



# SEATROUT SEVEN

STRATEGY  
2015-2020



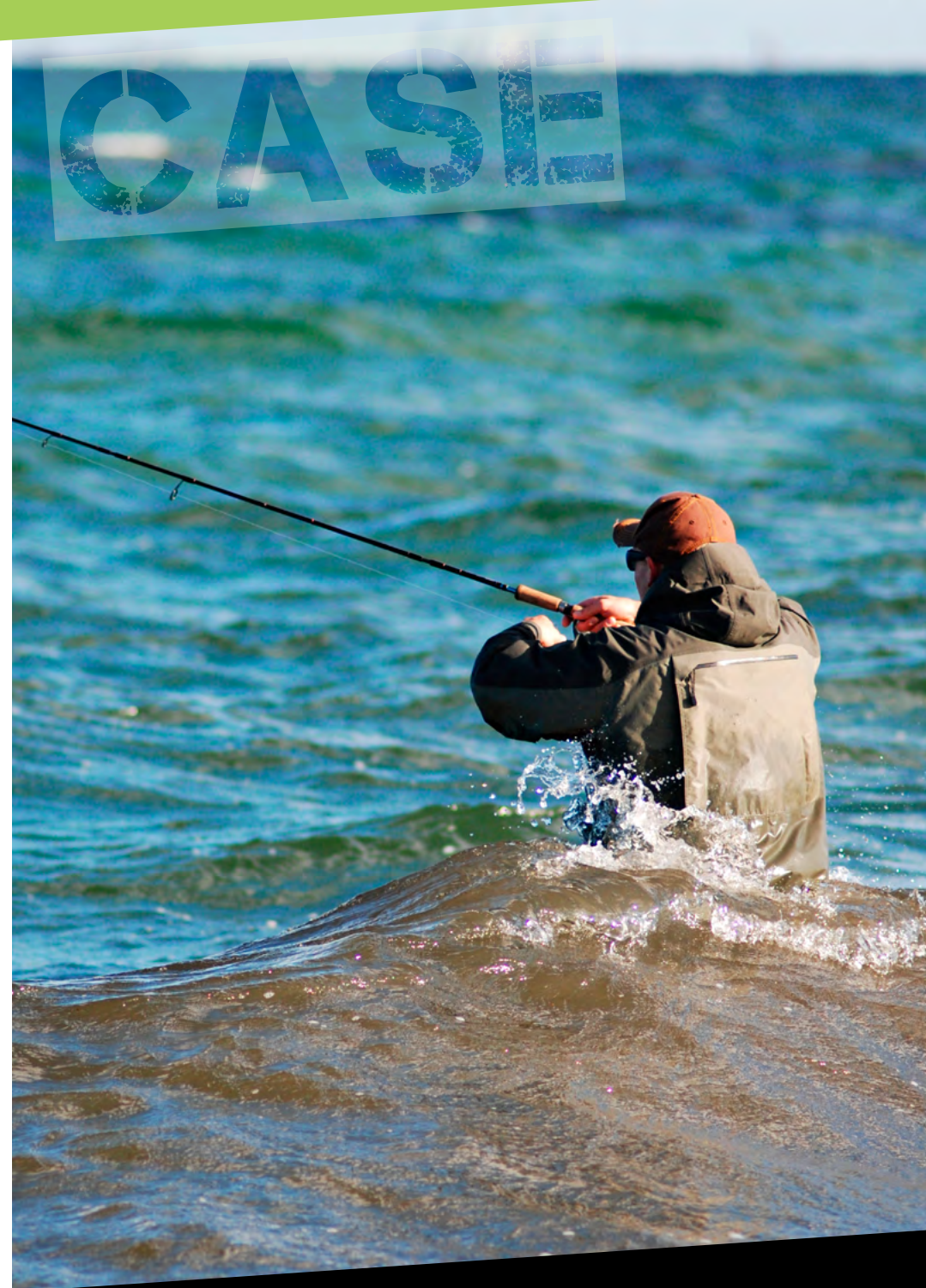
# BUSINESS

## A COMMERCIAL PROJECT WITH AN ENVIRONMENTAL PROFILE – AND WITH A PROVEN TRACK RECORD OF FINANCIAL RETURNS.

Since 1990, Sea Trout Fyn has been an innovative business case, respected in Denmark and abroad. Sea Trout Fyn's unique concept combines nature conservation, business and job creation.

Each year, the ten municipalities of Funen invest a total of DKK 4.2 million in Sea Trout Fyn (2014). The project produces improved environmental conditions in the watercourses, more fish and an increase in turnover in the local economy, thus producing additional tax revenues that approximately offset the municipalities' contributions to Sea Trout Fyn.

Sea Trout Fyn benefits everyone and makes a positive contribution to greater natural diversity with more fish, increased tourist numbers, more local jobs and increased turnover. More options for healthy activities, better quality of life, greater sustainability.







## KEY FIGURES FROM THE 2013 ASSESSMENT

- 38 FTEs created
- Local turnover of DKK 50–58 million
- At least 55,000 overnight stays by tourists visiting to angle for sea trout

"Set against a backdrop of great natural beauty, Funen's shimmering, silvery sea trout are the reason for the Sea Trout Fyn project's magnificent results. The fish is the heart and core of the project and the reason why we have been able to generate tens of thousands of overnight stays by tourists. This is a textbook example of how to generate growth and development in coastal areas, with local anchoring in our natural resources"

*Søren Steen Andersen, Mayor of Assens*

"The people of Funen understand how to generate growth, jobs and millions of kroner of income from angling tourism. The foundation of this is a healthy stock of sea trout in Funen's naturally healthy location. Sea Trout Fyn plays an important role here, and this project proves that economic growth and sustainability can go hand in hand"

*Dan Jørgensen,  
Minister for Food, Agriculture and Fisheries*





**Results**

Results from evaluations of the project indicate that, going forward, Sea Trout Fyn should continue to focus on the sea trout and its habitat as well as on activities to boost tourism and related commercial activities on Funen, Langeland and Ærø.

### **Vision 2020**

Europe's top destination for sea trout angling

### **Mission 2020**

Sea Trout Fyn is developing and profiling angling tourism, nature rehabilitation and fish care on Funen. Sea Trout Fyn improves habitats for sea trout while creating commercial and recreational opportunities on Funen and the isles.

### **Objectives**

- To increase turnover and create more jobs
- For Funen's watercourses to be ideal habitats for self-reproducing stocks of sea trout
- To support good recreational angling for sea trout along the coast



Sea trout like this one draw anglers to Funen, Ærø and Langeland year after year. To many anglers, the shimmering, silvery sea trout is the ultimate trophy catch. Our isles are where tourists can make their dreams of coastal game come true.

THERE ARE THREE PILLARS TO SEA TROUT FYN:

## TOURISM OBJECTIVES::

To increase turnover and create more jobs

### Focus areas:

- To focus more strongly on existing markets for the established target group of tourists
- To encourage collaboration with committed commercial players who will tailor their offering to tourists who come to angle for sea trout
- By means of collaboration, to enhance the quality of products, services and facilities tailored to the target group of tourists
- To gather knowledge of the target group of tourists who have not yet visited the destination
- To disseminate results and effects

### Did you know...?

Tourists who angle for sea trout spend DKK 638 per day, which is almost 50% above average spending. Angling visitors mainly visit Funen and the isles in spring and autumn, i.e. outside the normal tourist season.

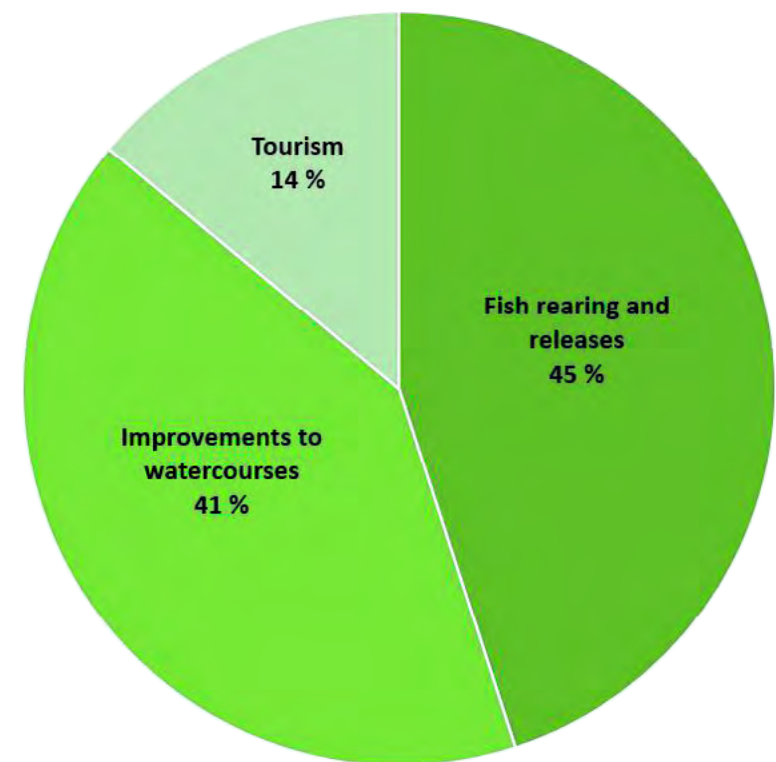


Fig. 1: Sea Trout Fyn's three focus areas and their relative economic distribution.



DID YOU KNOW...

THERE ARE THREE PILLARS TO SEA TROUT FYN:

## WATERCOURSE IMPROVEMENT OBJECTIVES:

### Focus areas:

- To improve spawning and maturing conditions for self-reproducing stocks of sea trout
- To remove barriers
- To coordinate with other nature conservation projects
- To collaborate with anglers, Vandpleje Fyn and others
- To communicate results and effects

### Did you know...?

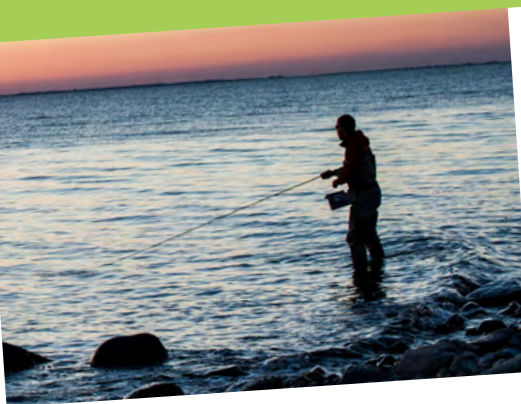
The sea trout hatches in a watercourse, then migrates to the sea to forage and grow before going on honeymoon up the watercourse it migrated from. Sea Trout Fyn makes sure the journey is straight-forward and the bridal suite is prepared.

### Did you know...?

Since 2007, Sea Trout Fyn has supported one watercourse restoration project on Funen, Langeland or Ærø every single month.

DID YOU KNOW...

THERE ARE THREE PILLARS TO SEA TROUT FYN:



Smolts: A sea trout aged approximately 18 months is known as a smolt as it migrates in spring from its first home in the watercourse and proceeds out to sea, where it will grow large

## FISH RELEASE OBJECTIVES:

**Sea Trout Fyn supports good recreational angling for sea trout along the coast**

### **Focus areas:**

- To release sea trout with a view to supporting angling
- To develop knowledge of effective rearing and release of smolts
- To document the effects of and the need for releases of smolts

### **Did you know...?**

At the start of the project in 1990, it was unusual to catch the coastline's coveted trophy fish – the sea trout – along the coasts of Funen.

### **Did you know...?**

After 18 months at sea, the small sea trout that we release (smolts) have grown enough to be the coveted prey of anglers! By then, too, the sea trout are mature enough to spawn in the watercourses.

## FIG. 2 FACTS

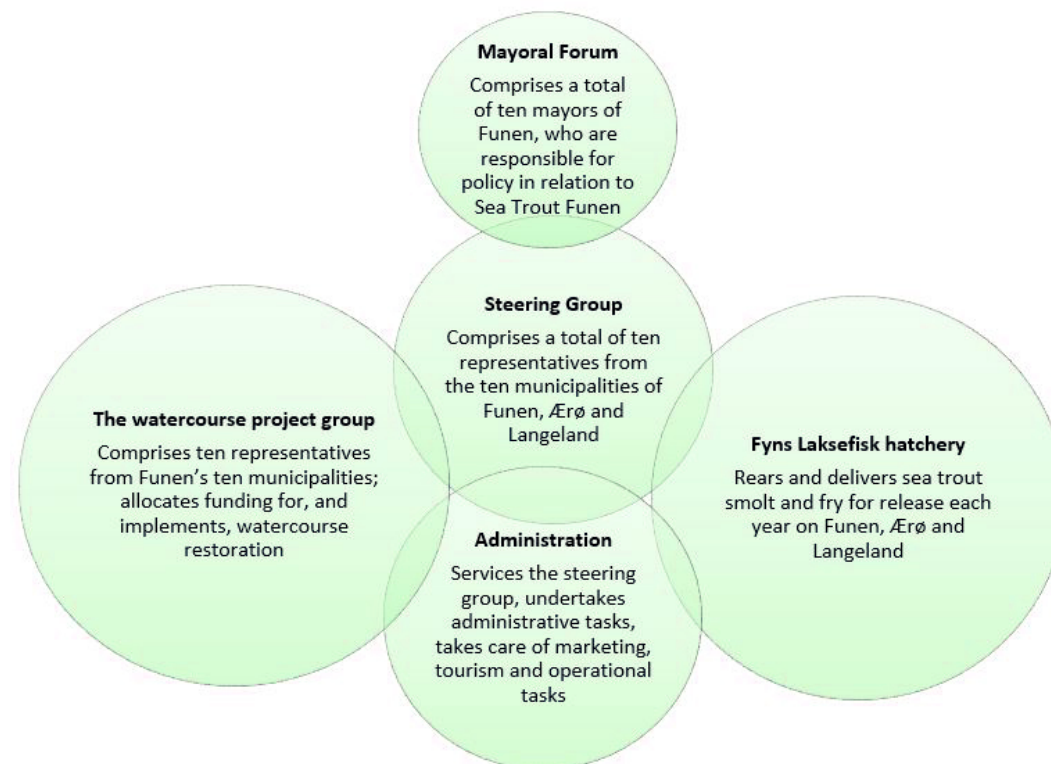
The Funen Mayoral Forum is responsible for policy in relation to Sea Trout Fyn

The steering group takes care of management responsibilities, with one representative from each municipality.

The watercourse project group is also represented by the ten municipalities, and allocates the joint funding earmarked each year for watercourse improvements

Fyns Laksefisk hatchery at Elsesminde is contracted to work with Sea Trout Fyn until 2021 on the raising and release of smolts into Funen's watercourses

Office support to the steering group is provided by Erhverv & Bæredygtighed, the commerce and sustainability unit at Odense Municipality





TO CONSOLIDATE ITS POSITION  
AS EUROPE'S TOP COASTAL  
DESTINATION FOR SEA TROUT  
ANGLING, SEA TROUT FYN IS  
ALSO WORKING TOWARDS:

**Focus areas:**

- More and larger sea trout: To accomplish this, we are introducing sustainable fishing with nets along the coasts, and we are increasing the minimum measurement for sea trout
- Establishing and boosting interdisciplinary working groups combining commerce with volunteers, working together to produce results in terms of the habitat of sea trout, the tourism industry, and as ambassadors for Seatrout Fyn
- Establishing partnerships with schools and other educational institutions to improve the habitats of sea trout

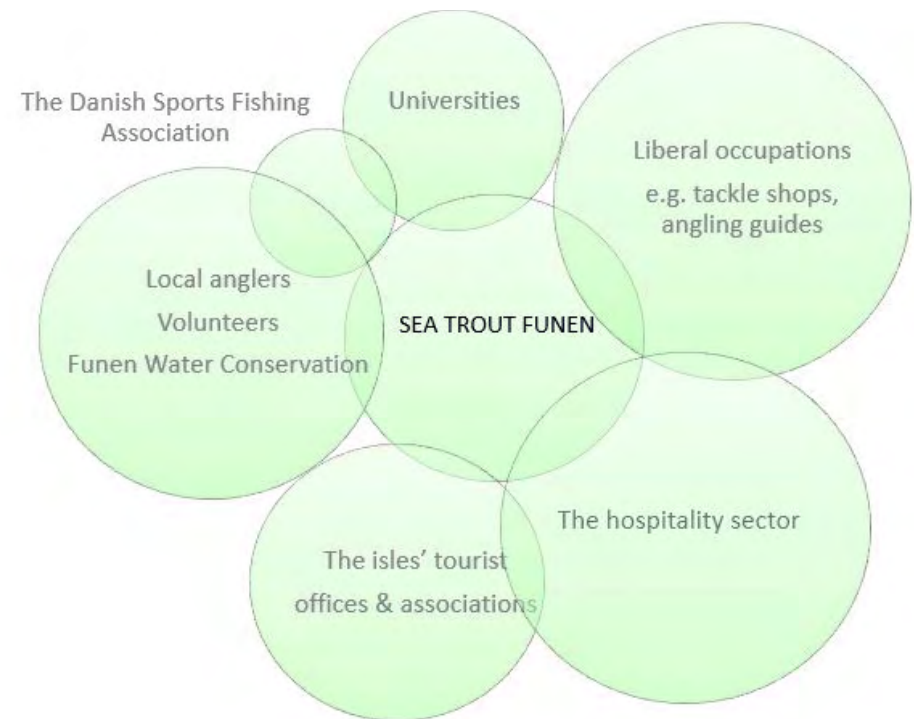


Fig. 3: Outside the formal organisational structure, Sea Trout Fyn is part of an extensive network of players which are all involved in Funen's environmental and commercial project.



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Mauro Barbacci, Terkel B. Christensen

Great excitement: Lots of  
large sea trout – our core  
product – are the stuff of  
dreams that actually come  
true during summer nights  
on Funen.

# SEATROUT SEATROUT FUNEN

CONTACT   
HAVØRRED FYN