



# EUROPEAN SEAFOOD ECONOMY SUMMER SCHOOL 2018 PRIMEDSS

PrimeFish partners and University of Applied Science  
Bremerhaven

# Agenda

- **Introduction to the PrimeDSF (Wiki)**
- **Overview of the Decision Support Tools benefits**
- **Overview of how the tools are used**



## Helping the European Seafood Industry to make better business decisions

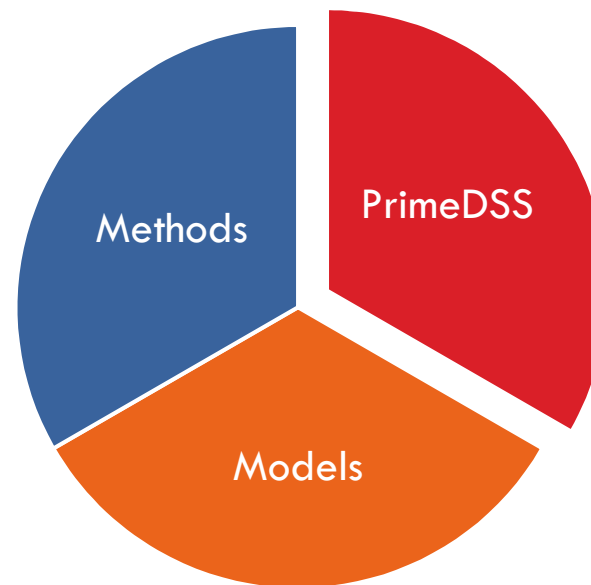
- **PrimeDSS Decision Support Tools**
  - <http://www.dss.primefish.eu>
  - Please create a login and experience the tools
  - Your feedback is of value to us

# PrimeDSF (Wiki)

The PrimeFish Decision Support Framework is the main durable output of PrimeFish

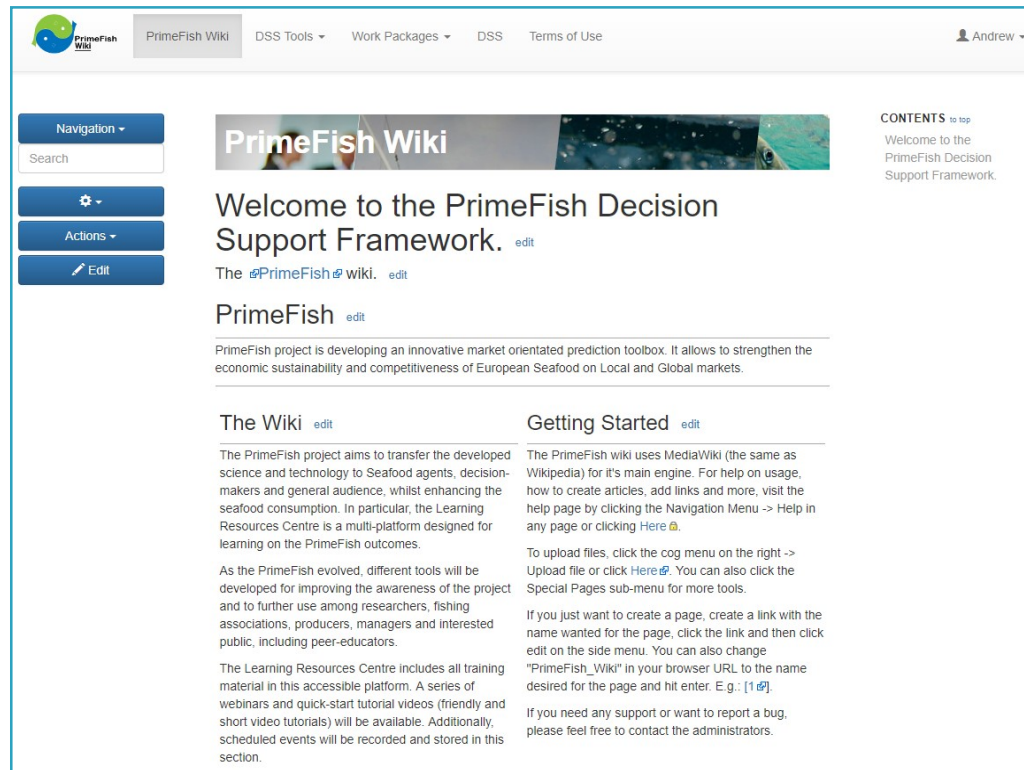
It contains our collected and digested knowledge of all things relevant for decision making

PrimeDSF is meant to be public and is accessible via the Wiki



[http://www.dsf.primefish.eu/wiki/PrimeFish\\_Wiki](http://www.dsf.primefish.eu/wiki/PrimeFish_Wiki)

# PrimeDSF (Wiki) & PrimeDSS Home pages



The screenshot displays the PrimeFish Wiki home page. At the top, there is a navigation bar with the PrimeFish Wiki logo, a search bar, and links for DSS Tools, Work Packages, DSS, and Terms of Use. A user profile for 'Andrew' is visible in the top right corner. The main content area features a large banner with the text 'Welcome to the PrimeFish Decision Support Framework.' and an 'edit' link. Below this, there is a section titled 'PrimeFish' with an 'edit' link, followed by a paragraph describing the project's goals. The page is divided into two columns: 'The Wiki' and 'Getting Started', both with 'edit' links. The 'The Wiki' column contains text about the project's aim to transfer science and technology to seafood agents, decision-makers, and the general audience, as well as information about the Learning Resources Centre. The 'Getting Started' column provides instructions on how to use the wiki, including how to upload files and create new pages. A 'CONTENTS' section is located on the right side of the page, with a link to 'to top'.

PrimeFish Wiki

Welcome to the PrimeFish Decision Support Framework. [edit](#)

The [PrimeFish](#) [wiki](#). [edit](#)

**PrimeFish** [edit](#)

PrimeFish project is developing an innovative market orientated prediction toolbox. It allows to strengthen the economic sustainability and competitiveness of European Seafood on Local and Global markets.

---

**The Wiki** [edit](#)

The PrimeFish project aims to transfer the developed science and technology to Seafood agents, decision-makers and general audience, whilst enhancing the seafood consumption. In particular, the Learning Resources Centre is a multi-platform designed for learning on the PrimeFish outcomes.

As the PrimeFish evolved, different tools will be developed for improving the awareness of the project and to further use among researchers, fishing associations, producers, managers and interested public, including peer-educators.

The Learning Resources Centre includes all training material in this accessible platform. A series of webinars and quick-start tutorial videos (friendly and short video tutorials) will be available. Additionally, scheduled events will be recorded and stored in this section.

**Getting Started** [edit](#)

The PrimeFish wiki uses MediaWiki (the same as Wikipedia) for it's main engine. For help on usage, how to create articles, add links and more, visit the help page by clicking the Navigation Menu -> Help in any page or clicking [Here](#).

To upload files, click the cog menu on the right -> Upload file or click [Here](#). You can also click the Special Pages sub-menu for more tools.


If you just want to create a page, create a link with the name wanted for the page, click the link and then click edit on the side menu. You can also change "PrimeFish\_Wiki" in your browser URL to the name desired for the page and hit enter. E.g.: [\[1\]](#).


If you need any support or want to report a bug, please feel free to contact the administrators.

**CONTENTS** [to top](#)

Welcome to the PrimeFish Decision Support Framework.

# PrimeDSF (Wiki) & PrimeDSS Home pages

[PrimeFish Wiki](#) [DSS Tools](#) [Work Packages](#) [DSS](#) [Terms of Use](#) [Andrew](#)







**PrimeFish**  
Decision Support System - Alpha v1.0.0

Welcome Andrew Baxter,   
[Log out](#)

[Home](#) [Competitive Position Analyser](#) [Growth Risk Analyser](#) [Product Success Check](#) [Success & Failure Stories](#) [Value Chain Analyser](#) [Willingness to Pay](#) [DSF Wiki](#)



Home

Quick access

 CPA  GRA  PSC  SFS  VCA  WTP










Latest tweets

**Tweets** by @Prime\_Fish

 **PrimeFish Project**  
@Prime\_Fish  
Amazing discussion on the “appropriate” rate of discount for natural capital by Agnar Arnason and Gordon Munro. Thanks #IIFET2018 for showing these clever minds!!  


# PrimeDSS and its benefits

**PrimeDSS** is a decision support system for industry and policy makers  
*It addresses company, product and market risks and is especially useful for SMEs*

PrimeDSS	Prediction of market behaviour	Seed data	Auto-adaptive content	Type
Success and failure stories	Product development – what has worked and what hasn't	EU		
Competitive position analyser	Detailed benchmarking of own performance against national and regional competition	NO, IS, FO, ES, CA, VN		
Value chain analyser	Market success – case studies of how others have persisted on the market	EU, CA, VN		
Growth risk analyser	Price development prediction based on observed “boom and bust” cycles	UK, FR, ES, IT, DE		
Willingness to Pay	Calculation of willingness to pay based on primary and secondary product attributes	DE, ES, IT, FR		
Product success check	Identifying the concrete consumer segments per product attribute	UK, FR, ES, IT, DE		

# Success and Failure stories

Success and failure  
stories

Product development – what has worked and  
what hasn't

- Innovation is seen as a key pathway to creating and sustaining competitive advantage at the firm level as well as stimulating wider economic growth
- Tool in Brief
  - You can add a story (which needs to be approved)
  - You can view the status of your story submissions
  - You can read the latest stories
  - You can search for stories by selecting specific attributes





PrimeFish

Decision Support System - Alpha v1.0.0

Welcome Andrew Baxter.

Search ...

Log out

Ask an expert

[Home](#) [Competitive Position Analyser](#) [Growth Risk Analyser](#) [Product Success Check](#) **[Success & Failure Stories](#)** [Value Chain Analyser](#) [Willingness to Pay](#) [DSF Wiki](#)

## Success & Failure Stories

### Understanding innovative product development

Prime DSS has been designed to help fishing sector stakeholders to improve their competitiveness in the Fisheries and Aquaculture markets. One core component of identifying areas of competitive improvement involves the collection and dissemination of data revealed in success and failure stories. These stories include information collected on innovative product development and consumer behavior to understand which product attributes best fit customer preferences and therefore improving the possibility of a successful product launch.

All fishing sector stakeholders are invited to share their stories about success and failure experiences when launching innovative products onto the market place. Over time, sector users will have access to a wealth of information that will provide invaluable insights into consumer behaviour and reactions to specific product attributes that will assist with launching successful products.

#### Latest stories

Test By Andrew Baxter (andrew) - On 2018-07-11

Test [...read]

Tags: No tags

#### Your stories

Test By Andrew Baxter (andrew) - On 2018-07-11

Approved

Test [...read]

Tags: No tags

Upload your story

#### Search stories

Story title

Test

Country reported

Canada (Newfoundland)  
Faroe Islands  
France  
Germany

Market affected

Canada (Newfoundland)  
Faroe Islands  
France  
Germany

Product category

Canned  
Dried  
Fish salads  
Fresh fillet/steak

Species

Cod  
Herring  
Salmon  
Sea Bass/Bream

Claims

Convenience  
Local  
Gourmet  
Healthy

Product Innovation

New recipe  
New package  
New product  
Product launch

Story tags

Barriers  
Convenient  
Customer  
Diversification

Date range

Start date

End date

Search



PrimeFish



Horizon 2020  
Programme

## Success & Failure Stories

### Success & Failure Stories

Search results for your query

#### Disclaimer:

This tool is an apparatus that cannot make business decisions on behalf of the user. It is the responsibility of the end user to interpret the information as an indication of a particular result of a 'what if' case scenario. Based on historical data, the results cannot guarantee future success, but rather potentially point the user in the right direction to making better informed decisions. The PrimeFish project takes no responsibility for the results of actions taken by the user when using this data information.

#### Search Parameters

Reading story

Perform a search or return to search results

Back to results

Back to home

# The success of Salmon in the UK

By Andrew Baxter (andrew) - On 2018/07/25

#### Summary

Aquaculture in Scotland has evolved over the last 25 years to a position where the industry has consolidated greatly. There are a few shining examples of family owned farms that continue to survive by identifying niche markets where they can sell their pr

#### Company history

1985

#### Legal status

Limited

#### Ownership

Family

# Competitive Position Analyser

Competitive position  
analyser

Detailed benchmarking of own performance  
against national and regional competition

- ❑ **Competitiveness:**
  - ❑ “the set of institutions, policies and factors that determine the level of productivity of a country” (World Economic Forum)
- ❑ **Tool in Brief**
  - ❑ Company profile: Editable information on user’s company
  - ❑ FACI (Fisheries & Aquaculture Competitiveness Index): Evaluate a firm’s competitiveness
    - ❑ Aquaculture
    - ❑ Wild fish
  - ❑ Search parameters
  - ❑ Results:
    - ❑ Firm to National comparison
    - ❑ National level comparison

## Competitive Position Analyser

### Complete the FACI industry survey to contribute to the evaluation of industry competitiveness

The purpose of the Fishery Competitive Index is to give a consistent estimate of how well fishing industries are doing in the global business of processing and marketing seafood products by identifying factors that affect the competitiveness of fishing industries within different countries.

#### Company Profile

Firm Name <input type="text" value="Baxoies"/>	Firm Nationality <input type="text" value="Germany"/>	Country of operation <input type="text" value="Germany"/>
Operation level <input type="text" value="Harvesting"/>	Date Established <input type="text" value="2015-06-18"/>	

Update

#### Additional Search Parameters

Benchmark against <input type="text" value="Aquaculture industry"/>	Main species <input type="text" value="Salmon"/>	Main markets <input type="text" value="Spain"/> <input type="text" value="Turkey"/> <input type="text" value="United Kingdom"/> <input type="text" value="Viet Nam"/>
--	---	---

Run CPA tool

### FACI Surveys - Complete both questionnaires to evaluate your competitiveness

Tip:

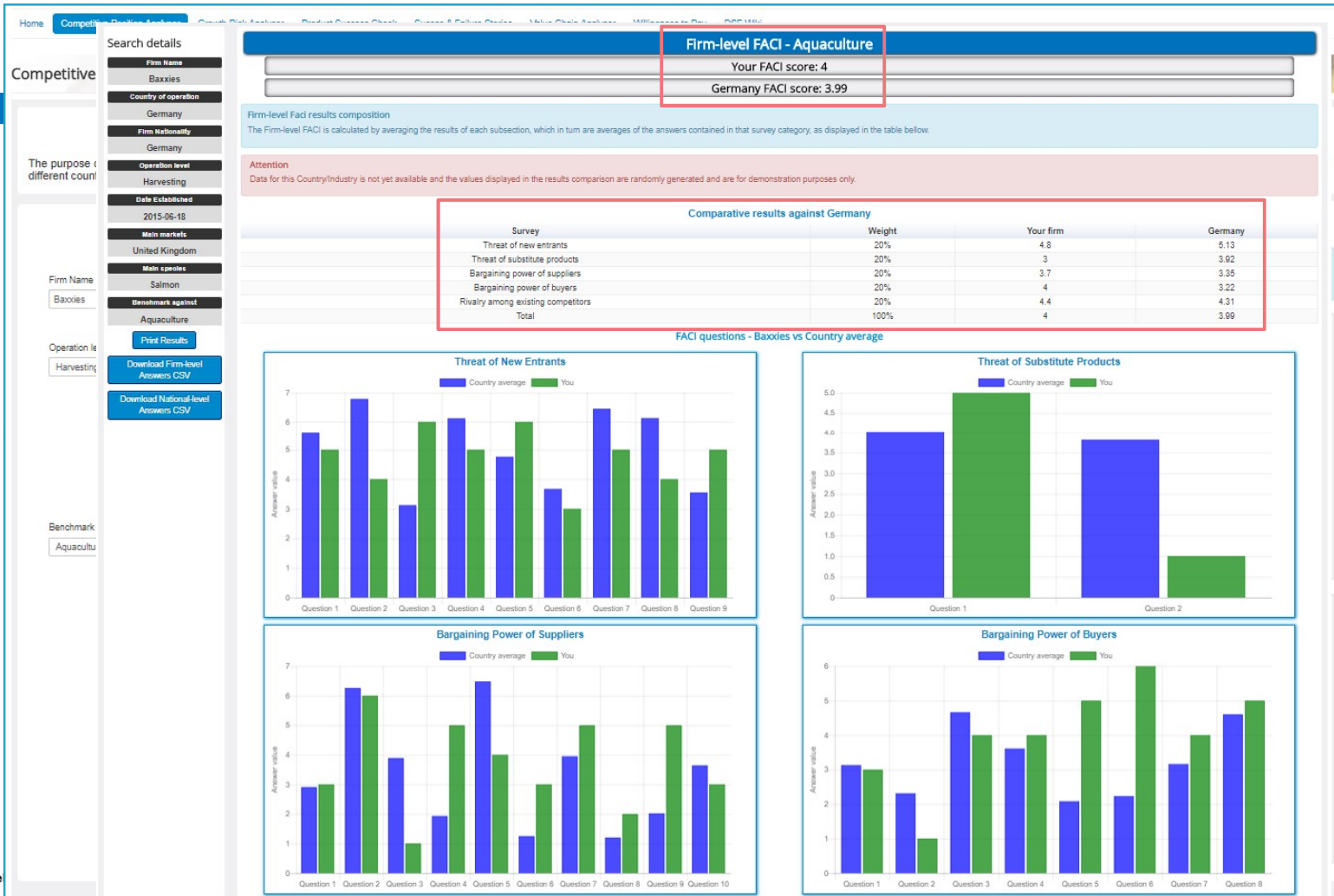
\*You can enter data as many times as you wish for changes in circumstances or a new accounting year.

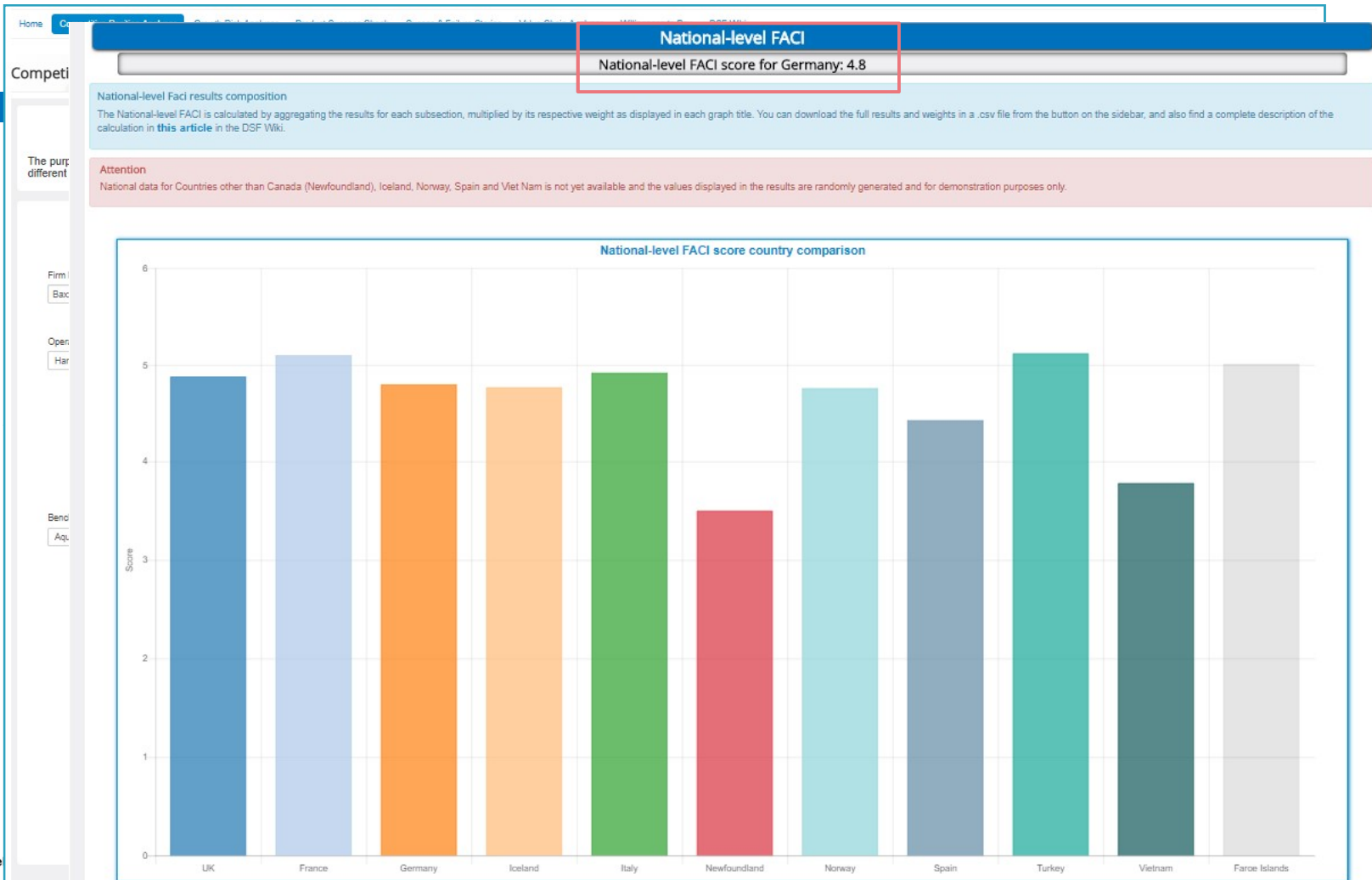
#### Aquaculture

Threat assessment survey	<div><div>100%</div></div>	<input type="button" value="UPDATE SURVEY"/>
Bargaining power survey	<div><div>100%</div></div>	<input type="button" value="UPDATE SURVEY"/>
Rivalry assessment survey	<div><div>100%</div></div>	<input type="button" value="UPDATE SURVEY"/>

#### Wild Fish

Threat assessment survey	<div><div></div></div>	<input type="button" value="UPDATE SURVEY"/>
Bargaining power survey	<div><div></div></div>	<input type="button" value="UPDATE SURVEY"/>
Rivalry assessment survey	<div><div></div></div>	<input type="button" value="UPDATE SURVEY"/>





# Value Chain Analyser

Value chain analyser

Market success – case studies of how others have persisted in the market

- ❑ **Identifying strategies to compete in consolidated fisheries sectors including access-barriers facing new entrants and potential exit or growth strategies for existing value-chain entities.**
- ❑ **Tool in Brief**
  - ❑ **Report generator: generate customized value chain reports for the different species**
  - ❑ **CR4 Charts: current industry data and displays a timeline of measurements of the market shares of the four largest firms**
  - ❑ **GSI Map: Global Salmon Initiative members and non-members progress toward ASC certifications**
  - ❑ **Value Add Calculator: help cod processors find the optimum combination of products based on their own costs, processing yields and market assessments**






# Value Chain Analyser

Value chain analyser

Market success – case studies of how others have persisted in the market


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## Value Chain Analyser





### Value Chain Modules

The Value chain analyser tool is built to support you with crucial information about the different value chains of the PrimeFish DSS supported species. It is composed of four different modules to help you access different levels of information about a particular value chain.

**Report Generator**  
The VCA Report Generator Module gives you the ability to generate customized value chain reports for the different species, allowing you to easily compare results and obtain critical information.

**CR4 Charts**  
The VCA CR4 Charts are based on current industry data and displays a timeline of measurements of the market shares of the four largest firms in the industry and is used to illustrate the degree to which an industry is oligopolistic.

**GSI Map**  
The VCA GSI map displays the Global Salmon Initiative members and non-members progress toward ASC certifications.

**Value Add Calculator**  
The VCA Value Add Calculator is a tool designed to help cod processors find the optimum combination of products based on their own costs, processing yields and market assessments.






You are here: [Home](#) > [Value Chain Analyser](#)



# Value Chain Analyser: Report generator


Home Competitive Position Analyser Growth Risk Analyser Product Success Check Success & Failure Stories **Value Chain Analyser** Willingness to Pay DSF Wiki

## Value Chain Analyser



### Report Generator

The Report Generator module allows you to create a detailed report of the value chains of Cod, Herring, Salmon, Sea Bass/Bream, Trout and Pangasius. You can start by adding sections to your report. You can also order them to your preference by dragging any section after it is added.



Salmon

Introduction

Consumption

- UK



Grow-out


- Faroe Islands
- Norway
- UK


Key influencing factors

- Consumer preferences
- International trade

Summary



 Add Section To Report

 Generate Report

# Value Chain Analyser: Report generator

The screenshot displays the 'Value Chain Analyser' web application. At the top, a navigation bar includes links for Home, Competitive Position Analyser, Growth Risk Analyser, Product Success Check, Success & Failure Stories, Value Chain Analyser (highlighted), Willingness to Pay, and DSF Wiki. Below the navigation bar, the page title 'Value Chain Analyser' is followed by a banner image. The main content area is titled 'Value Chain Report' and states 'Generated report for Value Chain Analysis'. A disclaimer box follows, stating that the tool is an apparatus that cannot make business decisions on behalf of the user. On the left, a 'Report Index' sidebar lists '> Salmon' and '> Cod', with 'Salmon' selected. The main content area features a large blue box with the title 'Value Chain Analysis Report' and a red-bordered button labeled 'Select an index section on the sidebar to display'. Below this, it says 'PrimeFish Decision support system - 2018 © All rights reserved.' and 'www.dss.primefish.eu'. A green 'Return' button is at the bottom center. The footer shows 'You are here: Home > Value Chain Analyser' and the PrimeFish logo. The Horizon 2020 Programme logo is in the bottom right corner.

Home Competitive Position Analyser Growth Risk Analyser Product Success Check Success & Failure Stories Value Chain Analyser Willingness to Pay DSF Wiki

Value Chain Analyser

Value Chain Report

Generated report for Value Chain Analysis

Disclaimer:

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Report Index

- > Salmon
- > Cod

Value Chain Analysis Report

Select an index section on the sidebar to display

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www.dss.primefish.eu

Return

You are here: Home > Value Chain Analyser

PrimeFish

Horizon 2020 Programme

V

## Value Chain Report

Generated report for Value Chain Analysis

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## Report index

- Salmon
  - Introduction
  - Consumption
    - UK
  - Grow-out
    - Faroe Islands
    - Norway
    - UK
  - Key influencing factors
    - Consumer preferences
    - International trade
  - Summary
- Cod
  - Introduction
  - Export
    - Canada
    - Iceland
    - Norway
    - UK
  - Imports
    - Canada
    - UK
    - Strategic Position Briefing
    - Summary

## Cod &gt; Imports &gt; UK

## UK

The UK is a net importer of cod. For the period 2000-2014, UK imports of cod ranged between about 100,000 and 140,000 tonnes product weight per year, with a total value of between €400 and €800 million. In 2014 the imports of cod to the UK was 116,300 tonnes product weight (16% of all fish imports by volume) equivalent to around 295,000 tonnes live weight. In 2014, arrivals from EU member states comprised 20% of the total cod import by volume. Of those, Germany and Denmark accounted for about 70%. For the period 2000-2014 the share of those two countries has ranged between 54% and 86%. In 2014, of the non-EU exporter countries Iceland alone accounted for more than a quarter of all cod imports by volume and value in 2014. Other major countries were China and Norway, Figure 17. In 2014, 78% and 73% of the volume and value of imported cod products into the UK were frozen products, Figure 18. Of those, 64% and 65% of the volume and value respectively of total cod imports were frozen fillets. Frozen fillets have remained the top cod import product by volume for the period 2000-2014. In 2014 the average price of imported frozen fillets was €4.38/kg, similar to 2000. Fresh fillets achieved the highest average price of €8.39/kg.

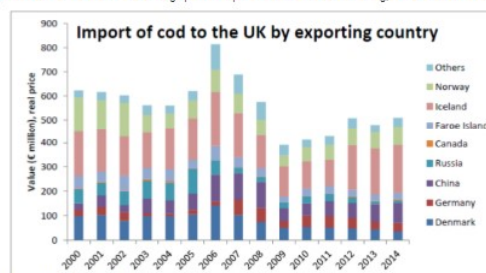


Figure 17. Value of cod Imported to the UK by exporting country 2000-2014. Source: HM Revenue & Customs

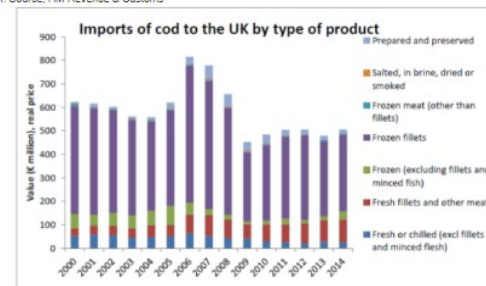


Figure 18. Value of cod imported to the UK by type of product: 2000-2014. Source: HM revenue and Customs

Return

# Value Chain Analyser: GSI Map

Value chain analyser

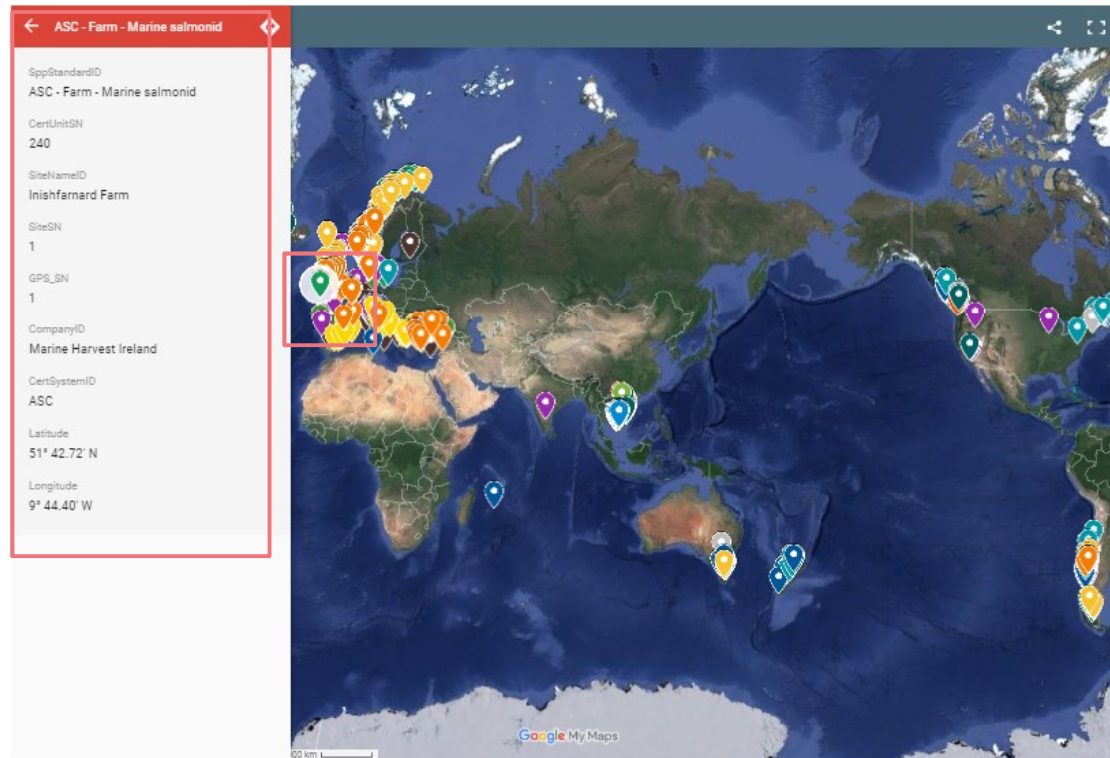
Market success – case studies of how others have persisted in the market

- **The VCA GSI map displays the Global Salmon Initiative members and non-members progress toward the BAP, GlobalGAP, ASC and FoS certification**



## GSI Map

The VCA GSI map displays the Global Salmon Initiative members and non-members progress toward the BAP, GlobalGAP, ASC and FoS certifications.



# Value Chain Analyser: Value Add Calculator

Value chain analyser

Market success – case studies of how others have persisted in the market

- The VCA Value Add Calculator is a tool designed to help cod processors find the optimum combination of products based on their own costs, processing yields and market assessments.

# Value Chain Analyser: Value Add Calculator

## Value Chain Analyser

### Value Add Calculator

The VCA Value Add Calculator is a tool designed to help cod processors find the optimum combination of products based on their own costs, processing yields and market assessments.

Processing step	Input from	Input weight avg. (kg)	Byproduct	Byproduct yield avg. (%)	Byproduct weight avg. (kg)	Processing cost (€/kg)	Value added (€/kg)	Total (€)
Catch/Landings	 Catch/Landings	<input type="text" value="0"/>	Whole cod	<input type="text" value="100"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Gutting	 Whole cod	<input type="text" value="0"/>	Gutted Cod	<input type="text" value="81"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
			Liver and roes	<input type="text" value="10"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
			Milt and viscera	<input type="text" value="9"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Heading	 Gutted Cod	<input type="text" value="0"/>	Headed Cod	<input type="text" value="70"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
			Head	<input type="text" value="30"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Filleting	 Headed Cod	<input type="text" value="0"/>	Fillet	<input type="text" value="75"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
			Bones	<input type="text" value="25"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Skinning	 Fillet	<input type="text" value="0"/>	Skinless pbi	<input type="text" value="92"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
			Skin	<input type="text" value="8"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Trimming	 Skinless pbi	<input type="text" value="0"/>	Skinless boneless fillet	<input type="text" value="98"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
			Pinbones and cut off	<input type="text" value="4"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Cutting	 Skinless boneless fillet	<input type="text" value="0"/>	Whole skinless boneless, fillet or cut into portions	<input type="text" value="92"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
			Belly flap	<input type="text" value="8"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Total		<input type="text" value="0"/>				<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>










# Value Chain Analyser: Value Add Calculator

## Value Chain Analyser



### Value Add Calculator

The VCA Value Add Calculator is a tool designed to help cod processors find the optimum combination of products based on their own costs, processing yields and market assessments.

Processing step	Input from	Input weight avg. (kg)	Byproduct	Byproduct yield avg. (%)	Byproduct weight avg. (kg)	Processing cost (€/kg)	Value added (€/kg)	Total (€)
Catch/Landings	 Catch/Landings	<input type="text" value="10000"/>	Whole cod	<input type="text" value="100"/>	10000	<input type="text" value="5"/>	<input type="text" value="7"/>	20000
Gutting	 Whole cod	10000	Gutted Cod	<input type="text" value="81"/>	8100	<input type="text" value="2"/>	<input type="text" value="3"/>	8100
			Liver and roes	<input type="text" value="10"/>	1000	<input type="text" value="1"/>	<input type="text" value="2"/>	1000
			Milt and viscera	<input type="text" value="9"/>	900	<input type="text" value="2"/>	<input type="text" value="1"/>	-900
Heading	 Gutted Cod	8100	Headed Cod	<input type="text" value="70"/>	5670	<input type="text" value="3"/>	<input type="text" value="7"/>	22680
			Head	<input type="text" value="30"/>	2430	<input type="text" value="2"/>	<input type="text" value="5"/>	7290
Filleting	 Headed Cod	5670	Fillet	<input type="text" value="75"/>	4252.5	<input type="text" value="4"/>	<input type="text" value="5"/>	4252.5
			Bones	<input type="text" value="25"/>	1417.5	<input type="text" value="3"/>	<input type="text" value="4"/>	1417.5
Skinning	 Fillet	4252.5	Skinless pbi	<input type="text" value="92"/>	3912.3	<input type="text" value="3"/>	<input type="text" value="4"/>	3912.3
			Skin	<input type="text" value="8"/>	340.2	<input type="text" value="2"/>	<input type="text" value="2"/>	0
Trimming	 Skinless pbi	3912.3	Skinless boneless fillet	<input type="text" value="96"/>	3755.808	<input type="text" value="4"/>	<input type="text" value="6"/>	7511.616
			Pinbones and cut off	<input type="text" value="4"/>	156.492	<input type="text" value="3"/>	<input type="text" value="2"/>	-156.492
Cutting	 Skinless boneless fillet	3755.808	Whole skinless boneless, fillet or cut into portions	<input type="text" value="92"/>	3455.343	<input type="text" value="5"/>	<input type="text" value="7"/>	6910.686
			Belly flap	<input type="text" value="8"/>	300.465	<input type="text" value="2"/>	<input type="text" value="3"/>	300.465
Total		10000				41	58	82318.575



## Growth Risk Analyser

### Predicting Boom and Bust Cycles

The Growth Risk Analyser statistical model is designed to predict pricing trends in the short term: up to 12 months in the case of this tool. Forecasts given outside of a 12 months become less reliable as the forecast horizon increases.

A user must enter a time series of data of any value type such as profit per month, average sales quantity per day/week/fortnight/etc, average catch/landings per month/semester/year/etc, containing a minimum of 24 values.

#### Data confidentiality:

Please note that any data that you upload will be treated with the strictness confidentiality and not shared with other users of this system or people operating outside of this system.

#### Bulk data upload

To enter your data in bulk, you must upload a .csv file with the data for the time series, with one value in each line. You can use a spreadsheet application (Excel, OpenOffice Calc, Google spreadsheets) to enter your data, one value per row in the first column of the spreadsheet. Then, to save your .csv file, on the spreadsheet application click File > Save As...; After that you must choose the location to save your file, a name for your file and finally, you must set the Format of the file to Text CSV (.csv). Once you save your file you can upload it here and generate a forecast for the values. Remember to make sure you put all your values in the first column, one in each line, and all of them being numeric values. Without that, the tool will not be able to produce the correct results.

#### Select .csv file

No file chosen

Maximum upload size: 2.00 MB

Upload file & Calculate forecast

#### Manual data upload

Alternatively, you may also enter the values in the text area input, each separated by a semicolon (;), but no trailing semicolon (after the last value). Once you entered at least 24 values, you can click the forecast button.

#### Input time series

2500; 2750; 1598; 1777; 2100; 2107; 2213; 1993; 1768; 1479; 1344; 1389; 1433; 1477; 1578; 1611; 1678; 1587; 1523; 1124; 1388; 1299; 1433; 1399; 1777; 2100; 2107; 2213; 1993; 1768; 1479; 1344; 1389; 1433; 1477; 1578

Calculate forecast from values

# Growth Risk Analyser

Growth risk analyser

Price development prediction based on observed  
“boom and bust” cycles

- ❑ **Price Development Prediction: Short term predictive tool of pricing trends based on a time series of 24 – 36 (36 recommended) data inputs for attributes such as profit per month, average sales, revenue, etc.**
- ❑ **Tool in Brief**
  - ❑ You can upload data using a csv file
  - ❑ You can manually input a time series of data
  - ❑ You can calculate the forecast based on those input numbers
  - ❑ The results will display 3 graphs:
    - ❑ Real values aligned against a trend line
    - ❑ Confidence level of input values
    - ❑ GRA Forecast of the trend over the next 12 months

# Growth Risk Analvser

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## Growth Risk Analyser

### Predicting Boom and Bust Cycles

The Growth Risk Analyser statistical model is designed to predict pricing trends in the short term: up to 12 months in the case of this tool. Forecasts given outside of a 12 months become less reliable as the forecast horizon increases.

A user must enter a time series of data of any value type such as profit per month, average sales quantity per day/week/fortnight/etc, average catch/landings per month/semester/year/etc, containing a minimum of 24 values.

#### Data confidentiality:

Please note that any data that you upload will be treated with the strictness confidentiality and not shared with other users of this system or people operating outside of this system.

#### Bulk data upload

To enter your data in bulk, you must upload a .csv file with the data for the time series, with one value in each line. You can use a spreadsheet application (Excel, OpenOffice Calc, Google spreadsheets) to enter your data, one value per row in the first column of the spreadsheet. Then, to save your .csv file, on the spreadsheet application click File > Save As...; After that you must choose the location to save your file, a name for your file and finally, you must set the Format of the file to Text CSV (.csv). Once you save your file you can upload it here and generate a forecast for the values. Remember to make sure you put all your values in the first column, one in each line, and all of them being numeric values. Without that, the tool will not be able to produce the correct results.

#### Select .csv file

No file chosen

Maximum upload size: 2.00 MB

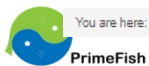
[Upload file & Calculate forecast](#)

#### Manual data upload

Alternatively, you may also enter the values in the text area input, each separated by a semicolon (;), but no trailing semicolon (after the last value). Once you entered at least 24 values, you can click the forecast button.

#### Input time series

[Calculate forecast from values](#)



You are here: [Home](#) > Growth Risk Analyser



## Growth Risk Analysis

The Growth Risk Analysis

A user must enter a time series

To enter your data in the tool, you must use a spreadsheet or a text file. The first column of the spreadsheet or text file must contain the index of the time series. You must choose the 'Text CSV (.csv)' format. Otherwise, the tool will not be able to process the data.

### Select .csv file

No file chosen  
Maximum upload size: 2 MB

#### Forecast request

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## Growth Risk Analysis Forecast

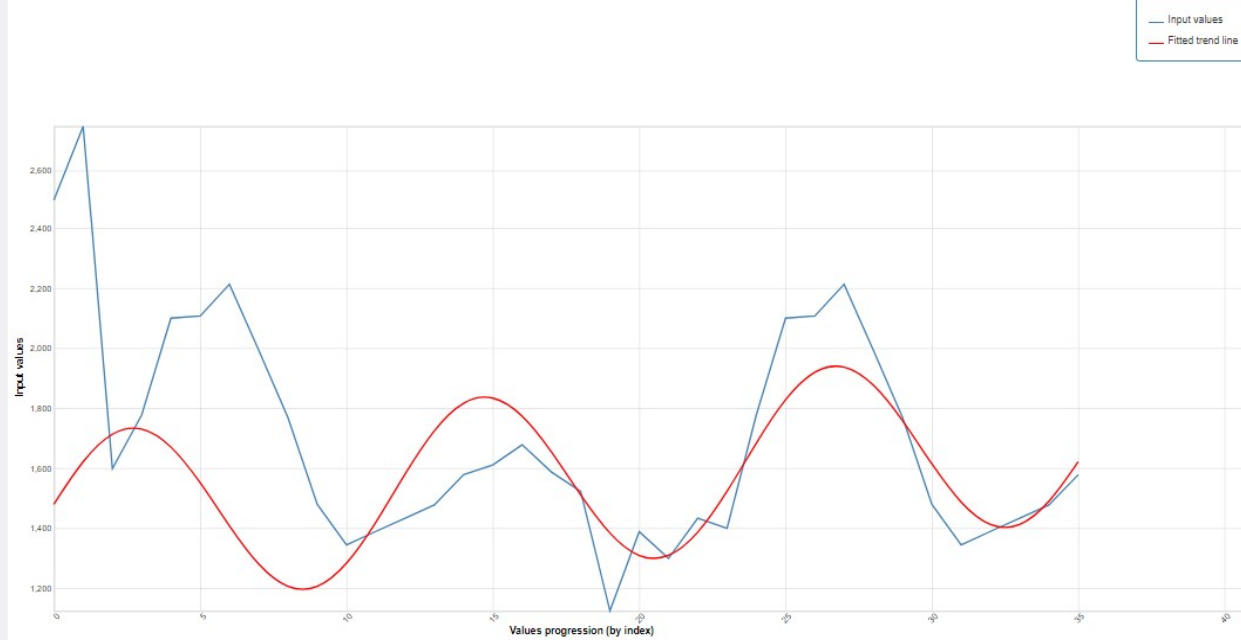
Forecast result values for your input time series. The results reflect a decomposition of a defined time series in terms of trend, the confidence levels either side of the predicted trend signify confidence by risk aversion.

#### Disclaimer:

This tool is an apparatus that cannot make business decisions on behalf of the user. It is the responsibility of the end user to interpret the information as an indication of a particular result of a 'what if' case scenario. Based on historical data, the results cannot guarantee future success, but rather potentially point the user in the right direction to making better informed decisions. The PrimeFish project takes no responsibility for the results of actions taken by the user when using this data information.

#### Real Values

The original values with the fitted trend line



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button.

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## Growth Risk Analysis

The Growth Risk Analysis

A user must enter a time series

To enter your data in the tool, you must use a spreadsheet or a text file. The first column of the spreadsheet or text file must contain the index of the time series. You must choose the 'Text CSV (.csv)' format. Otherwise, the tool will not be able to process the data.

### Select .csv file

No file chosen  
Maximum upload size: 2 MB

#### Forecast request

- 0 : 2500
- 1 : 2750
- 2 : 1568
- 3 : 1777
- 4 : 2100
- 5 : 2107
- 6 : 2213
- 7 : 1993
- 8 : 1768
- 9 : 1479
- 10 : 1344
- 11 : 1389
- 12 : 1433
- 13 : 1477
- 14 : 1578
- 15 : 1611
- 16 : 1678
- 17 : 1587
- 18 : 1523

## Growth Risk Analysis Forecast

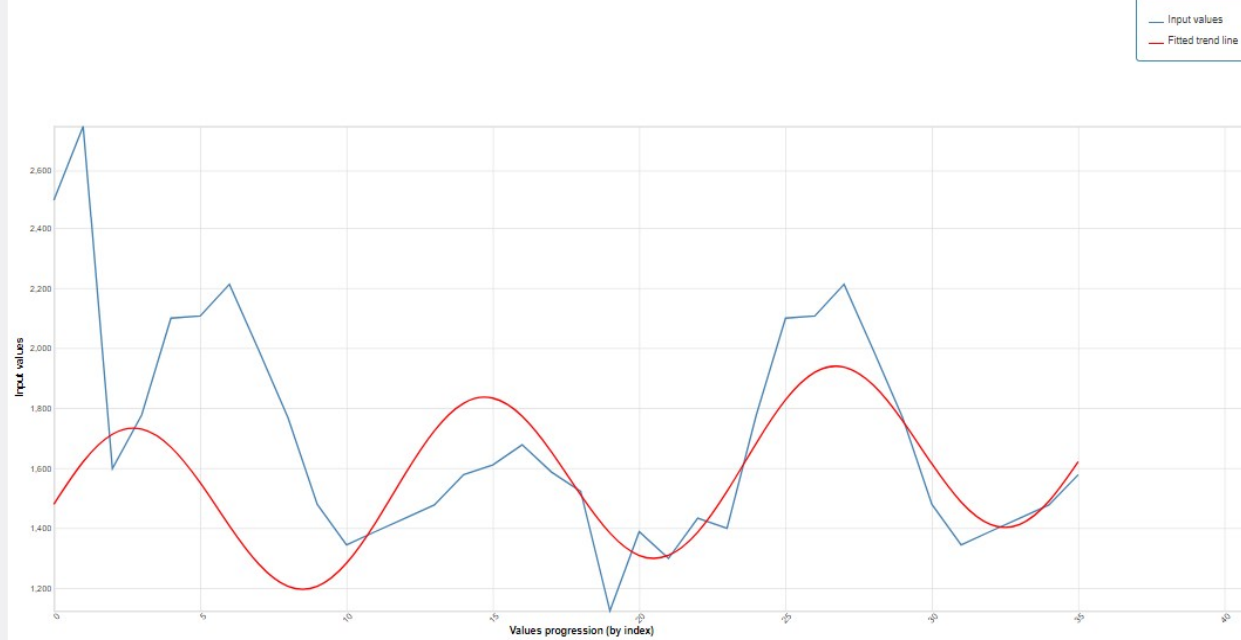
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#### Real Values

The original values with the fitted trend line



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# Growth Risk Analyser

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## Growth Risk Analyser

The Growth Risk Analyser statistical model

A user must enter a time series of data of

To enter your data in bulk, you must upload a spreadsheet application (Excel, OpenOffice, etc.) or a CSV file. The first column of the spreadsheet. Then, the application will ask you to choose the location to save the file. You must choose the location to save the file as 'Text CSV (.csv)'. Once you save your file, you must make sure you put all your values in the first column. If not, the tool will not be able to produce the forecast.

### Select .csv file

No file chosen

Maximum upload size: 2.00 MB

	A	B	C
1	2345		
2	2750		
3	1508		
4	1777		
5	2100		
6	2107		
7	2213		
8	1993		
9	1768		
10	1479		
11	1344		
12	1389		
13	1433		
14	1477		
15	1578		
16	1611		
17	1678		
18	1587		
19	1523		
20	1124		
21	1388		
22	1299		
23	1433		
24	1567		
25	1479		
26	1344		
27	1389		
28	1433		
29	1477		
30	1578		
31	1611		
32	1678		
33	1587		
34	1523		
35	1124		
36	1388		
37			

## Predicting Boom and Bust Cycles

In the short term: up to 12 months in the case of this tool. Forecasts given outside of a 12 months become less reliable as the forecast horizon increases.

average sales quantity per day/week/fortnight/etc, average catch/landings per month/semester/year/etc, containing a minimum of 24 values.

### Data confidentiality:

Your upload will be treated with the strictest confidentiality and not shared with other users of this system or people operating outside of this system.

## Manual data upload

Alternatively, you may also enter the values in the text area input, each separated by a semicolon (;), but no trailing semicolon (after the last value). Once you entered at least 24 values, you can click the forecast button.

### Input time series



You are here: [Home](#) > Growth Risk Analyser

PrimeFish



Horizon 2020  
Programme



## Growth Risk Analyser

### Predicting Boom and Bust Cycles

The Growth Risk Analyser statistical model is designed to predict pricing trends in the short term: up to 12 months in the case of this tool. Forecasts given outside of a 12 months become less reliable as the forecast horizon increases.

A user must enter a time series of data of any value type such as profit per month, average sales quantity per day/week/fortnight/etc, average catch/landings per month/semester/year/etc, containing a minimum of 24 values.

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#### Select .csv file

No file chosen

Maximum upload size: 2.00 MB

Upload file & Calculate forecast

#### Manual data upload

Alternatively, you may also enter the values in the text area input, each separated by a semicolon (;), but no trailing semicolon (after the last value). Once you entered at least 24 values, you can click the forecast button.

#### Input time series

2500; 2750; 1598; 1777; 2100; 2107; 2213; 1993; 1768; 1479; 1344; 1389; 1433; 1477; 1578; 1611; 1678; 1587; 1523; 1124; 1388; 1299; 1433; 1399; 1777; 2100; 2107; 2213; 1993; 1768; 1479; 1344; 1389; 1433; 1477; 1578

Calculate forecast from values

## Growth Risk Analysis

The Growth Risk Analysis

A user must enter a time series

To enter your data in the tool, you can use a spreadsheet or a text file. The first column of the spreadsheet or text file must contain the index of the time series. You must choose the 'Text CSV (.csv)' format. Otherwise, the tool will not be able to process the data.

Select .csv file

No file chosen  
Maximum upload size: 2 MB

Forecast request

Request status

Finished

Request input

0 : 2500

1 : 2750

2 : 1568

3 : 1777

4 : 2100

5 : 2107

6 : 2213

7 : 1993

8 : 1768

9 : 1479

10 : 1344

11 : 1389

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13 : 1477

14 : 1578

15 : 1611

16 : 1678

17 : 1587

18 : 1523

## Growth Risk Analysis Forecast

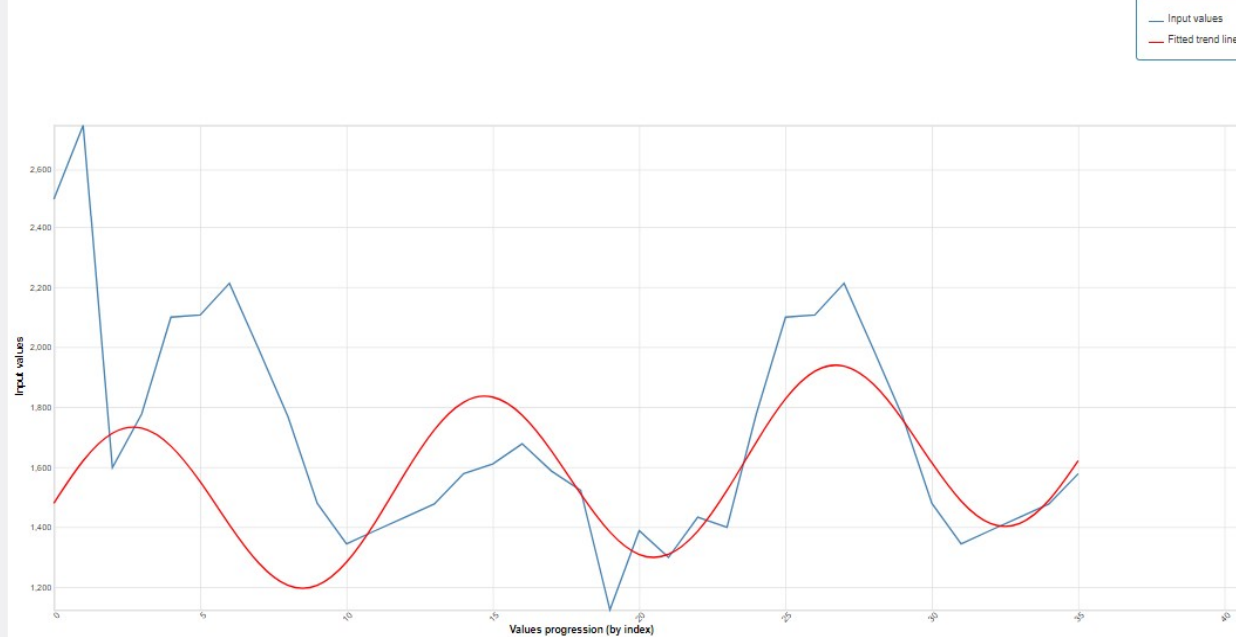
Forecast result values for your input time series. The results reflect a decomposition of a defined time series in terms of trend, the confidence levels either side of the predicted trend signify confidence by risk aversion.

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### Real Values

The original values with the fitted trend line



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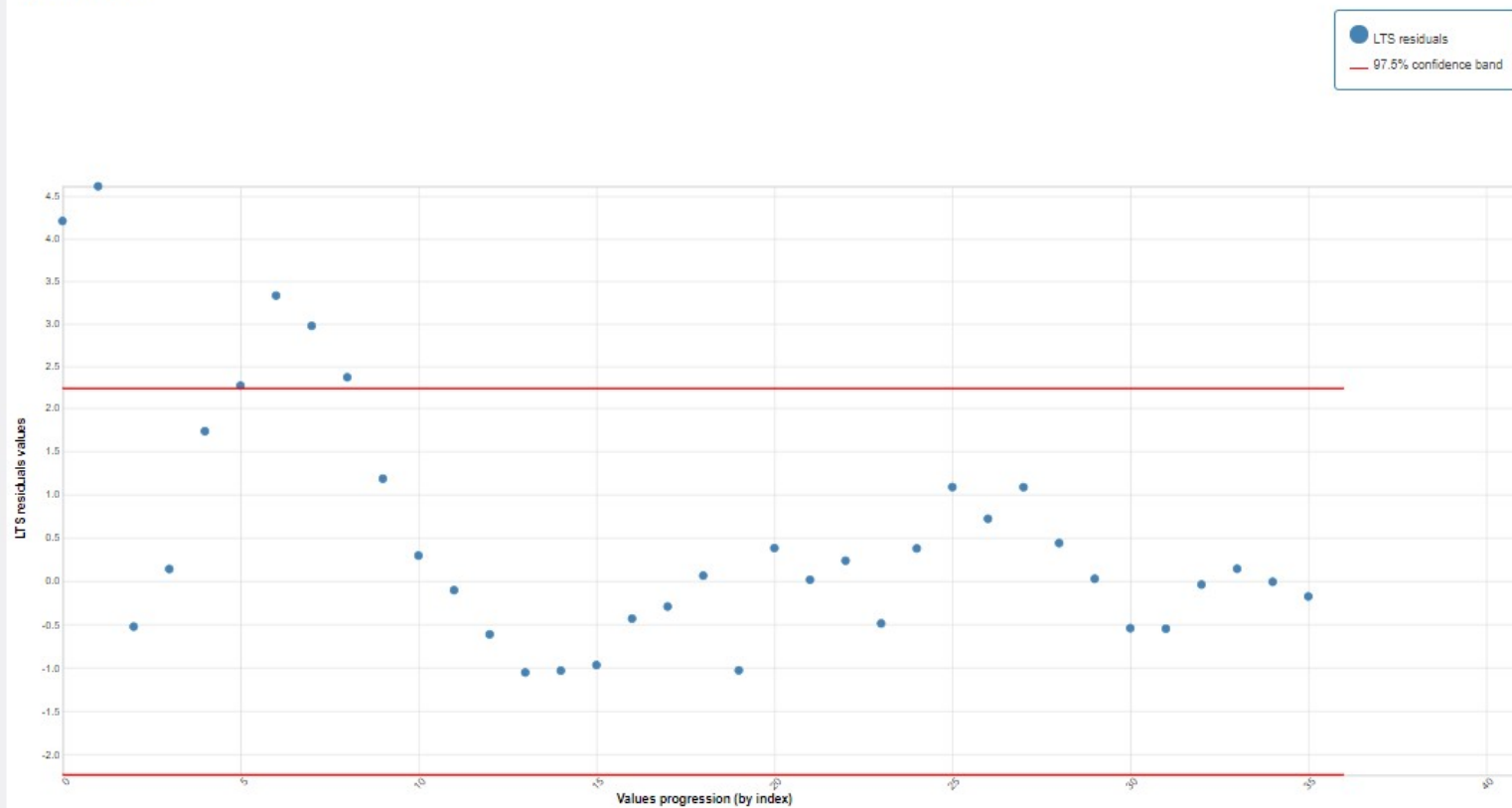
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PrimeFish

### Confidence level (Robust LTS residuals)

This band indicates the confidence level of the price prediction over the next 12 months. The more dots that fall within the band, the higher the confidence in the prediction. If there are a substantial group of dots that fall outside of the band, then it indicates that there is a higher level of errors in the time series.



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## Growth Ris

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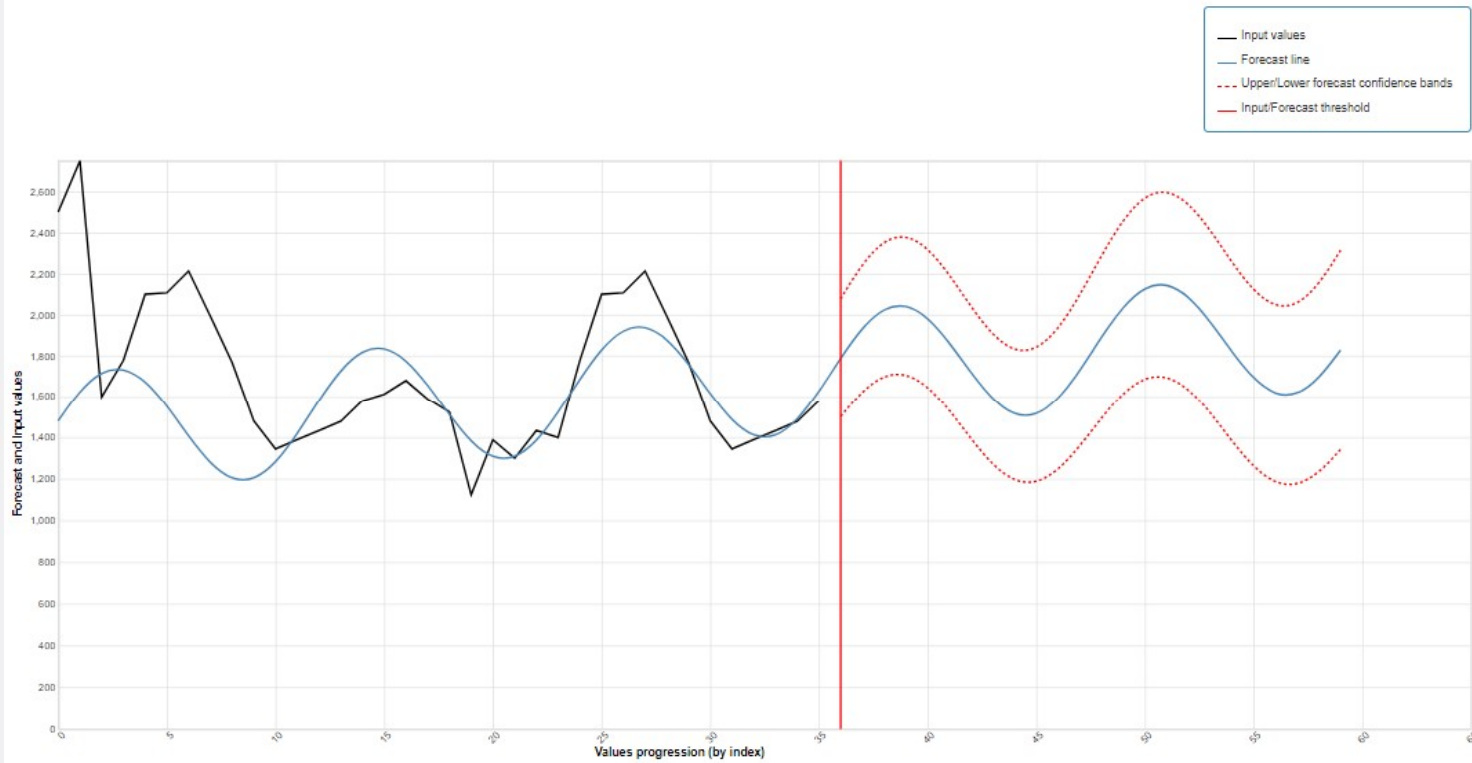
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PrimeFish

### GRA Forecast

The forecast graph maps the prediction of the time series into the next twelve months. The forecast shows the fitted and predicted signal over the original values and a confidence band for the prediction.



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# Willingness to Pay

Willingness to Pay

Calculation of willingness to pay based on primary and secondary product attributes

- **Willingness To Pay is the result of a methodology called “choice modelling”, where consumers participating in an online experiment have indicated their preference on a set of goods. While choosing one alternative instead of another, consumers indicate their preference on a fish species (e.g., cod), and on a particular combination of attributes: price, production method, presentation, sustainability and nutrition.**
- **Tool in Brief**
  - **Input various Product Attributes: country, species, production method, presentation and sustainability/nutrition**
  - **Results display what a customer is willing to pay based on the input attributes**

# Willingness to Pay

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## Willingness to Pay

### Attribute Selection

The DSS Willingness To Pay is the result of a methodology called "choice modelling", where consumers participating in an online experiment have indicated their preference on a [set of goods](#). While choosing one alternative instead of another, consumers indicate their preference on a fish species (e.g., cod), and on a particular combination of the following characteristics (what we call "attributes"):

- Price
- Production method (farm-raised or wild-caught fish)
- Presentation format (whole fish, fillet, ready-to-cook)
- Sustainability label \*
- Nutritional and health claim \*

A mathematical model helped us to estimate how each product attribute (including fish species) has contributed to drive consumers' choices. Based on these calculations, we could estimate the consumer willingness to pay (WTP) for every attribute in the experiment, and the total WTP for a given product with the selected characteristics.

#### Sustainability labelling \*

Respondents received the following definition for sustainable label: "When certified according to a sustainability scheme, any fish can be traced back to a fishery or to a fish farm that meets principles reflecting the maintenance and re-establishment of healthy populations of targeted species, the maintenance of the integrity of ecosystems, the use of feed and other inputs that are sourced responsibly, and the social responsibility for workers and communities impacted by fishing and fish farming. This standard is intended to be used on a global basis by accredited third party certifiers to undertake the certification of fisheries and fish farmers to the above mentioned principles and criteria".<sup>4</sup>

#### Nutritional and health claim \*

Respondents received the following definition for nutritional and health claim: "Product high of omega 3 fatty acids which contributes to maintenance of normal function of the heart and normal blood pressure", with the following condition of use: "the beneficial effect is obtained with a daily intake of 250 mg of omega 3 fatty acids. Such amount can be consumed as part of a balanced diet".

### Product Attributes

Country Germany ▼	Species Cod ▼	Production method Wild ▼
Presentation format Whole/Round cut ▼	Sustainability labelling * No Yes	Nutritional and Health claim * No Yes

Run WTP Tool

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# Willingness to Pay

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## Willingness to Pay

### Best Results for Germany

Here are the results based on the attributes that you have chosen to display the willingness of a customer to pay for the species that you have selected.

#### Selected Input Attributes

Country
Germany
Species
Cod
Method
Wild
Format
Whole/Round cut
Sustainability labelling
Present
Nutritional/health claim
Present

Print Results

Download prices spreadsheet

#### Your Product results for Germany :



#### How to interpret the WTP values

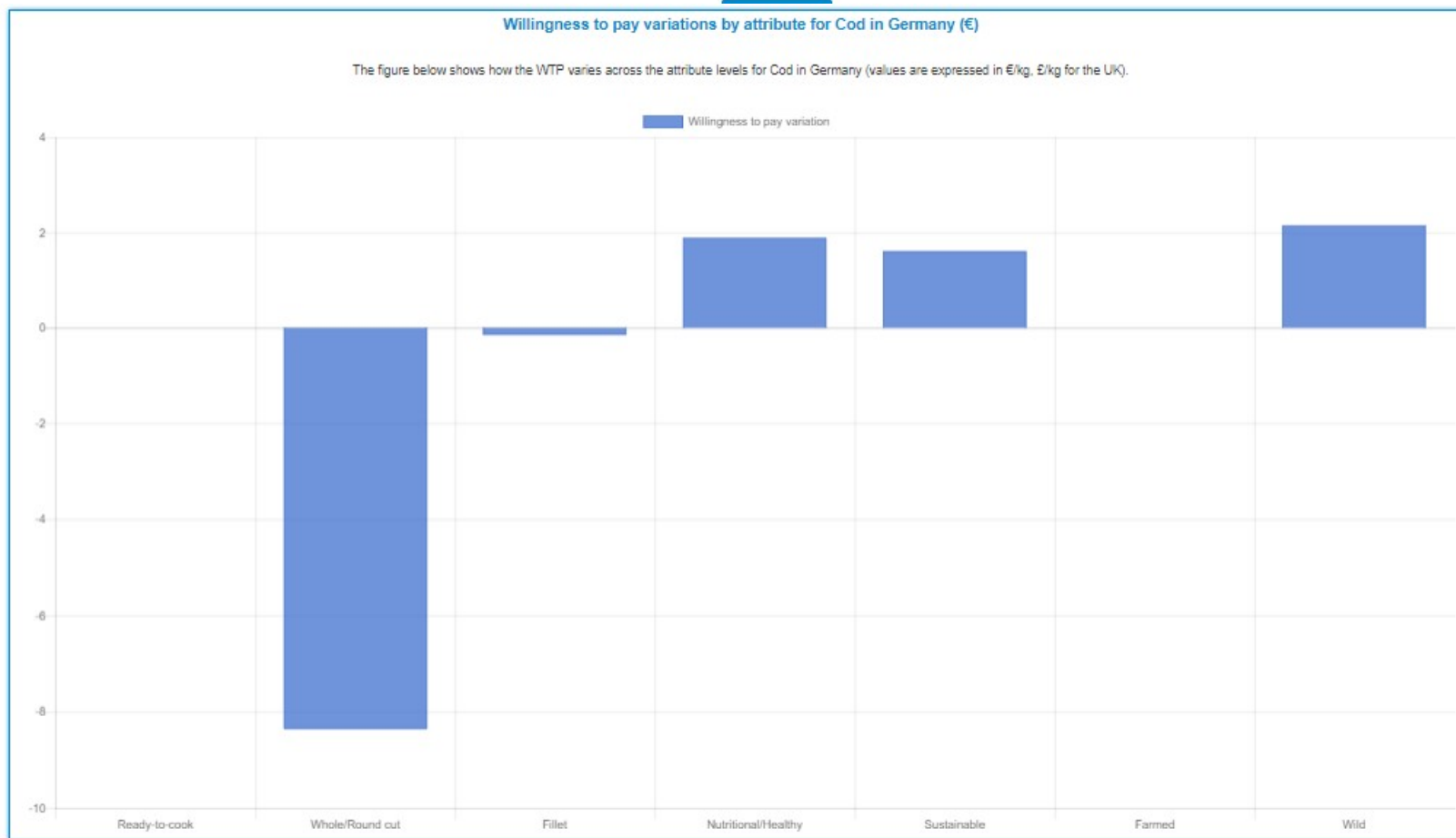
Based on the consumers choices, we could estimate the willingness to pay (WTP) for every attribute included in the experiment. The WTP values are expressed in €/kg (£/kg in the UK case).

The WTP values associated to every fish species (the first blue rectangle on the left hand side) indicate the average market price in that country, for that fish species. The WTP values associated to every product attribute (the following rectangles) indicate the amount of money respondents are willing to pay for a change in the attribute level. When a negative value is displayed, the rectangle becomes red and it means that the alternative attribute level is preferred, and consumers are willing to accept a discount to buy the less preferred choice. With total WTP (the green rectangle on the right-hand side) we mean willingness to pay to go for a change in several attributes, and is calculated by summing up the single WTP values associated with the selected attributes. In any case, the WTP values associated to a specific attribute have to be interpreted as an amount of money respondents are willing to pay for a change in the attribute from one value (the base level) to another one. The base values have WTP equal to 0 (see the table below).

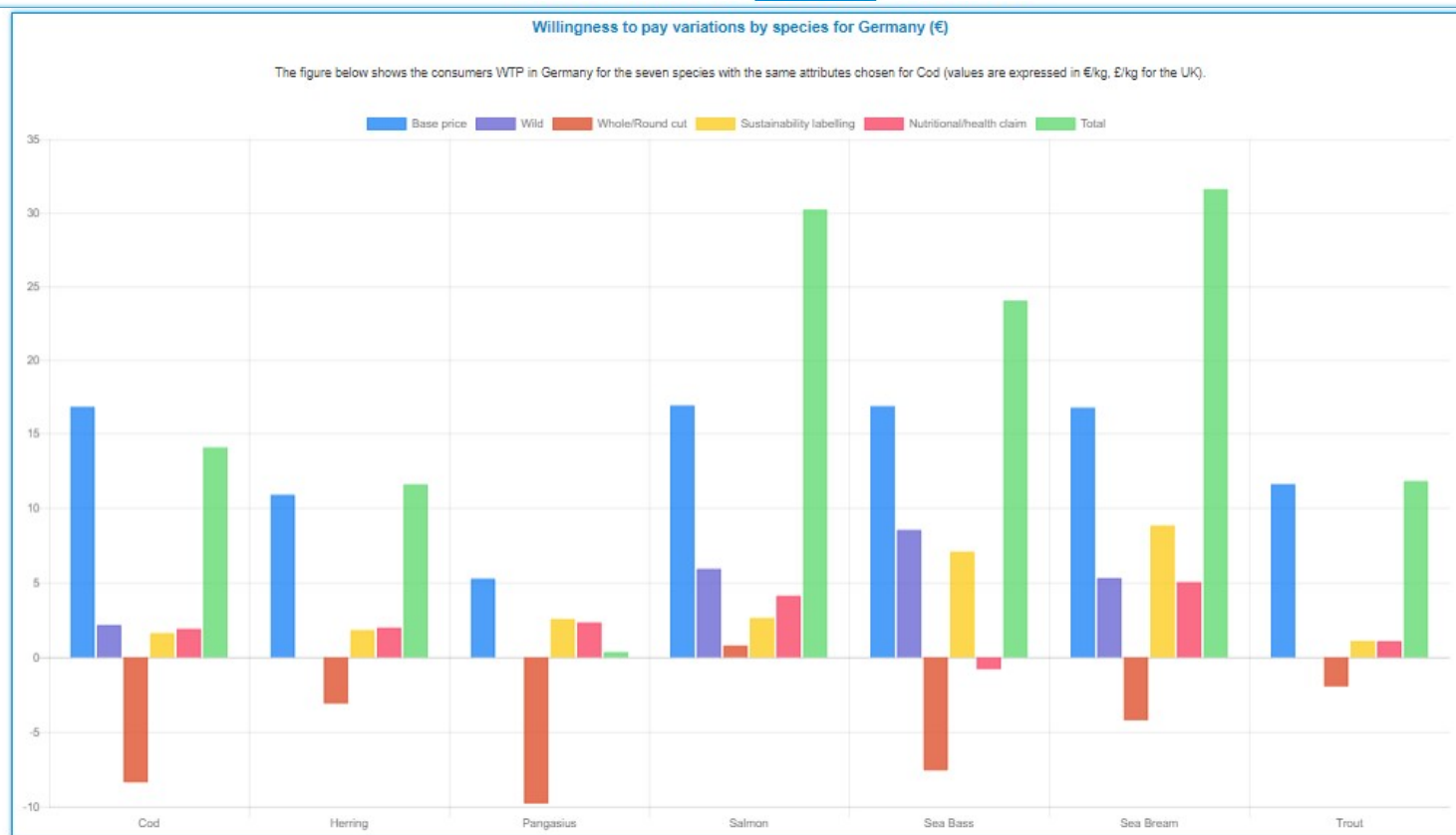
Attribute	Base level	Alternative attribute level
Production method	Farmed	Wild
Presentation format	Ready-to-cook	Fillet
Presentation format	Ready-to-cook	Whole/Round cut *
Sustainability labelling	No	Yes
Nutritional and health claim	No	Yes

\* Whole for Trout, Herring, Seabream, Seabass and Cod; Round cut for Salmon and Pangasius.

# Willingness to Pay



# Willingness to Pay



[Return to WTP Home](#)

# Product Success Check

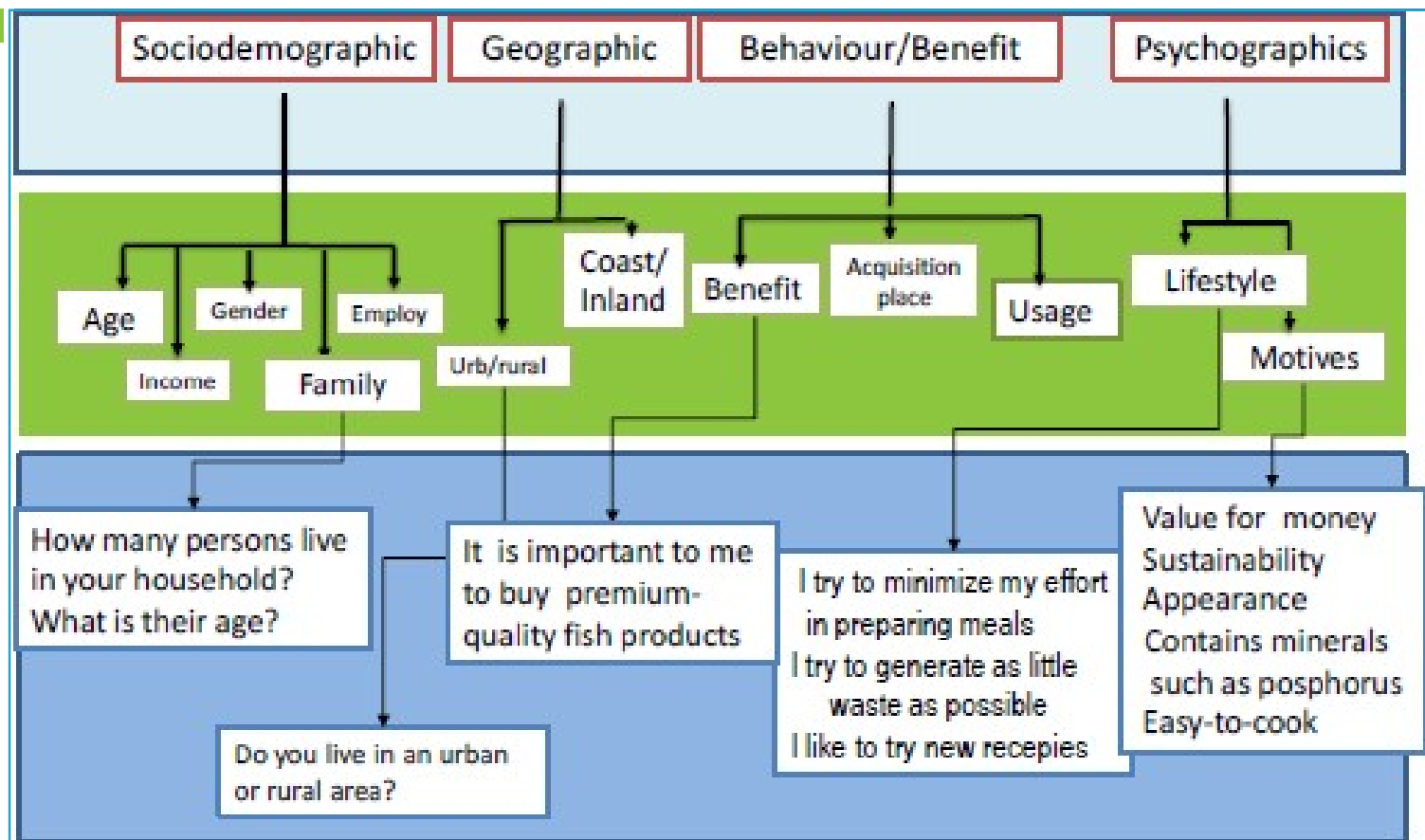
Product success check

Identifying the concrete consumer segments per product attribute

- ❑ The Product Success Check Tool, based on the Success Analysis Model, uses a regression algorithm to calculate, based on your input attributes and market research, the best matching consumer profile for your product alongside useful information about the target demographics of your product, allowing you to make informed decisions and avoid major pitfalls when planning your product launches.
- ❑ Tool in Brief
  - ❑ It is required to select the product attributes
  - ❑ It is optional to select various marketing
  - ❑ It is optional to select a product presentation
  - ❑ After running the tool, the results will display the best matching customer profile based on the input attributes chosen



# Product Success Check



Analysis  
of input  
profile

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## Product Success Check

### Calculating Product Success

The Product Success Check Tool uses a regression algorithm to calculate, based on your input attributes and market research, the best matching consumer profile for your product alongside useful information about the target demographics of your product, allowing you to make informed decisions and avoid major pitfalls when planning your product launches.

Please complete the following data entry fields to determine the likelihood of success

#### Product attributes

Country *	Species *	Product Source
<input type="text" value="Germany"/>	<input type="text" value="Cod"/>	<input type="text" value="Wild"/>
Price *		Species consumption *
<input type="text" value="Low price range"/>		<input type="text" value="Medium-low"/>

#### Other marketing attributes

Select your product attributes from the list below. These fields are optional, and the tool will select the default answer (Not informed/Indifferent/No or the first option available in case none of the previous is available as answer) for you automatically in case you don't select an option. However, the better the description you provide, more relevant the resulting profile will be.

<b>Novelty</b> <ul style="list-style-type: none"><li><input type="radio"/> Familiar product</li><li><input type="radio"/> New product</li><li><input checked="" type="radio"/> No preferences</li></ul>	<b>Local provenance</b> <ul style="list-style-type: none"><li><input type="radio"/> Local origin</li><li><input checked="" type="radio"/> National origin</li><li><input type="radio"/> Indifferent</li></ul>	<b>Additives</b> <ul style="list-style-type: none"><li><input checked="" type="radio"/> Natural</li><li><input type="radio"/> Enhanced</li><li><input type="radio"/> Indifferent</li></ul>	<b>Calories</b> <ul style="list-style-type: none"><li><input type="radio"/> Low calorie option</li><li><input type="radio"/> Standard calorie option</li><li><input checked="" type="radio"/> Indifferent</li></ul>
<b>Discount</b> <ul style="list-style-type: none"><li><input type="radio"/> We use promotions/offers</li><li><input checked="" type="radio"/> We do not use promotions/offers</li><li><input type="radio"/> Indifferent</li></ul>	<b>Preparation</b> <ul style="list-style-type: none"><li><input checked="" type="radio"/> Traditional (standard) preparation</li><li><input type="radio"/> For special dietary needs (e.g. gluten free)</li></ul>	<b>Environmentally friendly packaging</b> <ul style="list-style-type: none"><li><input checked="" type="radio"/> Yes</li><li><input type="radio"/> No</li></ul>	<b>Boneless</b> <ul style="list-style-type: none"><li><input checked="" type="radio"/> Yes</li><li><input type="radio"/> No</li></ul>
<b>Organic</b> <ul style="list-style-type: none"><li><input checked="" type="radio"/> Yes</li><li><input type="radio"/> No</li></ul>	<b>EU provenance</b> <ul style="list-style-type: none"><li><input checked="" type="radio"/> EU origin</li><li><input type="radio"/> Non EU origin</li></ul>	<b>Brand</b> <ul style="list-style-type: none"><li><input type="radio"/> Strong brand</li><li><input checked="" type="radio"/> Unbranded</li></ul>	<b>Saves preparation time</b> <ul style="list-style-type: none"><li><input type="radio"/> Yes</li><li><input type="radio"/> No</li><li><input checked="" type="radio"/> Indifferent</li></ul>
<b>Sustainability</b> <ul style="list-style-type: none"><li><input checked="" type="radio"/> Certified</li><li><input type="radio"/> Not certified</li></ul>	<b>To cook in many ways</b> <ul style="list-style-type: none"><li><input checked="" type="radio"/> Yes</li><li><input type="radio"/> No</li></ul>	<b>Nutritional claims</b> <ul style="list-style-type: none"><li><input type="radio"/> Yes</li><li><input checked="" type="radio"/> No</li></ul>	<b>New recipe</b> <ul style="list-style-type: none"><li><input type="radio"/> Yes</li></ul>

#### Almost there

You can select the presentation formats you wish to highlight in the results page format consumption frequency chart. The selected values will be "surrounded" by double asterisk and the border of the bar in the chart will be in red. You can select multiple by holding the CTRL key and clicking the different choices. This field is also optional.

Product presentation

- ☐ Canned
- ☐ Dried
- ☐ Fish salads
- ☒ Fresh fillet/steak
- ☐ Frozen fillet/steak
- ☐ Marinated
- ☐ Ready to cook

Perform Product Success Check



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in yo  
Wha



#### Selected Input Attributes

**Country**  
Germany

**Species**  
Cod

**Product Source**  
Wild

**Pricing**  
Low price range

**Species consumption**  
Medium-low

**Other marketing attributes**  
Boneless: Yes  
Preparation: Traditional (standard) preparation  
Organic: Yes  
EU provenance: EU origin  
Brand: Unbranded  
Novelty: No preference  
Local provenance: National origin  
Additives: Natural  
Saves preparation time: Yes  
Sustainability: Certified  
To cook in many ways: Yes  
Calories: Indifferent  
Discount: We do not use promotions/offers  
Nutritional claims: No  
Environmentally friendly packaging: Yes  
New recipe: Indifferent

**Product presentation**  
• Fresh fillet/steak

Print Results

#### Interpreting your results

Based on the firm and product input attributes, the PSC has identified the best customer match for your product based on consumer preferences and consumption patterns. The results will identify a customer profile with detailed characteristics that will help you make informed decisions when planning your product launches.

##### Disclaimer:

Use at your own risk. The information is intended to be used for guidance purposes only when formulating business decisions around the success of a product. This information generated is defined by historical data and it cannot be guaranteed that the impact of irregular effects on future events may have a detrimental impact on those predictions.

#### Best Matching Customer Profile:

Convenience brand loyal	Segment size	Segment trend	General fish consumption	Average purchase	Purchase location	Information source
Membership probability: 73.34 % 	23%	Increasing	Medium	€67	Supermarket	Fish seller, Supermarket, Label
Gender	Age	Education	Family size	Children eating fish	Geographical area	
Female/Male	Over 54	Medium-high	2	No children below 12 y.o. (76%)	Countryside (87%)	

#### Area development

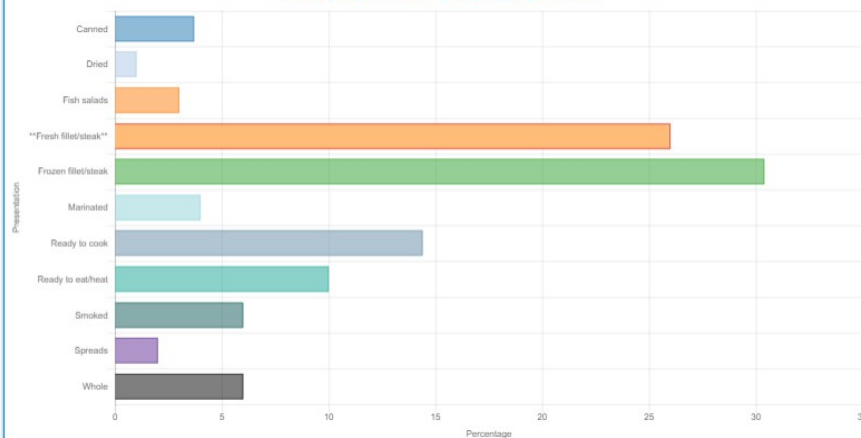
Urban (48%)

Consumer valued attributes: Important Indifferent Unimportant

Knows how to evaluate fish Value for money Knows how to cook fish to cook Nutrients Brand loyal Health Ready to eat Environmentally friendly

Label Sustainability Creativity

#### Consumption preference frequency (%) per presentation



useful information about the target demographics of your product, allowing you to

#### Almost there

presentation formats you wish to highlight in the results page-format consumption frequency chart will be "\*\*surrounded\*\*" by double asterisk and the border of the bar in the chart will be in red. You holding the CTRL key and clicking the different choices. This field is also optional.

#### Product presentation

Canned  
Dried  
Fish salads  
Fresh fillet/steak  
Frozen fillet/steak  
Marinated  
Ready to cook

Perform Product Success Check

on 2020  
amme

# Thank you for your attention

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- **PrimeDSS Decision Support Tools**

- <http://www.dss.primefish.eu>
- Please create a login and experience the tools
- Your feedback is of value to us



# THANKS FOR YOUR ATTENTION



Horizon 2020  
Programme

