

Creating Image Awareness



Organic Carp

By focusing on organic aquaculture and jazzing up the image of carp, the German region of Upper Lusatia is changing consumption habits and improving awareness of carp products among younger generations.

Local producers of carp in Upper Lusatia have moved to organic practices and, in cooperation with a modern Saxon processing plant, developed a range of new fresh and smoked products. This has been accompanied by work to create a common identity for their organic carp products. Marketing of the products has been carried out jointly, and a small group of local fish farmers oversee the quality of the fish. The project also involved the design and production of consumer brochures and equipment to participate in relevant trade fairs to enable the producers to promote their products. The project has led to organic self-service food shops being supplied with this organic carp product for the first time in Germany.

OBERLAUSITZ FLAG, SAXONY, GERMANY

RESULTS (AFTER 22 MONTHS):

- > Carp producers moved from conventional to organic carp production
- > 1 job created
- > Organic carp products now stocked in German organic food shops

SUCCESS FACTORS:

- > Collaboration and involvement of the local fishing community
- > Strong networking and communication among carp producers, new to organic production

TOTAL PROJECT COST: €165 628

- > EFF Axis 4: €124 221
- > National / Regional co-financing: €41 407

Project promoter

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