



aquimer
Le pôle des produits aquatiques

Trout : success story of the future ?

05/04/2017

Who we are?

- Network of public and private organisations addressing the challenge :
« **improve the valorisation of aquatic products** ».

126 members including

80 companies, **22** technology and innovation centers,
13 professional organisations, **11** institutions



Resources : Fisheries & Aquaculture



Industrial performance



Aquatic products in the future food



Processed trout yesterday...

La Saumonerie Smoked Trout



Entreprise/Société: La Saumonerie

Pays: France

Date de publication: Mar 2002

Sous-catégorie: Produits à Base de Poisson

Prix: €5.64 / \$5.26

Taille du packaging: 130.00 g / 130.00 g

View it on GNPD [142978](#)

La Saumonerie is believed to have repackaged its smoked trout product. It is said to be boned and of exceptional quality. Ten slices are packaged in a paperboard box.

Ingrédients:

Trout, Rainbow Trout, Salt, Algae, Rapeseed Oil, Olive Oil, Lemon Juice, Algae, Salt, Pepper

Affirmations:

Qualité Supérieure/Premium

Today processed trout is...

Today processed trout is...

SOCIAL

Fjord Fiskursson Smoked Trout with Dried Tomatoes



View it on GNPD [4709723](#)

Fjord Fiskursson Pstrag Wedzony z Suszonymi Pomidorami (Smoked Trout with Dried Tomatoes) is now available. This product retails in a 100g pack featuring a recipe idea and the Facebook logo.

Ingrédients:

Rainbow Trout, Salt, Tomato, Paprika, Garlic, Basil, Oregano

Entreprise/Société: Fjord Fisk

Pays: Pologne

Date de publication: Mar 2017

Sous-catégorie: Produits à Base de Poisson

Prix: PLN5.99 / \$1.50 / €1.40

Taille du packaging: 100.00 g / 100.00 g

Affirmations:

Médias sociaux

Lerøy Natural Trout



View it on GNPD [4457277](#)

Lerøy Naturell Ørret (Natural Trout) has been repackaged. The Norwegian trout is high in vitamin D, omega-3 fatty acids, and protein, and it cooks for 15 minutes in the oven. It is free from skin and bones, and retails in a 250g pack of 2 x 125g units, and featuring the Green Keyhole and Facebook logos.

Ingrédients:

Rainbow Trout

Entreprise/Société: Hallvard Leroy

Pays: Norvège

Date de publication: Nov 2016

Sous-catégorie: Produits à Base de Poisson

Prix: NOK38.90 / \$4.53 / €4.27

Taille du packaging: 2 x 125.00 g / 2 x 125.00 g

Affirmations:

Forte Teneur en Protéines, Médias sociaux

Today processed trout is...

FREE

Today processed trout is...

GLUTEN
LACTOSE
SODIUM GLUTAMATE
ETC

FREE

Heimon Rainbow Trout Strips in Marinade



Entreprise/Société: Heimon Kala

Pays: Finlande

Date de publication: Mar 2017

Sous-catégorie: Produits à Base de Poisson

Prix: €3.99 / \$4.23

Taille du packaging: 300.00 g / 300.00 g

[View it on GNPD](#) 4675777

Heimon Marinoitu Kirjolohisuikale (Rainbow Trout Strips in Marinade) can be fried in five minutes. The product is free from lactose, gluten and sodium glutamate, and retails in a 300g pack.

Ingrédients:

Rainbow Trout, marinade (Waters, Rapeseed Oil, Salt, White Sugar, Spices (Black Pepper, Mustard Seeds, Onion, Bell Pepper, Lemon Pepper, Dill, Parsley), Natural X Flavourings (Natural Lemon Flavour, Natural Paprika Flavour), thickeners (Guar Gum, Xanthan Gum), preservative (Sodium Benzoate, Potassium Sorbate), Citric Acid)

Affirmations:

Sans Additifs/Conservateurs, Sans Gluten, Pas/Peu/Moins d'Allergènes, Faible/sans/reduit en lactose

Deli Corner Eat Away Salmon and Rainbow Trout Flat Bread Sandwich with Lemon Mayonnaise



Entreprise/Société: Lidl

Pays: Finlande

Date de publication: Fev 2017

Sous-catégorie: Emballages pour Sandwiches

Prix: €3.79 / \$4.05

Taille du packaging: 168.00 g / 168.00 g

[View it on GNPD](#) 4607199

Deli Corner Eat Away Loimutetulla Lohella Ja Kirjolahella Sekä Sitruunamajoneesilla Täytetty Rieska (Salmon and Rainbow Trout Flat Bread Sandwich with Lemon Mayonnaise) is now available. This product is lactose free, and it retails in a 168g pack bearing the Käsintehty Suomessa logo.

Ingrédients:

Bread (Wheat Flour, Waters, Rye Flour, Other Syrups and Solids, White Sugar, Wheat Gluten, Rapeseed Oil, Sugar Beet Pulp, Salt, Yeast, Potato Starch, emulsifier (Mono- and Di-glycerides of Fatty Acids, Diacetyltartaric and Fatty Acid Esters of Glycerol), Ammonium Carbonates, Fructose, Barley Malt Flour, Vitamin C, Food Enzymes, acid culture), Fish and Fish Products (Salmon, Rainbow Trout, Salt), lemon mayonnaise (19.6%) (Mayonnaise (Rapeseed Oil, Waters, Eggs, Vinegar, Egg Yolks, White Sugar, Sa...

Affirmations:

Pas/Peu/Moins d'Allergènes, Nomade, Faible/sans/reduit en lactose

Today processed trout is...

TRADITIONNAL

Kiliç Smoked Rainbow Trout



View it on GNPD [4493303](#)

Kiliç Fume Alabalik Sizma Zeytinyagli Misirli Havuclu (Smoked Rainbow Trout) has been repackaged in a newly designed 200g pack bearing a QR code. The ready to eat product is made using the traditional methods with oak logs. It contains extra virgin olive oil, corn, carrots, natural omega oils; and is recommended to be consumed with salad.

Ingrédients:

Rainbow Trout, Extra Virgin Olive Oil, Waters, Corn, Carrot, Salt

Entreprise/Société: Istanbul Gida San. ve Tic.

Pays: Turquie

Date de publication: Dec 2016

Sous-catégorie: Produits à Base de Poisson

Prix: TRY12.90 / \$3.67 / €3.44

Taille du packaging: 200.00 g / 200.00 g

Affirmations:

Facile à Utiliser

Delta Din Carpati Doripesco Trout Stew



Entreprise/Société: Doripesco

Pays: Romania

Date de publication: Mar 2016

Sous-catégorie: Repas Préparés/Cuisinés

Prix: RON10.99 / \$2.64 / €2.42

Taille du packaging: 300.00 g / 300.00 g

[View it on GNPD](#) [3848767](#)

Delta Din Carpati Doripesco Ostropel de Pastrav (Trout Stew) is now available. This stew is 100% natural and free from artificial preservatives. This product retails in a 300g pack.

Ingrédients:

Rainbow Trout (Sauces), Sunflower Seed Oil, Wine Vinegar, White Wine, Vegetables (Cucumber, Carrot, Green Olive, Pepper), Salt, Garlic, White Sugar, Spices (Paprika, Paprika, Black Pepper, Peppers), Aromatic Herbs (Basil, Thyme)

Affirmations:

Sans Additifs/Conservateurs, Entièrement Naturel

Øgo Organic Danish Hot Smoked Trout Fillet



Entreprise/Société: Netto

Pays: Danemark

Date de publication: Mar 2017

Sous-catégorie: Produits à Base de Poisson

Prix: DKK25.00 / \$3.59 / €3.36

Taille du packaging: 100.00 g / 100.00 g

[View it on GNPD](#) 4700863

Øgo Økologisk Dansk Varmrøget Ørredfilet (Organic Danish Hot Smoked Trout Fillet) is now available. The product retails in a 100g pack containing 2 units and featuring the EU Green Leaf, Green Keyhole and Statskontrolleret Økologisk logos.

Ingrédients:

Rainbow Trout, Salt

Affirmations:

Biologique

Guyader L'Esprit Breton Smoked Trout from Brittany



View it on GNPD [4553081](#)

Guyader L'Esprit Breton Truite Fumée Bretagne (Smoked Trout from Brittany) has been relaunched, previously known under the Guyader brand. The product is made from salmon born and raised in fresh waters in Brittany, traditionally dry salted and smoked in beechwood to preserve the taste. It features a soft pink texture and now retails in a newly designed 300g partly recyclable pack featuring an eight slices plus two for free offer, and a recipe suggestion. The manufacturer claims to promote sustai...

Ingredients:

Rainbow Trout, Salt

Entreprise/Société: Guyader l'esprit de la mer

Pays: France

Date de publication: Jan 2017

Sous-catégorie: Produits à Base de Poisson

Prix: €9.90 / \$10.43

Taille du packaging: 300.00 g / 300.00 g

Affirmations:

Éthique - Emballage Respectueux de l'Environnement, Éthique - Produit Respectueux de l'Environnement, Éthique - Animaux

Today processed trout is...

READY TO COOK

Morrisons The Best Scottish Loch Trout Fillet



View it on GNPD [4428043](#)

Morrisons The Best Scottish Loch Trout Fillet comes with a soy, chilli and ginger marinade and is garnished with red chilli, spring onion and coriander. The ready to cook and mild spicy premium product is high in omega 3, suitable for home freezing, and retails in a 383g pack featuring cooking instructions.

Ingrédients:

Rainbow Trout (Fish and Fish Products), Sauces Chili Pepper Ginger Soybean (Honey, Waters, Rice Wines, Cider Vinegar, Brown Sugar, Glucose Syrup, Garlic Puree, Soybean Extract, Cornflours, Ginger, Salt, Chili Pepper, Molasses, Ethyl Alcohol, Barley Malt Extract, Malt Vinegar, Onion Puree, Wheat Flour (Wheat Flour, Iron, Vitamin B1, Niacin, Calcium Carbonate), Yeast Extracts, Black Pepper, Pectins), Spring Onion, Coriander, Chili Pepper

Entreprise/Société: Morrisons

Pays: Royaume-Uni

Date de publication: Nov 2016

Sous-catégorie: Produits à Base de Poisson

Prix: £6.00 / \$7.51 / €6.74

Taille du packaging: 383.00 g / 383.00 g

Affirmations:

Qualité Supérieure/Premium, Facile à Utiliser

Open BBQ Season Grill Trout with Seasoning Bag



View it on GNPD [4146973](#)

Open BBQ Season Grill-Forelle mit Gewürzbeutel (Grill Trout with Seasoning Sachet) is now available. The product is ready to grill, comes from aqua cultivation in Italy with head and tail. It retails in a 500g pack that contains 465g of fish and a 35g separate sachet with seasoning, and features a QR code.

Ingrédients:

Rainbow Trout, Spices, Salt, Glucose, Citric Acid

Entreprise/Société: Netto Marken-Discount

Pays: Allemagne

Date de publication: Juil 2016

Sous-catégorie: Produits à Base de Poisson

Prix: €4.99 / \$5.45

Taille du packaging: 500.00 g / 500.00 g

Affirmations:

Facile à Utiliser

Lerøy BBQ Plank with Natural Fjord Brown Trout



View it on GNPD [4033837](#)

Lerøy Grillplanka Örret Naturell (BBQ Plank with Natural Fjord Brown Trout) consists of a cedar wood smoked plank that can be placed straight on the grill. This plain, deboned brown trout fillet with skin can be seasoned according to preference, and the cedar wood is said to give the fish a mild, smoky flavour. It retails in a 400g pack featuring the Green Keyhole logo.

Ingédients:

Rainbow Trout*farmed in Norway

Entreprise/Société: Lerøy

Pays: Suède

Date de publication: Jui 2016

Sous-catégorie: Produits à Base de Poisson

Prix: SEK89.90 / \$11.09 / €10.16

Taille du packaging: 400.00 g / 400.00 g

Affirmations:

Facile à Utiliser

Lerøy Fish Burgers



View it on GNPD [3998567](#)

Lerøy Fiskeburger (Fish Burgers) are made with cod and trout, and contain 92.3% of fish. The product has a high content of protein, and retails in a 240g pack containing 2 x 120g units and bearing the Green Keyhole logo.

Ingrédients:

Rainbow Trout, Cod, Potato Flake, Salt, Vinegar*bred in Norway**caught in the Barents Sea

Entreprise/Société: Hallvard Leroy

Pays: Norvège

Date de publication: Mai 2016

Sous-catégorie: Produits à Base de Poisson

Prix: NOK49.90 / \$6.29 / €5.77

Taille du packaging: 240.00 g / 240.00 g

Affirmations:

Forte Teneur en Protéines

Today processed trout is...

GOURMET

Migros Carpaccio Marinated Salmon Trout



Entreprise/Société: Migros-Genossenschafts-Bund

Pays: Suisse

Date de publication: Jan 2017

Sous-catégorie: Produits à Base de Poisson

Prix: CHF9.00 / \$8.92 / €8.38

Taille du packaging: 92.00 g / 92.00 g

View it on GNPD [4581139](#)

Migros Carpaccio Lachsforelle Mariniert (Carpaccio Marinated Salmon Trout) is now available in a seasonal edition. According to the manufacturer, the salmon trout grows in the clear fjords of Norway and features a fine texture and a calibrated taste. This ready-to-serve product can be enjoyed with toast or blinis as a starter, and retails in a 92g pack, containing a sachet of lemon olive oil and a sachet of grated parmesan, bearing the FSC mix logo, and featuring preparation instructions.

Ingrédients:

Rainbow Trout, Olive Oil, Parmesan Cheese, White Sugar, Salt, Glucono Delta-lactone, Lemon Extract

Affirmations:

Saisonnier, Éthique - Emballage Respectueux de l'Environnement, Facile à Utiliser

Woolworths Food Easy To Entertain Trout Mousse



Entreprise/Société: Woolworths

Pays: Afrique du Sud

Date de publication: Jan 2017

Sous-catégorie: Hors d'œuvres/Canapés

Prix: ZAR69.99 / \$5.00 / €4.78

Taille du packaging: 215.00 g / 215.00 g

[View it on GNPD](#) [4514335](#)

Woolworths Food Easy To Entertain Trout Mousse has been relaunched , previously under the Woolworths Food Entertain brand. This ready to eat product consist of trout and cream cheese canapés with a smoked trout ribbon. This product retails in a partly recyclable 215g pack containing 10 units, and featuring the Fishing for the Future logo as well as preparation instructions.

Ingrédients:

Rainbow Trout, Waters, Cream Cheese (Milk, stabiliser, cultures, Vegetarian Rennet), Sunflower Seed Oil, Cream, Eggs, Lemon Juice, White Sugar, Salt, Gelatin, Vinegar, thickener, Spices, Citric Acid, Oak Smoke

Affirmations:

Éthique - Emballage Respectueux de l'Environnement, Éthique - Produit Respectueux de l'Environnement, Facile à Utiliser

Gräflisch Castell'sche Delikatessen Alpenland Forelle Rainbow Trout Mousse



Entreprise/Société: Gräflisch Castell'sche Delikatessen

Pays: Allemagne

Date de publication: Mai 2014

Sous-catégorie: Pâtés & Pates à Tartiner à Base de Viande

Prix: €6.99 / \$9.36

Taille du packaging: 130.00 g / 130.00 g

[View it on GNPD](#) [2447459](#)

Gräflisch Castell'sche Delikatessen Alpenland Forelle Lachsforellen Mousse (Rainbow Trout Mousse) is excellent with crisped bread, toasted bread, oven potatoes and pasta. This product retails in a 130g pack.

Ingrédients:

Fresh Cheese (Milk, Milk Proteins, Salt, stabiliser (Carob Bean Gum, Carrageenan)), Rainbow Trout (Trout, Salt, Smoke Flavourings), Vegetable Oils, Milk Proteins, Iodized Salt, seasoning

Affirmations:

Aucune information disponible

General trends

- ▶ **Nutritionnal value**
- ▶ **Sustainability** : packaging, Green Keyhole label, etc...
- ▶ **Geographical origine** : Norway, Scotland, France

French market

- ▶ **Fresh trout (housesolds) : 14,8 % in 2012; 19,5 % in 2016**
- ▶ **Smoked trout : + 2,75 millions customers between 2012 and 2016**
- ▶ **Salmon price** : high in the end of 2016. Since 2007, **several crises** (pathogens and/or parasites) make the production drop.
- ▶ **Trout price** : stable despite general fish prices growth
- ▶ **Salmon consumers are happy with trout**
- ▶ **Trout is a familiar and local product**

Source: FranceAgrimer (Panel Kantar, february 2017)

Aqualande story

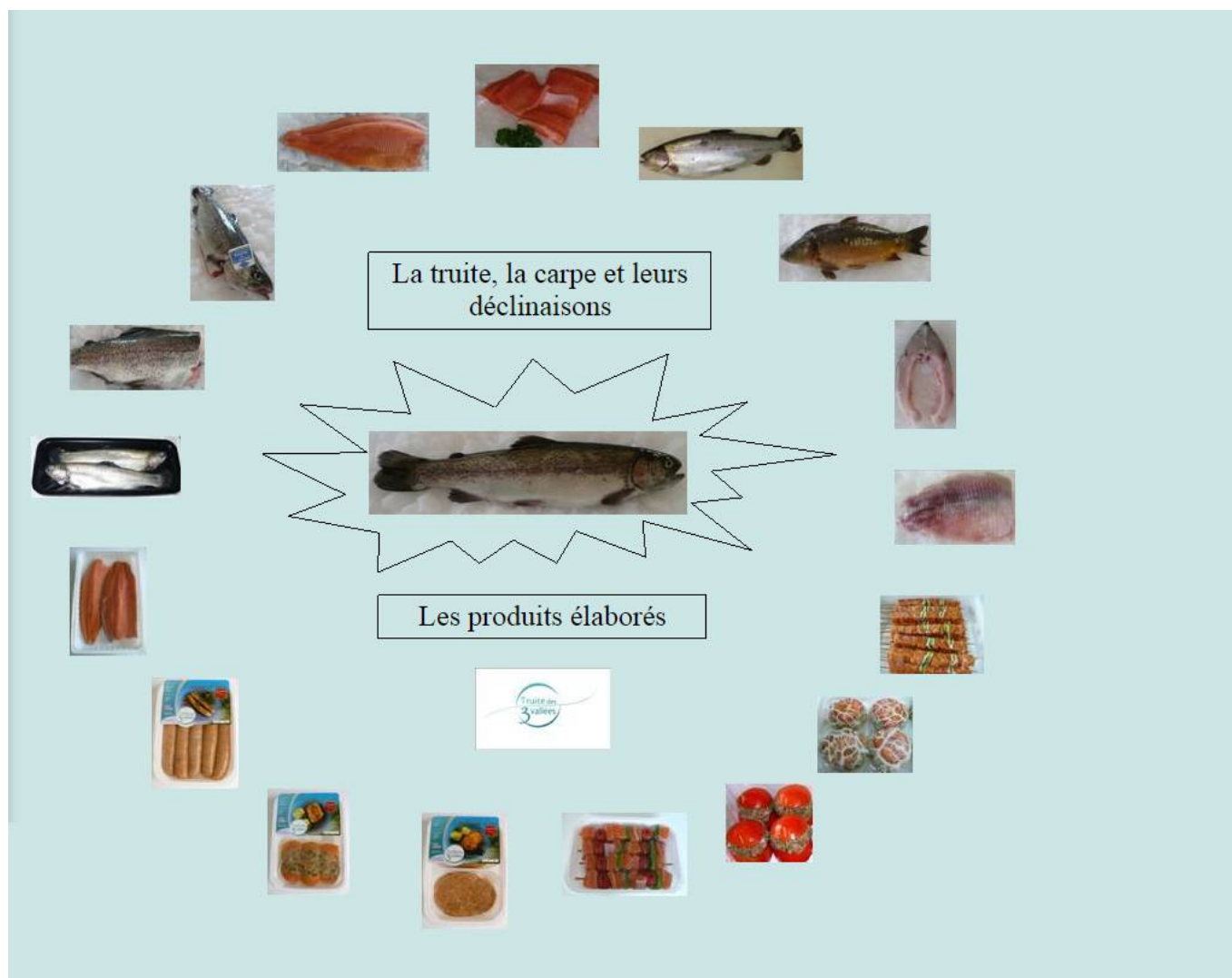


- ▶ **1981** : producers of trout decided to join their efforts into **SCA Aquaculteurs landais**
- ▶ **1990** : « Landvika », **the first brands of smoked trout** is created
- ▶ **1994** : **smoked trout factory** runs operational
- ▶ **2003** : new brand with **Ovive**
- ▶ **2006** : new factory
- ▶ **2007** : **Label Rouge** for smoked trout (quality label)
- ▶ **2009** : first **organic smoked trout** for the company
- ▶ **2016** : discussions between **Aqualande** and **Labeyrie Fine Foods**
- ▶ **2016** : **32 trout farms ; 10 000 tons of trout per year ; 650 employees**

Truite service story

- ▶ **Joint venture between farmers in the North of France**
(currently 5 producers)
- ▶ Activities from the fishery to the final product
- ▶ **One little factory, a lot of ideas** (seasonal, tailor made, etc.)

Truite service story



Trout : success story of today!

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