



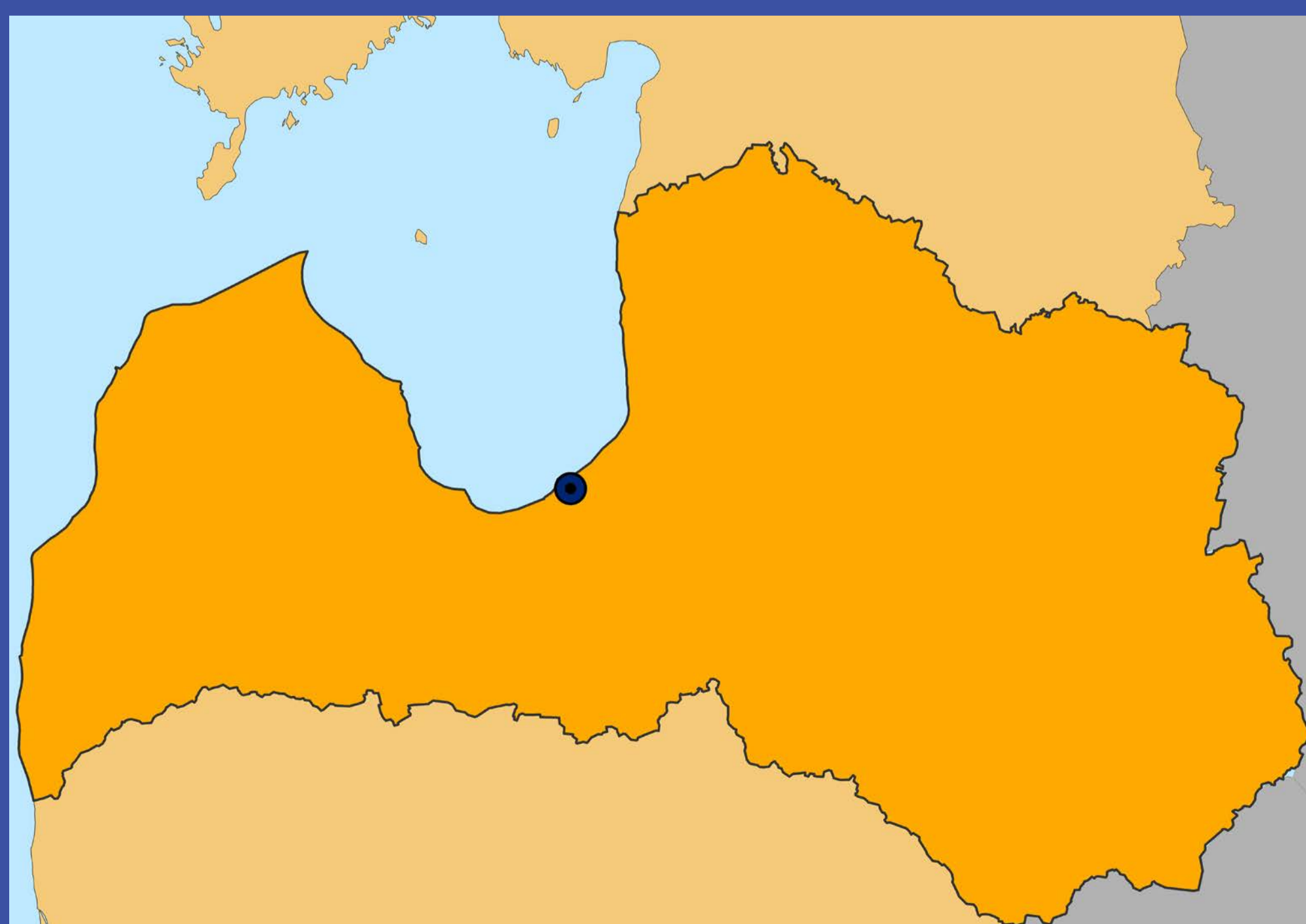
SUPPORTED BY THE EFF (European Fisheries Fund)

BUILDING ON THE HISTORICAL VALUE OF A BRAND

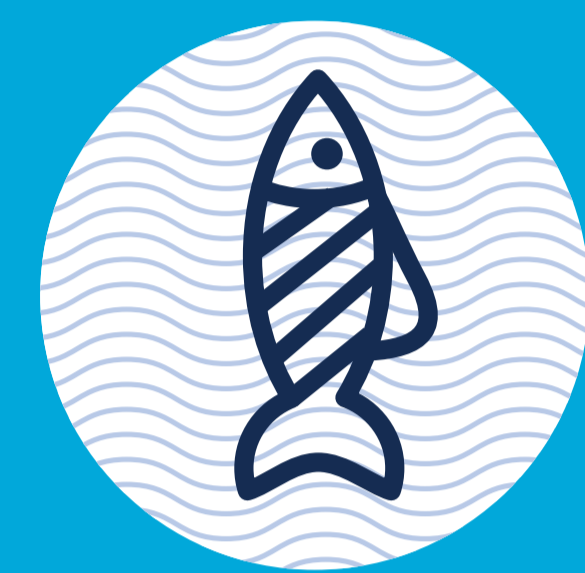
In 2002 Karavela Ltd. purchased a cannery with a long history of producing various canned products under the well-recognized brand name “Kaija” (The Seagull), which had ceased production after the collapse of the USSR.

Following several years of market research, the company decided to invest in refurbishment and new processing lines, to capitalize on the value of the brand, and to reorient sales from its traditional markets to Western Europe. The factory building itself (4 500 m²) was reconstructed, and investments were made in pre-treatment and production lines for smoked and cooked canned fish products, specialized transportation vehicles, and a water treatment plant.

Website: www.kaija.lv

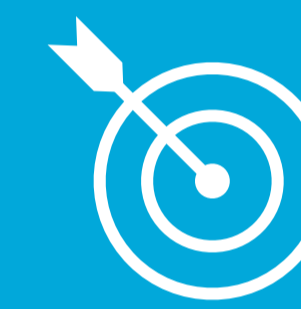


processing



fisheries

RIGA, LATVIA



RESULTS (2011 - 2013):

- New canning capacity of 3.5 million cans per month, utilised at 85 % of capacity
- Expansion of sales into 12 new markets, mostly in Europe (notably Denmark and Sweden)
- Production of 10 new types of canned products
- Increase in employment from 132 in 2010 to 236 in 2012



LESSONS LEARNED:

Market research and appropriate investments can effectively serve to inform new marketing strategies to generate improved business performance, as well result in market diversification and increased supplies of fish to the EU market. The value of branding can be significant in the sale of fisheries products.



TOTAL OPERATION COST:

total budget: 5 120 000 €
Union contribution: 1 920 000 €



CONTACT DETAILS:

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