none"> • Best practice for the production of the Botargo • Best practice of marketing the products and make them transnational • Facilities for processing, packaging and promoting the products of open sea, the lagoon and of aquaculture.



<p>valuable festive treat. In 2008, along with his children and a group of experienced food technologists and experts in product promotion founded the company based in Aitolikon, and envisioned a way to share with the world the unique products of the lagoon, marrying tradition with innovation. The company built groundbreaking, for Greece and beyond, facilities for processing, packaging and promoting the products of open sea, the lagoon and of aquaculture.</p> <p>The company owns a 3,000 sq. m. plot next to the town of Aitolikon, with a state-of-the-art installation, equipped with the most up-to-date, innovative equipment. The installation of processing and packaging of the fish roe and other products has been designed in full accordance with the ISO 22000 – HACCP TÜV NORD food safety management standards. It is a unique investment of its kind in Greece and Europe, and will soon be further developed with dedicated premises for presentations and tasting events. In their continuous effort for product excellence, botargo Stefos have created their Research & Development department where the main mission is not only to generate new potential product ideas but also to improve and reinforce their existing range of raw and end products.</p> <p>Source: https://botargostefos.gr/history_en.html</p>	
<p>Fishing Association “Anagennisi”</p> <p>Fishing Association “Anagennisi” (FAA) was founded in 1975 and it is located in Mesolonghi.</p> <p>FAA has leased Kleisova’s lagoon from Mesolonghi’s municipality until the year 2022. According to the contract, the leasing of the property by the association is expected to extend until the year 2024, in order to implement investment plans.</p> <p>FAA’s objectives are the fishing exploitation of natural lagoons using exclusively traditional fishing techniques. Since 2007, it has leased the Kleisova Lagoon (part of the Messolongi Lagoon), where in recent years it has implemented innovative fish-eating facilities that allow the release of undersized fish. The farm’s infrastructure includes fish traps, channel for fish wintering, labour and residence huts of fishermen, the workshop for the production of botargo Mesolongi as a Protective Designation of Origin (PDO), a laboratory for the production of traditional pasta fish of Mesolongi (light brine).</p> <p>Since 2013, the association owns the only certified workshop for the production of the “Botargo of Mesolonghi” under the protected designation of origin, according to the m.d.269858/1994(3/B-7/1/1994).</p> <p>Along with fishing, the cooperative develops environmental and fishing tourism activities, targeting disabled people, acquaintance with the natural environment, special traditional architecture and shipbuilding, fishing and local tastes.</p> <p>In the commerce field, the association has developed innovative activity. It owns two stores that sell fresh fish, one in Mesolonghi and one in Patras. Based on its regulation, association members</p>	<ul style="list-style-type: none"> • Exchange of knowledge on traditional fishing techniques and tools. • Sharing of information on the use of innovative devices for controlling the opening of barriers aimed at avoiding fish escapement and their implementation in various types of fishing and beyond. • Best practices for the development of alternative tourism activities alongside fisheries.



can also sell part of the fish production directly to the customers.

It has developed a diverse range of alternative fishing-tourism activities, for schools, universities, public entities and other coordinated groups of visitors, from Greece and abroad.

Source: <http://en-kleisova.blogspot.com/2015/08/fishing-association-anaqennisi.html>