



Strategy 2009 to 2015 based on an evaluation of 1999 to 2008

Seatrout Fyn

... continued development



Organisation and background

Funen's 10 municipalities took over the Seatrout Fyn project from Funen County on 1 January 2007. Borgmesterforum, a forum for the mayors of Funen, is politically responsible for Seatrout Fyn.

The project is managed by a steering committee with a representative from every municipality. Day-to-day management takes place at Park og Natur in Odense Municipality, which was assigned the project as part of the structure reform, and is therefore the secretariat of the project.

Seatrout Fyn is a project collaboration between the 10 municipalities of Funen. The watercourses project group, which consists of a representative from each of the municipalities of Funen, distributes the shared funds earmarked for the improvement of the watercourses.

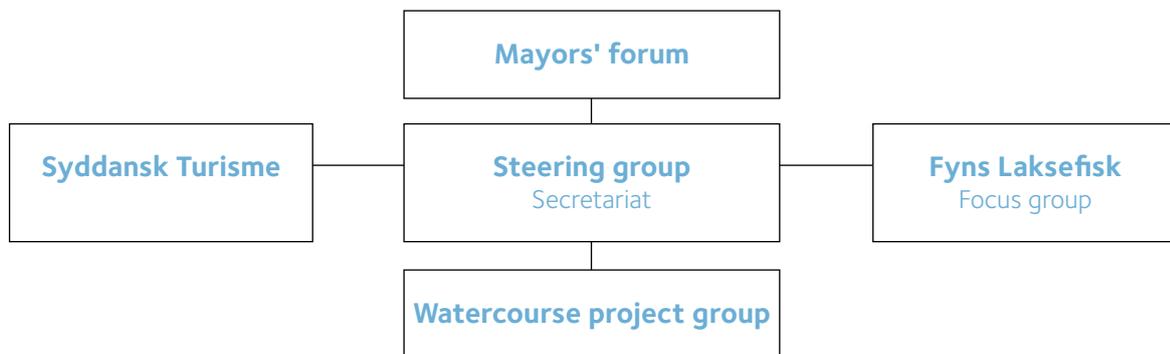
Syddansk Turisme (formerly Fyntour) and Fyns Laksefisk (Funen Salmon) are permanent partners with whom the municipalities have contracts. Syddansk Turisme has a network of affiliated companies offering products/ services aimed at seatrout anglers. In 2009, an advisory committee was set up composed of key figures and stakeholders from both the private and public sectors. The committee meets once a year to discuss the status

and future of the project.

The decision of the mayors to adopt this strategy was made on the basis of an evaluation carried out by the consultancy firm Saabye, Stendrup & Partners in 2008. The evaluation looked at some of the overall aspects of the project, but focused mainly on the tourism aspect of Seatrout Fyn.

The consultancy firm Bangsgaard Natur- og Miljørådgivning has compiled a report on the status of watercourse restorations over the past 10 years. Fyns Laksefisk compiled a report on the status of the release of fish in the same period. During 2009, when the new data is available from DTU Aqua's watercourse assessment in 2008, a report will be compiled, evaluating the connection between watercourse improvements and the trout fry production in the watercourses.

If you would like to read more about the evaluation and status of the Seatrout Fyn project, you will find supplementary reports and a summary report at www.seatrout.dk or www.odense.dk/havoerredfyn.



FAABORG-MIDTFYN
KOMMUNE



ODENSE KOMMUNE



ASSENS
KOMMUNE



ÆRØ
MUNICI-



nordfyns
kommune



NYBORG kommune

Strategy 2009–2015

The strategy is to maintain Seatrout Fyn's positive impact on the people of Funen and to extend the project, as the evaluation shows plenty of development potential.

Goals

The evaluation supports Seatrout Fyn's continued focus on seatrout and the activities covered by the project. The main objectives are to:

- Improve the economy of the tourism trade
- Improve the natural and environmental foundation, so that seatrout stocks become self-replenishing
- Ensure good seatrout fishing along the coasts

The evaluation shows that, for the project to develop, it is important to focus on the following points until 2015:

1. The project must be more financially attractive for those involved
2. Increased awareness of Seatrout Fyn – on Funen itself, too
3. Documentation of results
4. Competency development
5. Good and well-communicated organisation

VISION 2009 – 2015 FOR
SEATROUT FYN :
Funen and the isles are
considered the best spots
for seatrout
fishing

Anglers on North Funen



Strategic efforts

- with the five focus areas put into practice within the three sections of the project

Tourism

- Electronic marketing
- Increased trade financing
- Sales development of flexible packages, knowledge/system export and more bed nights
- Enhancing the expertise of the tourism trade
- Documentation of results

Watercourses

- Spawning and reproduction conditions to be improved
- Survey of the need for improvement of the watercourses
- Obstructions in the watercourses to be removed or alternatively made passable
- Cost-effective measures to be implemented in the watercourses to achieve the best watercourse quality
- Effect surveys
- Marketing and improvement initiatives
- Involvement of the local community in the improvement of watercourses
- Fundraising for improvement projects

Fish rearing and releases

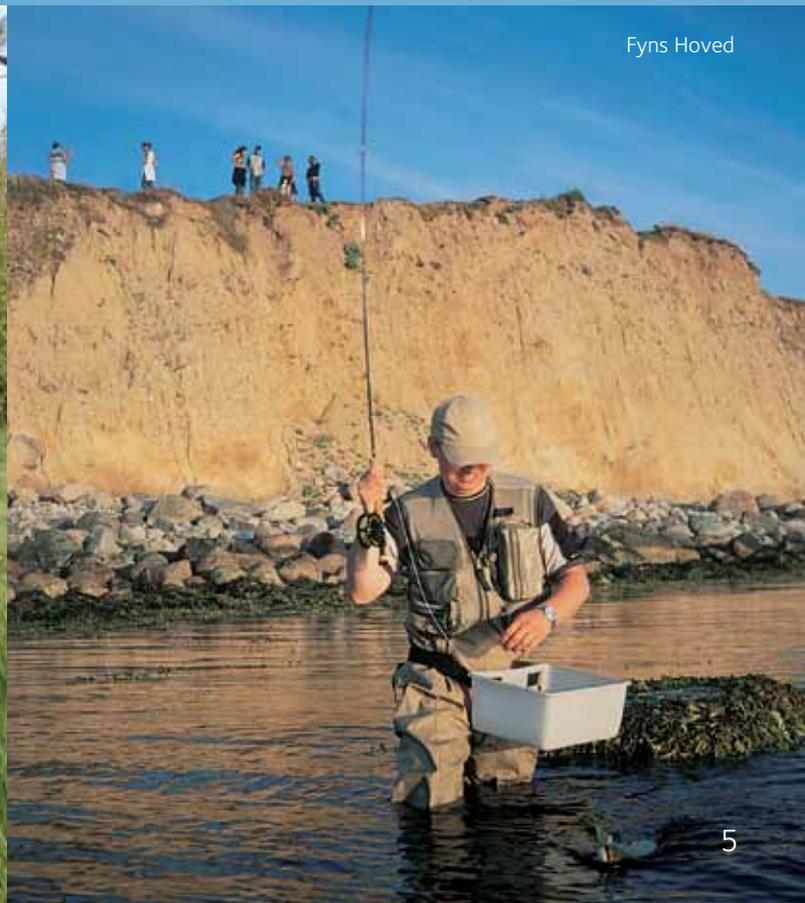
- Improved awareness of the fate of the seatrout released and the impact on seatrout stocks, spawning stocks and recreational fishing
- Trials using other forms of release, which may increase chances of survival
- Involve local citizens in the release of fish
- Notification of releases on dynamic maps

Actions

The steering committee and relevant partners aim to implement new initiatives on an ongoing basis within each of the three focus areas, cutting across each other if possible.

Philosophy

With the municipalities of Funen as the driving force, Seatrout Fyn will develop and market collaboration on angler tourism, watercourse improvements and fish releases through a public-private partnership network. This will improve the living conditions of the seatrout and the recreational and commercial options of the people of Funen.



Fyns Hoved

Evaluation and status

Economy

Regional economic analysis of Seatrout Fyn's turnover

The survey shows that there were at least 64,400 bed nights which can be attributed to tourists fishing for seatrout on Funen, Langeland and Ærø in 2007. Their turnover and consumption distribution can be calculated in two ways:

VisitDenmark's calculations show a turnover of at least DKK 24 million and Saabye, Stendrup & Partners' calculation shows DKK 38 million. Based on this, the municipalities' tax yield is calculated at somewhere between DKK 1.7 and DKK 3 million.

It should, however, be noted that the 2007 turnover

is an absolute minimum turnover, as the figure for the private rental of holiday homes, lending and use of own holiday homes is unknown. In practice, the sum is greater.

In round figures, the municipalities' contribution to Seatrout Fyn corresponds to the extra tax income the municipalities receive as a result of the project. Many benefit from the turnover generated by tourism, which is also reflected in the breadth of trade, creating jobs.

Key figures:

Turnover and consumption attributable to tourists fishing for seatrout on Funen, Langeland and Ærø in 2007:

64,400 bed nights

28 man-years

DKK 381-597* in daily consumption

DKK 24-38 million* in turnover

DKK 1.7-3.0 million* in council tax

* depending on method of calculation

	Values in %
Tourism	48,6
Petrol and local transport.....	18,8
Trade and service.....	32,6
Total.....	100,0

Fig. 1: Total turnover by sector

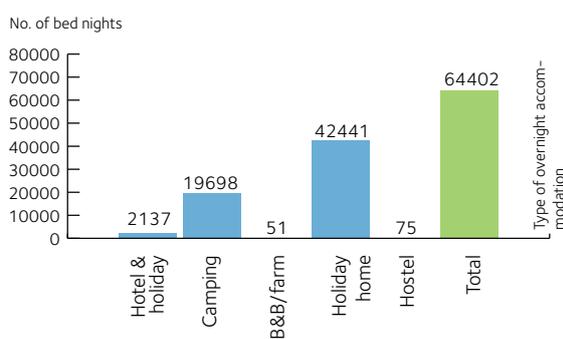


Fig. 2: No. of seatrout anglers staying overnight analysed by type of accommodation

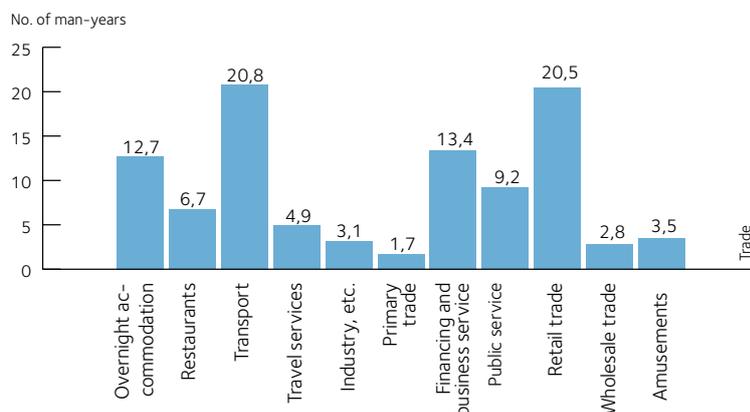


Fig. 3: 28 man-years have been created as a result of the turnover generated by tourism on Funen. The figure shows the distribution of trade in %

Seatrout Fyn finances since 2007

Having taken over the project, the Funen municipalities have carried on the percentage division of expenditure in the three sections of the project previously managed by Funen County.

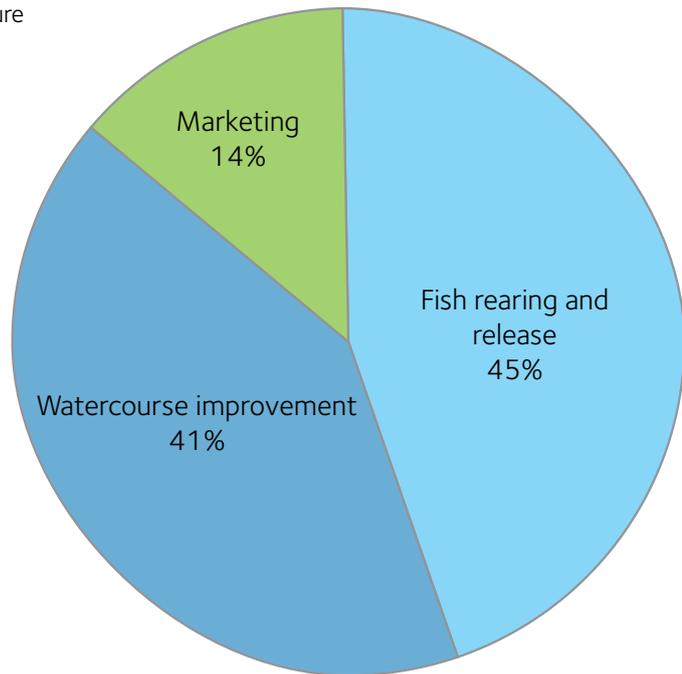
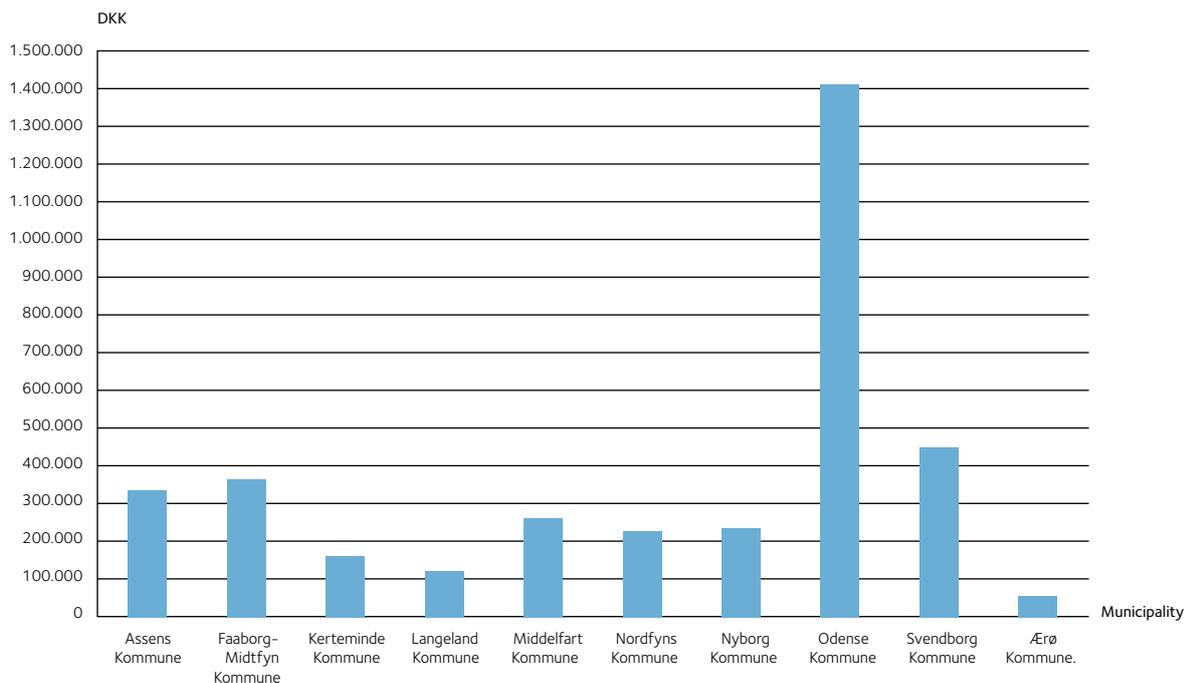


Fig. 4: Distribution of expenditure at Seatrout Fyn

Seatrout Fyn has an agreement with Fyns Laksefisk to buy a certain number of released fish every year. Syddansk Turisme takes care of the marketing and new projects are initiated using the share of the budget allocated to tourism.

The funds for watercourse improvements are allocated to municipalities by the watercourse project group. The contribution of the individual municipalities is worked out according to the population of the respective municipalities.



All of the figures are price regulated. The total expenditure for 2007 is DKK 3.616 million. The total expenditure for 2009 is DKK 3.8 million.

Fig. 5: Expenditure divided by the no. of inhabitants in the municipalities 2007

Tourism – trade and anglers

An evaluation of the tourism element with suggestions for future activities was carried out in Spring 2008 and is based on the following elements:

1. Analysis of the level of satisfaction of stakeholders with Seatrout Fyn
2. Analysis of the level of satisfaction of angling tourists with Seatrout Fyn

Trade and municipalities supportive

The conclusion of the evaluation of stakeholders is that all are positive and feel that it is a good project, but that the novelty value has expired and that it is time to move on.

On the basis of conversations with the 52 respondents, the following conclusions can be drawn:

- There is a high degree of awareness of the project.
- Loyalty to the cause and belief in it is high – this applies to both watercourse improvement and tourism.
- Confidence in the results – both financial and practical – of the work carried out from 1997 to 2007 is high.
- Inventiveness on behalf of the project is impressive from all types of stakeholders.
- The organisation could be more clear-cut.

All in all, the evaluation paints a picture of a collaboration of which all stakeholders can be proud. There are not many other places in Denmark – in the world, even – where you will find a project started as a trade project with a strong environmental profile, with such a sizable commercial yield. And without even having compromised on the otherwise vulnerable part of the ecosystem the project deals with.

Funen and the isles hugely popular with anglers

Overall, the survey shows that seatrout anglers are generally very happy with Seatrout Fyn. They are spending more money and have increasingly begun to use the Internet to obtain information on fishing and to book overnight stays compared to 1998 when the project was last evaluated.

Many of the anglers have been coming to Funen for years. Their comments about Seatrout Fyn show that there is still work to be done with regard to www.seatrout.dk, at the tourist offices and on the part of accommodation providers, as well as the quantity of illegal nets if Funen is to maintain its position as a leading international destination for seatrout fishing.



Fishing tourists' perception of Seatrout Fyn



"Gute Idee - so weiter führen. Schöne Verbindung zwischen Umwelt, Natur und Wirtschaft."

"Seit 20 Jahren kommen wir jedes Jahr 2 Wochen in Dezember und 2 Wochen in April..."

"Nice place to fish. Always a nice fishing holiday. Not always many/big fish. You always have to work hard for a fish."

"Wir haben leider keine Meerforelle fangen können. Schade. Wir kommen noch wieder. Sozialer Event, Gemütlich..."

"Fly fishing without unnecessary regulations..."

"A natural paradise in which to relax and recharge your batteries..."

"Releases, care, business development..."

"An outstanding project..."

"An organisation which ensures the marketing of Funen..."

"Exemplary marketing"

"Magnificent, wonderful scenery..."

"Fabulous fishing stretches, exciting fishing preserves..."

"First class fly fishing..."

Improved watercourses on Funen

Seatrout Fyn's work to improve the living conditions of fish in the watercourses of Funen is well underway following the municipal reform, and many projects have been completed. Despite massive efforts over

the years to improve conditions in the watercourses, there is still a long way to go before the watercourses of Funen meet the politically approved environmental goals for good ecological conditions.

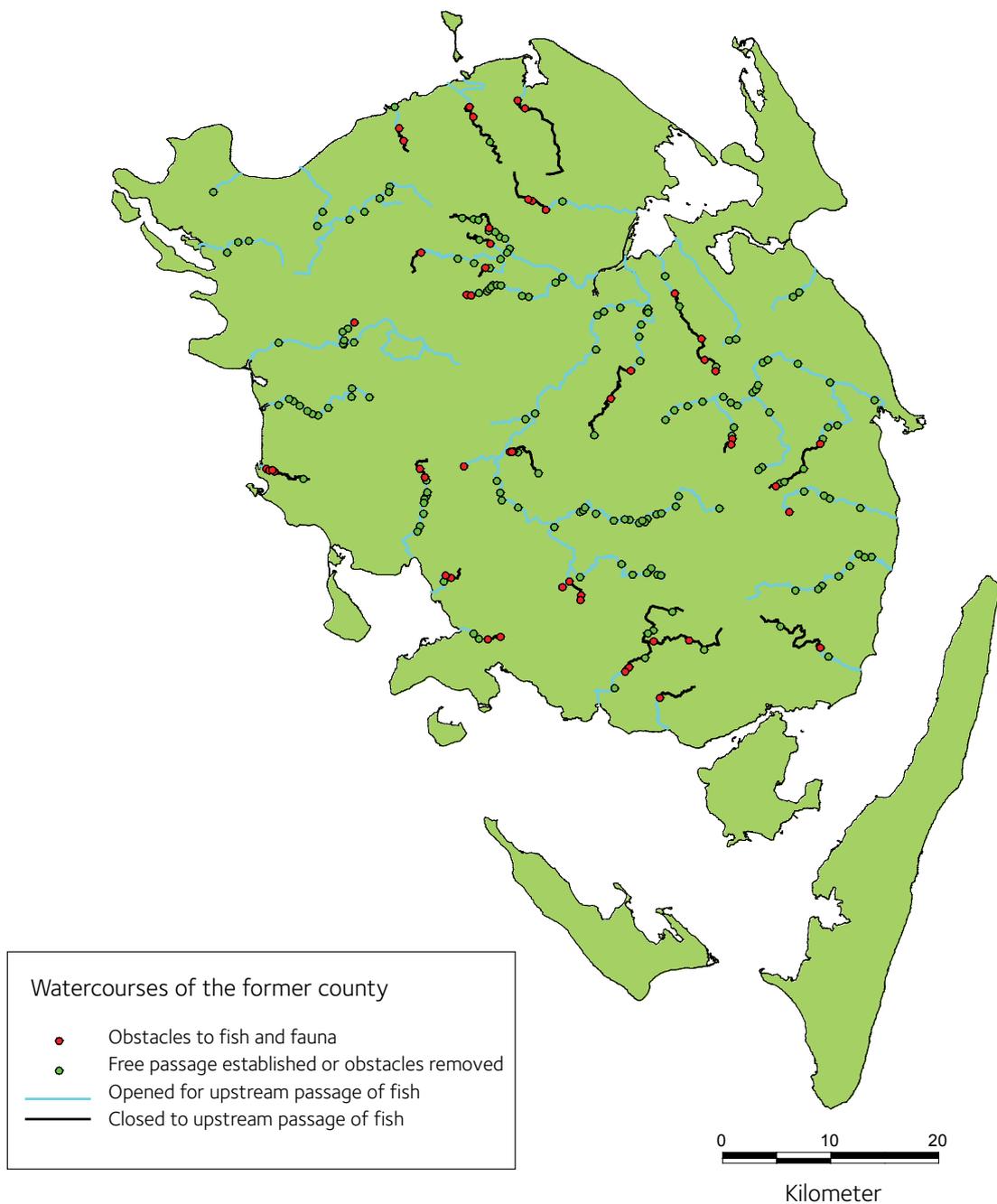


Fig. 6: The figure shows the watercourses of the former County with the obstacles removed marked and the remaining obstacles up until the end of 2008.

Funen County's watercourse improvements 1999 to 2006

From 1999 to 2006, Funen County completed 26 watercourse improvement projects at localities in 20 different watercourses on Funen. A number of the projects contained several elements of improvement, which together constitute one project:

- *Better spawning and reproduction conditions for the seatrout*

From 1999-2006, Funen County completed a project with the main objective of improving the physical conditions stretch-by-stretch in the watercourses.

- *To ensure free passage at obstacles*

By far the majority – i.e. 24 of the 26 projects completed by the County during the period mentioned above – were watercourse improvements to ensure free upstream passage for seatrout and other species to the watercourse systems.

- *Better conditions in river valleys*

During this period, Funen County completed two major, general projects to create better conditions in river valleys.

The total cost of the 26 watercourse improvement projects completed amounted to approx. DKK 22 million. With these projects completed before the municipal reform, the County ensured free passage at 164 of the 215 obstacles registered in the watercourses of the former county, corresponding to the removal of 76 per cent. There are 51 remaining obstacles in these watercourses. The seatrout now have access to almost all the major watercourses.

The Funen municipalities' watercourse improvements 2007 and 2008

From 2007 to 2008, the municipalities completed 26 projects which received support from Seatrout Fyn's watercourse improvement pool. The projects had a total budget of DKK 16.55 million. The passage project in Odense Å river at Munkemose cost around DKK 14 million – DKK 300,000 of which came from Seatrout Fyn. The project is not included in the calculations below.

Seatrout Fyn	DKK 1,500,000	59 %
Municipalities	DKK 700,000	27 %
The Danish Forest and Nature Agency	DKK 70,000	3 %
Funds from fishing licences	DKK 280,000	11 %
Total	DKK 2,550,000	100 %

15 of the projects received the support of national watercourse improvement schemes – totalling DKK 350,000.

There were two types of projects:

- *Better spawning and reproduction conditions for the seatrout*

In 13 of the 26 projects completed, spawning has been improved with the construction of spawning banks. 12 sand traps were also established.

- *To ensure free passage at obstacles*

Seatrout Fyn supported projects to create free passage between watercourse stretches in a total of 28 localities.

Future projects

A future challenge facing the municipalities is the 1000 or so obstacles in the small watercourses. Naturally, it is a good thing that free passage has been created in the larger watercourses, but for the production of seatrout to increase, the fish need to be able to make their way right up into the small watercourses as this is where the most important spawning and reproduction areas are to be found. Luckily, many of the obstacles are small and can therefore be removed without major expense.



Svend Saabys Stryg in Munke Mose – a section of Odense Å river where a fish ladder was built – was inaugurated in 2008

More seatrout from the watercourses of Funen

From 1999 to 2008, Seatrout Fyn released approx. 3.5 million trout smolt. All of the fish were produced at the Funen plant Fyns Laksefisk, and released into the mouths of the watercourses of Funen.

Since 2001, all releases of trout smolt take place at the mouth of the watercourses, replacing the former coastal releases. This is because release into a river mouth is vital if the fish are to return to the same watercourse as spawning fish, as the association with a specific watercourse is made during migration as a smolt.

Fyns Laksefisk

In 1999, Funen County Council decided to support the building of a new fish hatchery on Funen, Fyns Laksefisk.

The support was conditional upon the purchase of fish for release in the watercourses of Funen over a 20-year period. The hatchery was completed in 2001.

Other main sponsors were Odense Municipality, EU/ State, Funen Power Station and hobby anglers.

All seatrout destined for the waters of Funen are produced here. The plant is non-polluting as the nutrient enriched waste water is used on the surrounding fields. The plant is clearly and logically set out. It is used as a visitors' centre for fishermen, politicians and professionals working within the aquaculture industry – on average there are a couple of guided tours a week. They often receive foreign visitors.

The day-to-day operation is managed by operations managers and three trainee animal keepers. A team of students and their teachers from Elsesminde Produktions-Højskole are also linked to the plant.

Fewer releases - better watercourses



A female fish being stroked for eggs at Fyns Laksefisk



A smolt ready for release



Electronic fishing for the mother fish



The Fyns Laksefisk smolt plant



Release of smolt

As the watercourses on Funen are not in the best physical condition, the fish are released on the basis of guidelines outlined by the Danish government. DTU Aqua assesses the natural trout stocks and the bearing capacity of the watercourses on the basis of surveys of the watercourses, and grants permission to release a number of fish corresponding to the difference. Permission is set out in a release plan for approx. 8 years at a time called the Funen Plan. Over the past 35 years, the Funen Plan has been revised five times – most recently in late summer 2008 and the resulting new Funen Plan is expected in 2009. As is clearly illustrated by Figure 7, the number of fish released has dropped considerably. This is a sign that the condition of the watercourses is greatly improved and that the natural reproduction of sea trout has grown.

Danmarks Sportsfiskerforbund (the Danish Sports Fishing Association) releases the fish deemed necessary in the Funen Plan to make up for the shortfall in production in the watercourses. Sea trout Fyn releases fish to ensure that the fishing is good along the coasts of Funen. For example, Danmarks Sportsfiskerforbund released 142,675 smolt and Sea trout Fyn released 288,710 in 2008.

Since 2001, all trout released by Fyns Laksefisk have been "wild fish", the offspring of parent fish caught in the watercourses of Funen (this has been a DTU Aqua requirement for all releases since 2006) – the desire for "Fish from Funen in the waters of Funen" has thus become a reality.

No. of fish

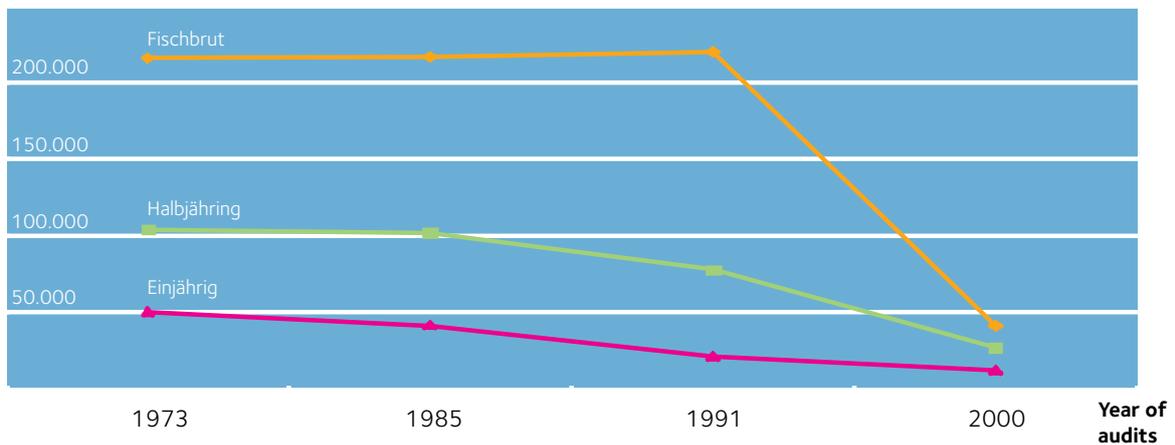


Fig 7: No. of fry, ½-year and 1-year old fish released into the watercourses of Funen from 1973–2000

A smolt is a small trout with a weight of around 37 grams and a length of approx. 15 cm. It prepares itself for life in salt water, for example changing its appearance from brown to shiny silver, making it less visible to the sea's predators. Its body becomes slimmer and more streamlined and the fish move in large shoals during their migration to the sea.

The future is about strengthening each other at Seatrout Fyn

In the future, Seatrout Fyn's strength will be used by connecting the different branches of the project together even more effectively. It is important to be aware of each other's knowledge and competences from industry to industry and profession to profession. The synergy effect between the different players can lead to the development of new products and raise the quality of what is already on offer.

In 2009, the 10 Funen municipalities invested DKK 3.8 million in Seatrout Fyn. In addition to a turnover which gives a tax yield more or less corresponding to the investment, the people of Funen are getting greatly improved watercourses and good fishing – for local anglers too.

The Seatrout Fyn project is a good example of the municipalities working together to give a project a boost, where it is not the municipal borders, but the common goal which counts. It is also important for trade to become involved, so that the project can continue to develop in all municipalities on Funen, Langeland and Ærø.



Group work in the advisory committee



- Seatrout Fyn was started in 1990 by the then Funen Council.
- Seatrout Fyn was transferred to the 10 Funen municipalities from 1 January 2007.
- Odense Municipality, Park og Natur is the secretariat of Seatrout Fyn and takes care of the day-to-day management.
- Syddansk Turisme (formerly Fyntour) and Fyns Laksefisk are permanent business partners, with whom the municipalities have contracts. Syddansk Turisme has a network of affiliated companies offering products/services aimed at seatrout anglers.
- From the outset of the project, the seatrout have been given greater access to the majority of the larger watercourses on Funen. The foundation is therefore in place for seatrout to begin spawning in the watercourses of Funen once again.
- The fish released are the offspring of mother fish from Funen since 2001.
- In 2009, an advisory committee was set up with the participation of key figures and stakeholders from the public and private sectors.

Title:
Strategy 2009 to 2015 based on an evaluation of 1999 to 2008. Seatrout Fyn ...continued development.

Publisher:
Seatrout Fyn and the Funen municipalities

Year: 2009

Supplementary reports:
Saabye, Stendrup & Partners, 2008:
"The level of satisfaction of stakeholders with Seatrout Fyn"
"The level of satisfaction of anglers with Seatrout Fyn"
"Key figure analysis"
"Workshop 22 May 2008"

Bangsgaard Natur- og Miljørådgivning:
"Seatrout Fyn. Watercourse restoration – status of efforts during the period from 1999–2008."

Seatrout secretariat:
"Seatrout Fyn. Strategy 2009 to 2015. Evaluation 1999 to 2008", which is a detailed summary report.

Background material can be obtained from:

The Seatrout Fyn Secretariat
Odense Municipality, Nørregade 36-38, DK-5000 Odense C
or www.seatrout.dk or www.odense.dk/havoerredfyn

Photos: Syddansk Turisme, Terkel Broe Christensen (p 14), Odense Municipality (p 11), Fyns Laksefisk (p 12 and p 13)

Figures: Figures on p 6 come from "Key figure analysis". Figures on p 7 are based on data from the Seatrout Secretariat. Figures on p 10 and p 11 come from "Seatrout Fyn. Watercourse restoration – status of efforts during the period from 1999–2008." Figures on p 13 are based on data from Fyns Laksefisk.





Havørred Fyn

If you have any ideas or suggestions for Seatrout Fyn, regarding watercourses, etc., you are very welcome to contact:

The Seatrout Fyn Secretariat

c/o Odense Municipality, Park og Natur
Nørregade 36-38, Postbox 740, DK-5100 Odense C
c/o Birgit Bjerre Laursen
Tel. 6551 2725
bbl@odense.dk, www.odense.dk/havoerredfyn

If you have any questions regarding the rearing and release of trout or would like a guided tour of Fyns Laksefisk, you are very welcome to contact:

Fyns Laksefisk

Sanderumvej 117, DK-5250 Odense SV
c/o Ole Mathiassen
Tel. 6617 0843
om@elsesminde.dk, www.fyns-laksefisk.dk

If you have any questions relating to marketing and product development within the tourism section of Seatrout Fyn, you are very welcome to contact:

Syddansk Turisme

Teglgårdsparken 101, DK-5500 Middelfart
c/o Fish Consultant Søren Andersen
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