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## Aquapri inaugurates world's largest pike perch RAS plant



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Danish aquaculture firm Aquapri has finally been able to inaugurate its new recirculation facility, meaning the world's largest such operation for pike perch is now up and running.

Officially inaugurated on April 1, the announcement comes after archaeological findings in 2014 postponed construction, and necessitated relocation of the entire construction site.

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Aquapri began moving the first small fry into the system from their fry plant in nearby Egtved in autumn 2015; since then nearly 1 million fry pieces have been moved out to the new plant, which has been busy in the final stages of completion.

Aquapri founder Anders Priess, who first decided to start breeding pike perch in 2001, made the official inauguration.

"I've tried a lot after nearly 60 years in the fishing industry, but this is big," said Priess -- still fully active in the company, despite celebrating his 80th birthday this year.

With its 10,000 square meter production area, the plant -- when fully developed -- can produce close to 700 metric tons of large pike perch, which will both be sold to customers both in Denmark and on export markets.

In 2016 Aquapri hopes to be able to produce 400t- 500t in its recirculating facilities, and there is scope to increase this volume in the future, to around 700t in 2017. The company told *Undercurrent News* the site has space for a second facility, but that this would not happen within five years; the focus first is to develop a strong market for its product.

Aquapri pike perch can already claim the Queen of Denmark and Danish sushi chain Sticks'N'Sushi among its customers.

"In contrast to wild caught pike perch, our farmed pike perch is on WWF's green list because it does not cause overfishing and is farmed sustainably," said Priess.

"It is also of the same high fresh quality all year, so restaurants can be sure to have it on the menu all year round."

"Our biggest markets are Germany, Austria and Switzerland, but we are focusing strongly on being able to get more Danish and Scandinavian consumers and restaurants to taste the fish, so we will make an extra effort on these markets in the near future," concluded Priess.

"At the same time, the sushi market in these days is almost insatiable, so we have great expectations, both in Europe and overseas."

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