PrimeFish

Horizon 2020 Programme

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

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Helping the European Seafood Industry to make better business decisions

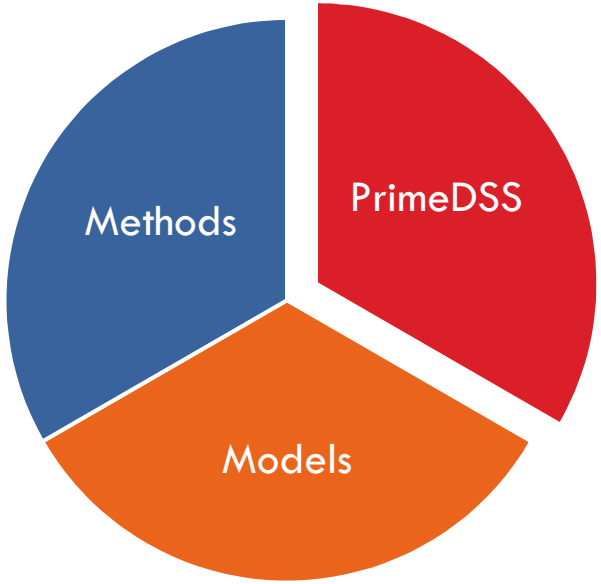
- **PrimeDSS Decision Support Tools**
  - http://www.dss.primefish.eu
  - **Please create a login and experience the tools**
  - **Your feedback is of value to us**

PrimeDSF (Wiki)

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

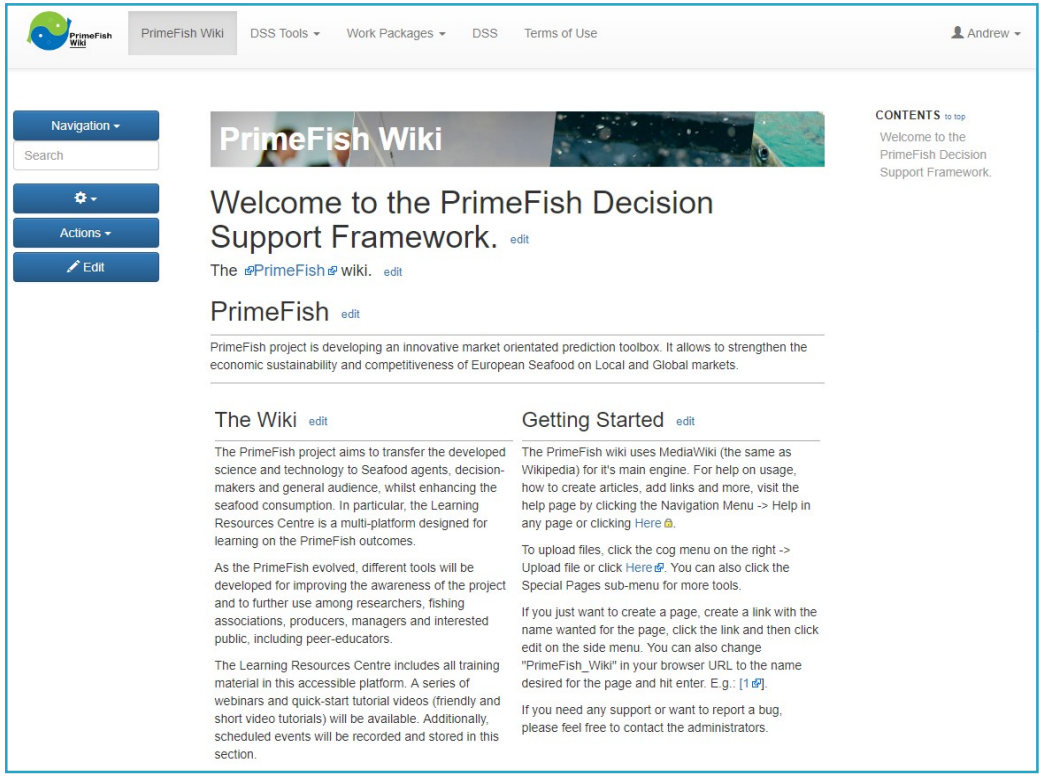
It contains our collected and digested knowledge of all things relevant for decision making

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



http://www.dsf.primefish.eu/wiki/PrimeFish_Wiki

PrimeDSF (Wiki) & PrimeDSS Home pages



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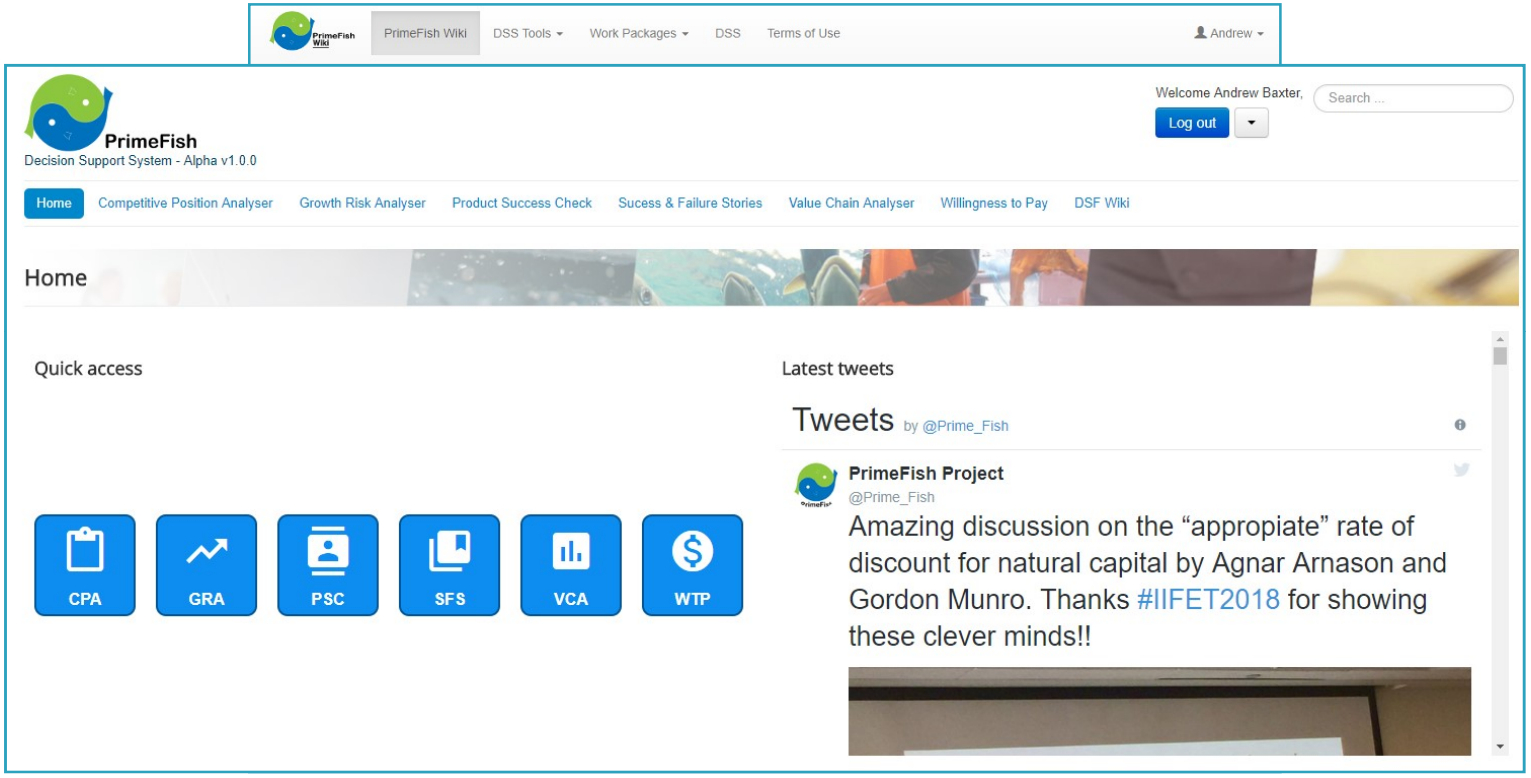
PrimeDSF (Wiki) & PrimeDSS Home pages



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		

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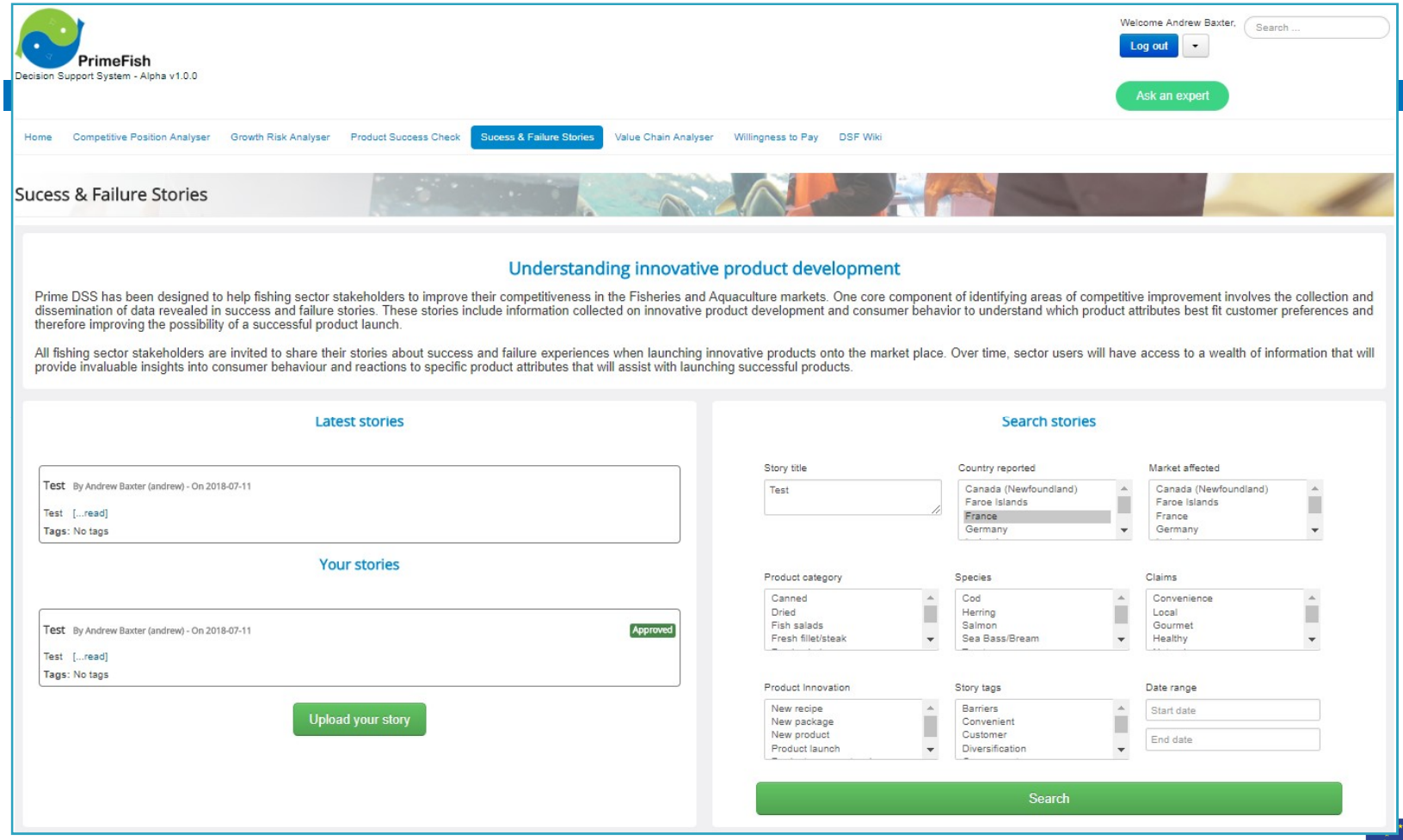
Success and Failure stories

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



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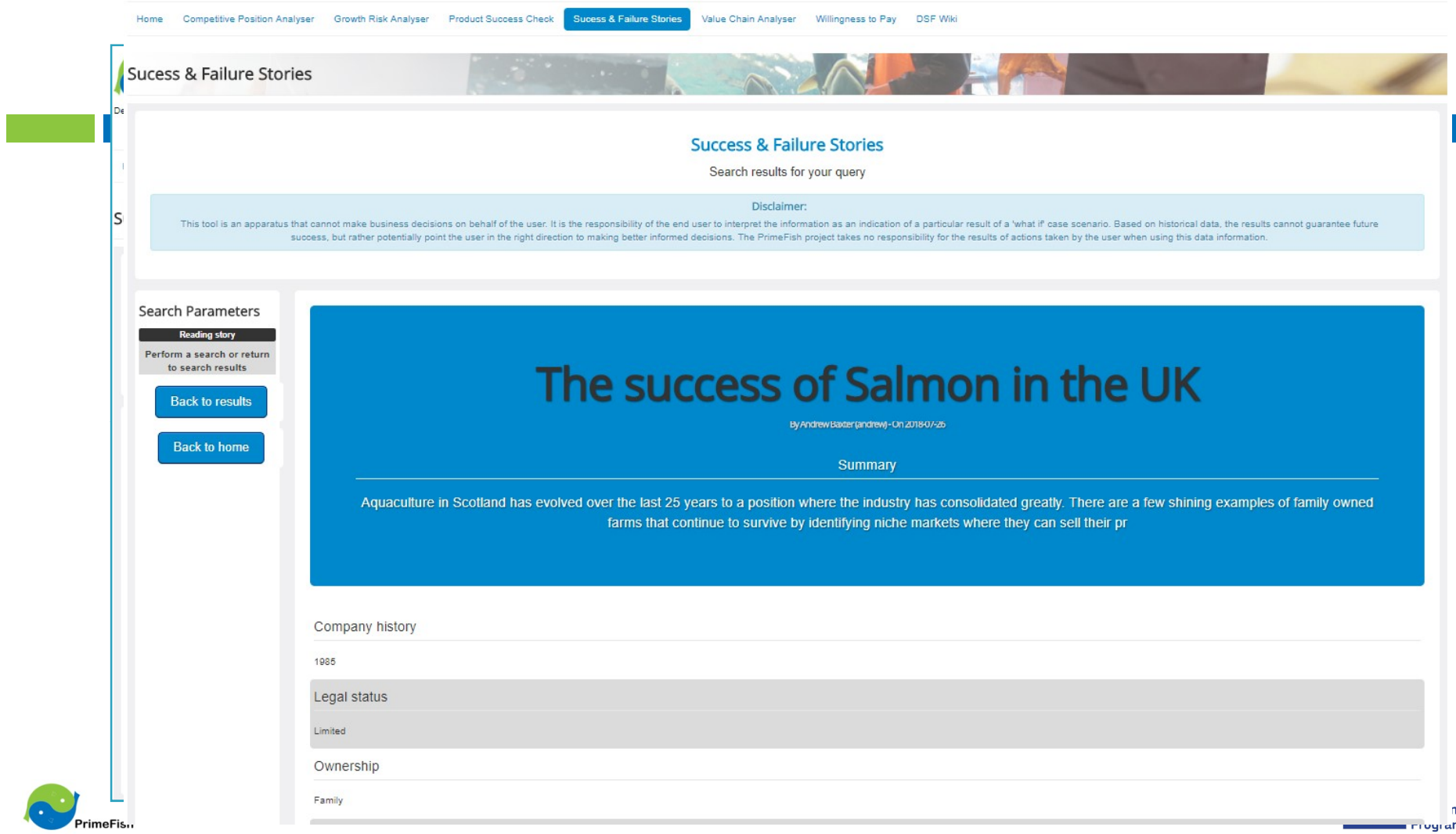
Home
Competitive Position Analyser
Growth Risk Analyser
Product Success Check
Sucess & Failure Stories
Value Chain Analyser
Willingness to Pay
DSF Wiki
Sucess & Failure Stories
Success & Failure Stories
Search results for your query
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Search Parameters
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

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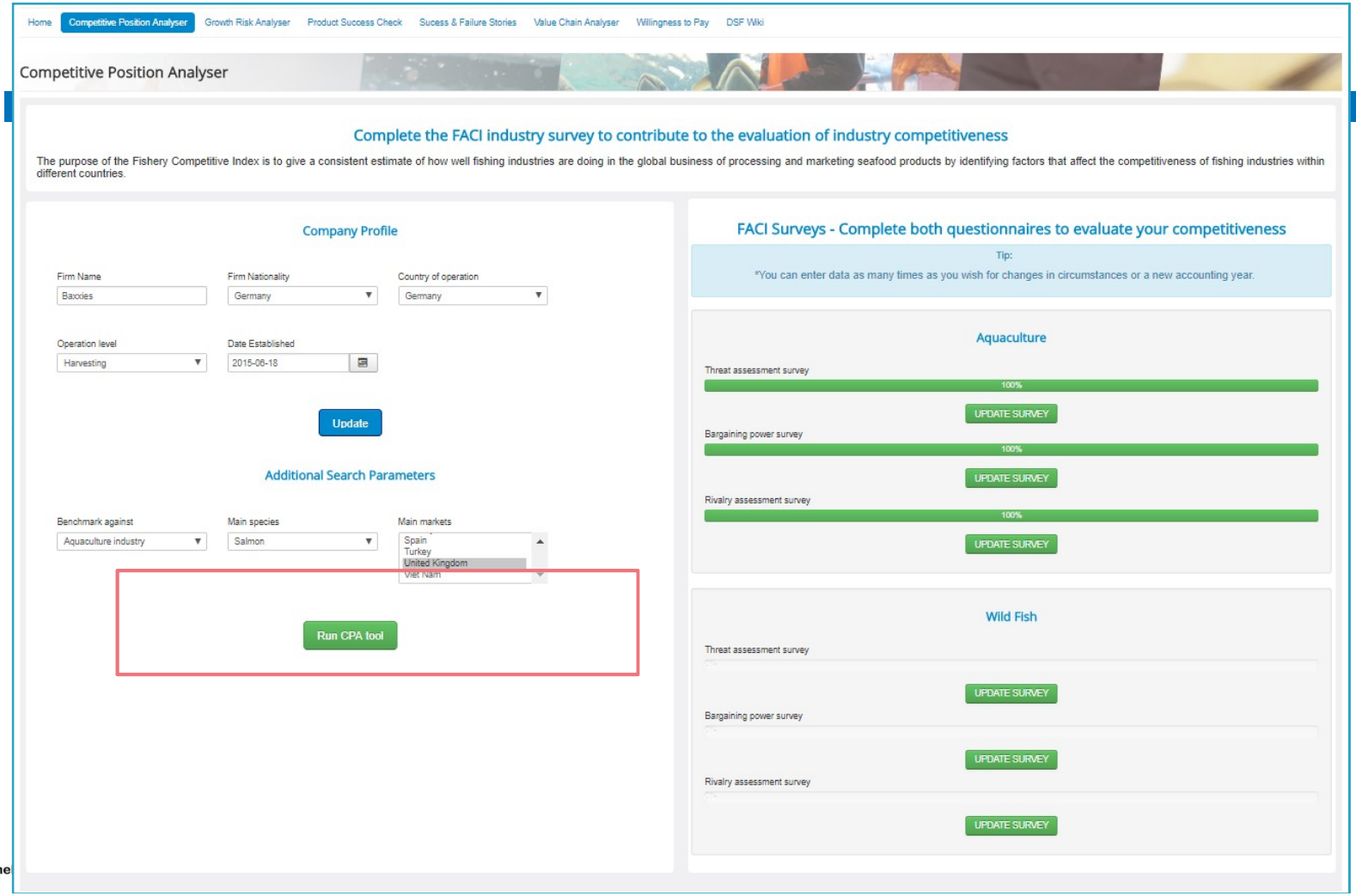

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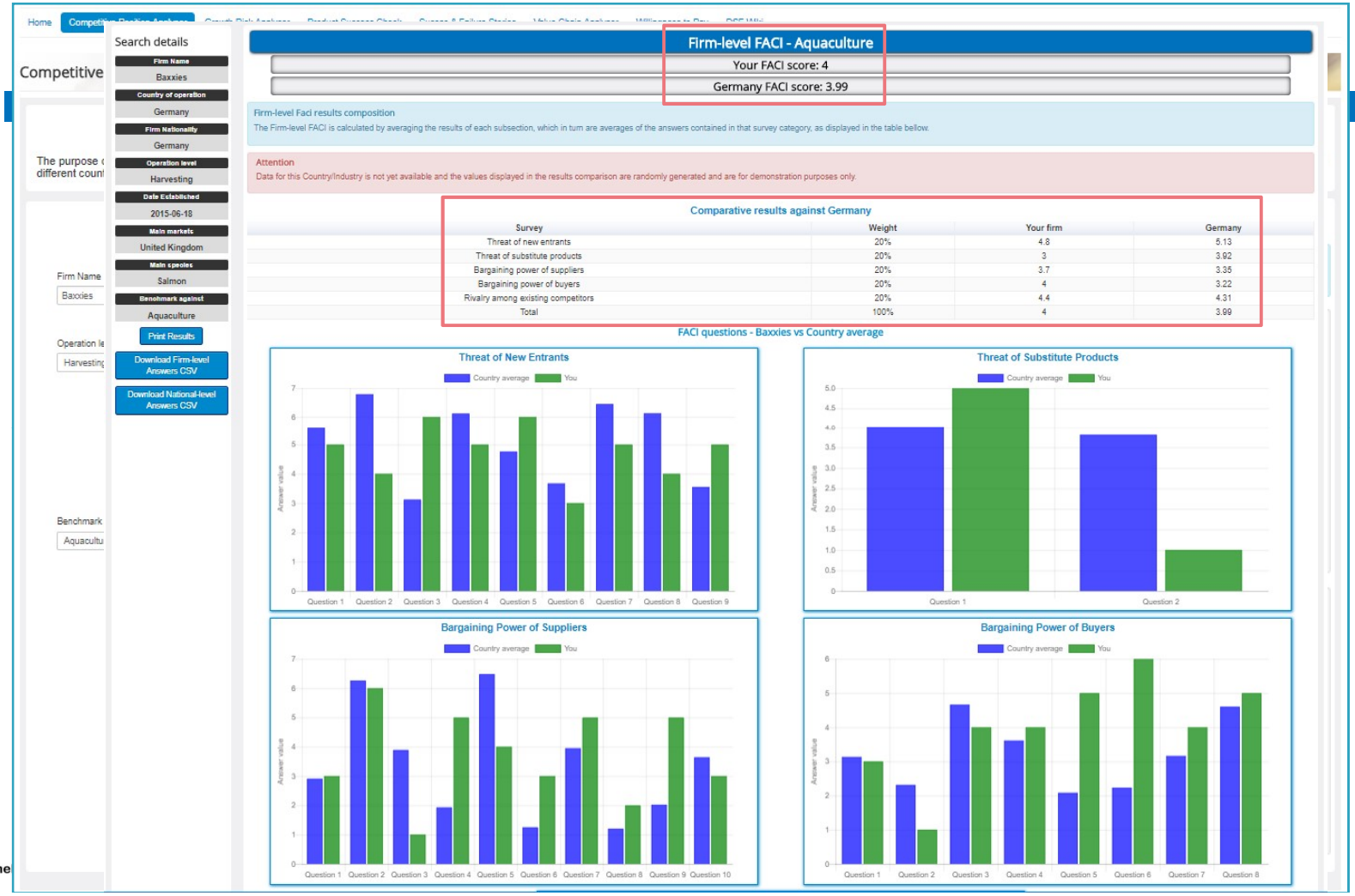

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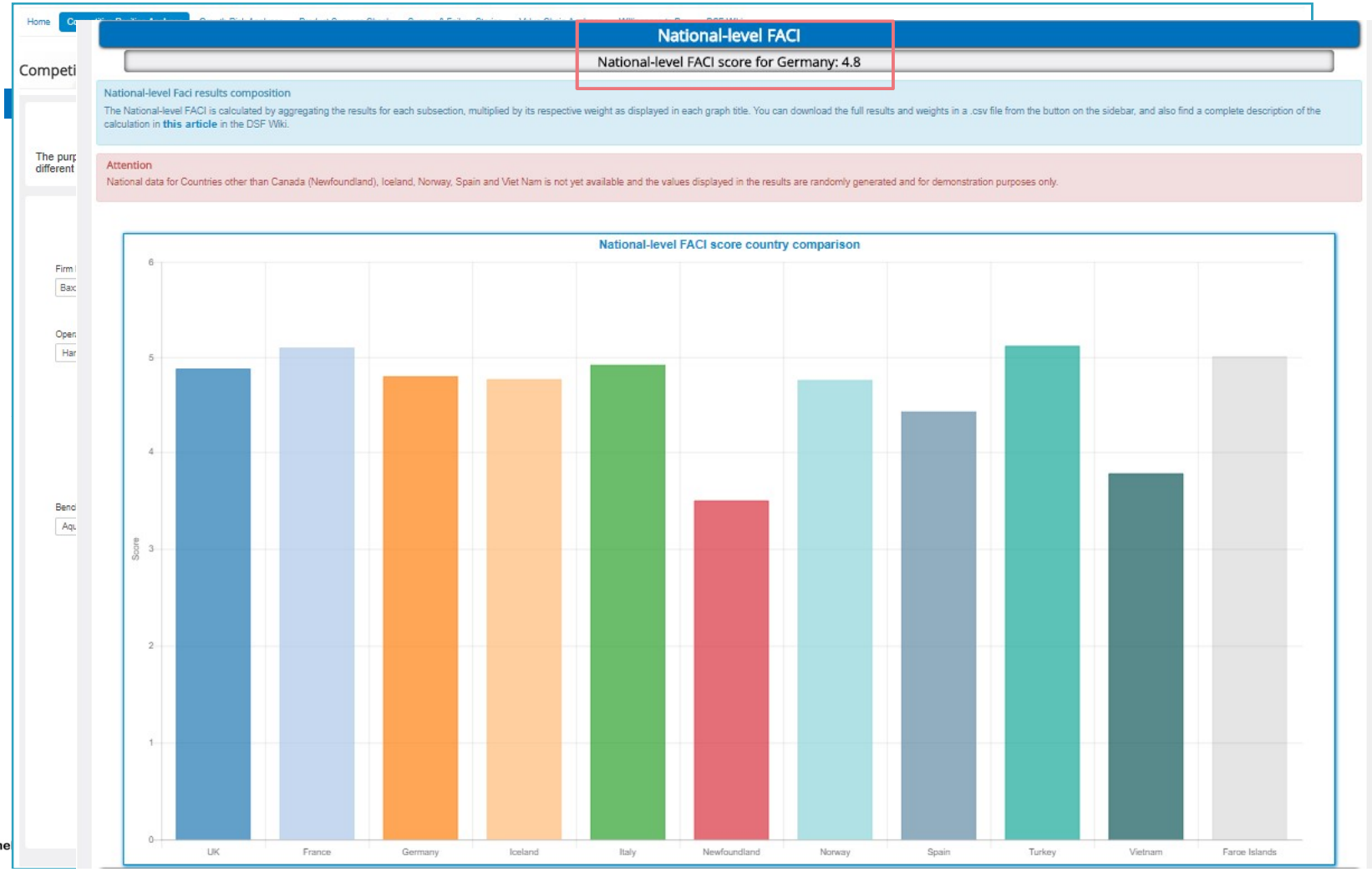
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Aqu
National-level FACI
National-level FACI score for Germany: 4.8
National-level Faci results composition
The National-level FACI is calculated by aggregating the results for each subsection, multiplied by its respective weight as displayed in each graph title. You can download the full results and weights in a .csv file from the button on the sidebar, and also find a complete description of the calculation in this article in the DSF Wiki.
Attention
National data for Countries other than Canada (Newfoundland), Iceland, Norway, Spain and Viet Nam is not yet available and the values displayed in the results are randomly generated and for demonstration purposes only.
National-level FACI score country comparison
Score
0
1
2
3
4
5
6
UK
France
Germany
Iceland
Italy
Newfoundland
Norway
Spain
Turkey
Vietnam
Faroe Islands

Value Chain Analyser

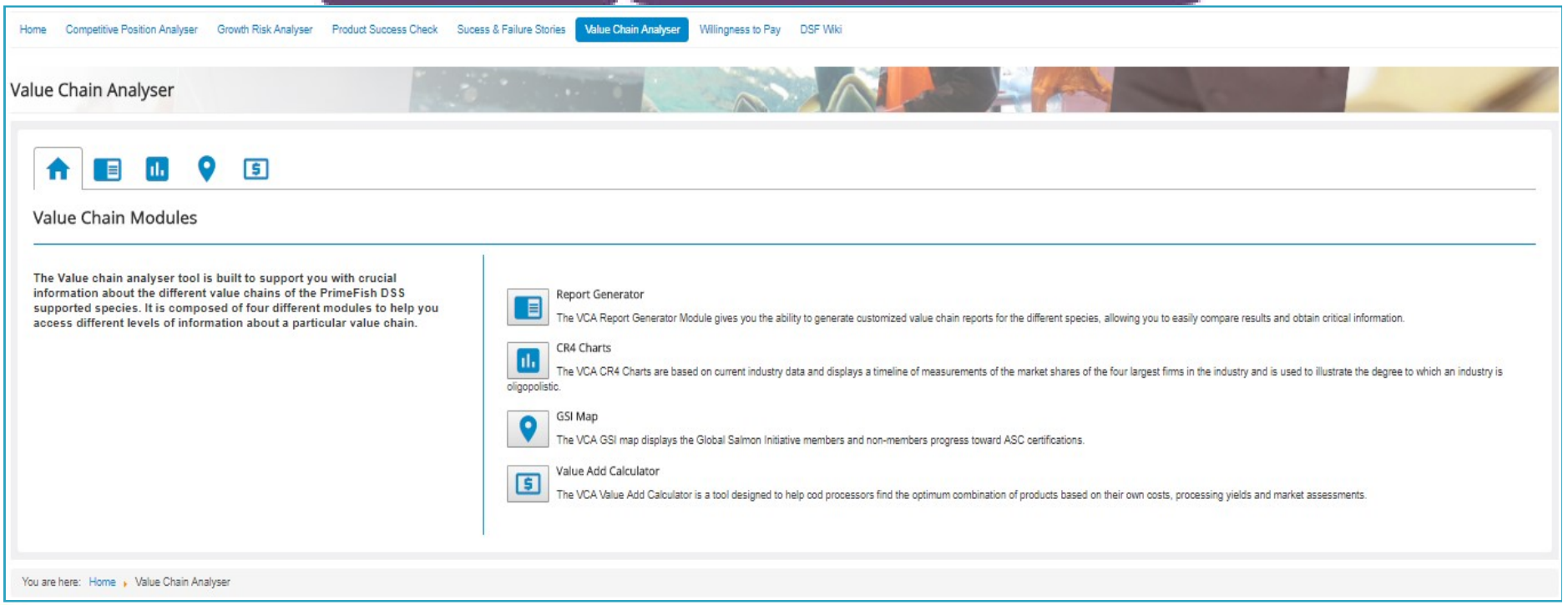
Value chain analyser | Market success – case studies of how others have persisted in the market

- **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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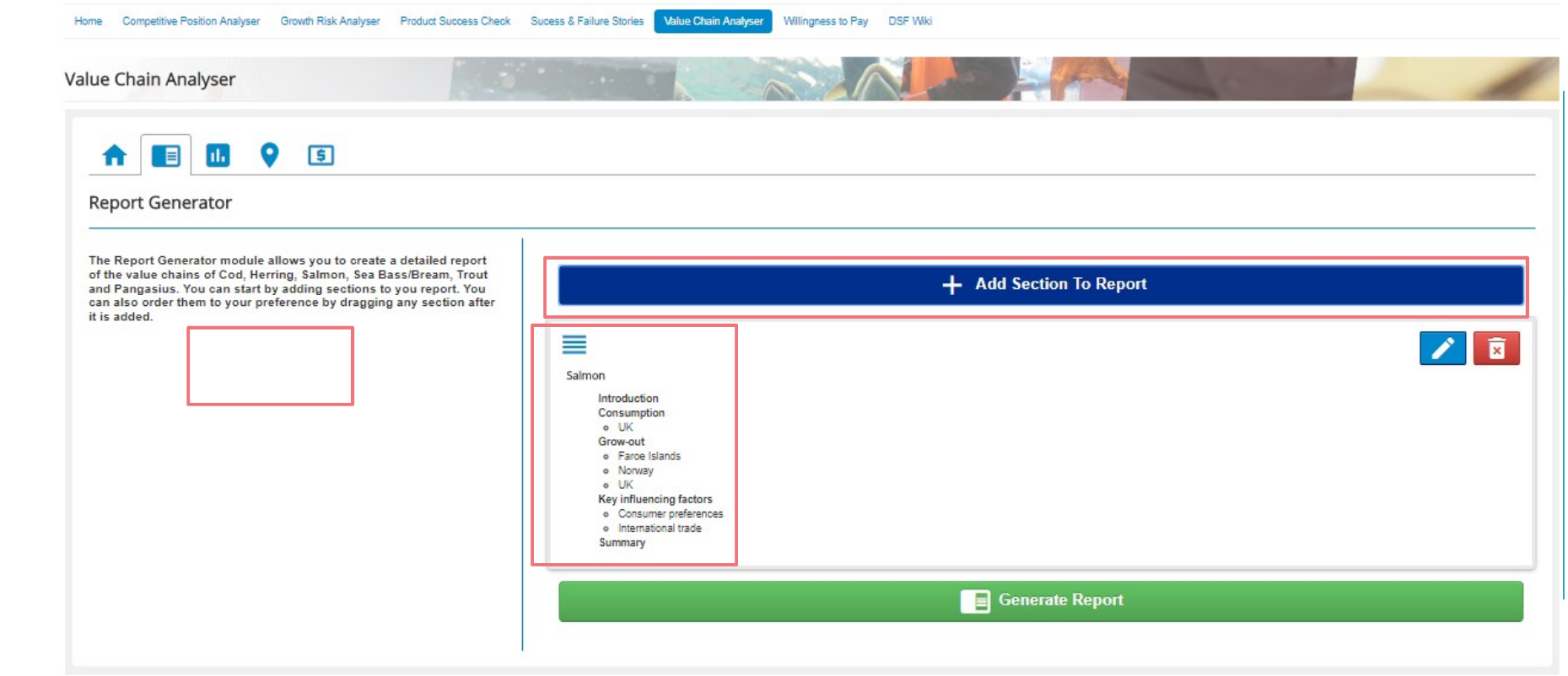
Value Chain Analyser: Report generator



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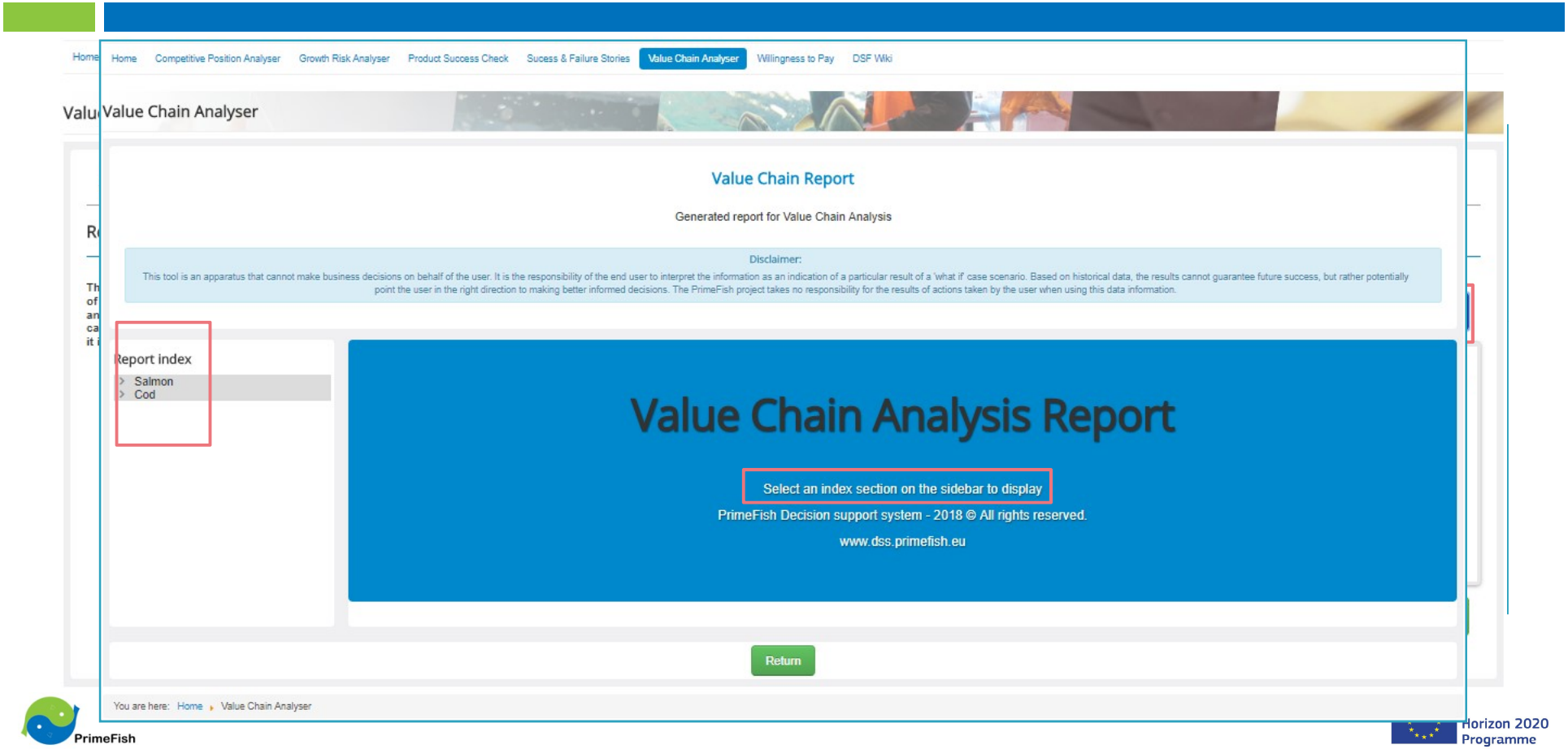
Value Chain Analyser: Report generator



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Value Chain Report

Generated report for Value Chain Analysis

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Report index

Cod > Imports > 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 85% 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.

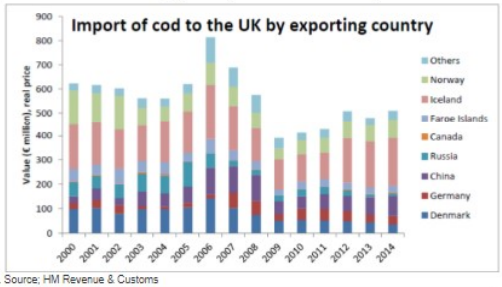

Figure 17. Value of cod imported to the UK by exporting country 2000-2014. Source: HM Revenue & Customs

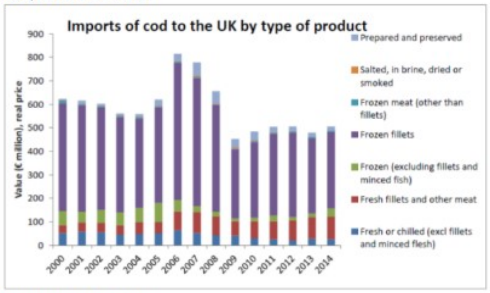

Figure 18. Value of cod imported to the UK by type of product: 2000-2014. Source: HM revenue and Customs

Return

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Value Chain Analyser: GSI Map

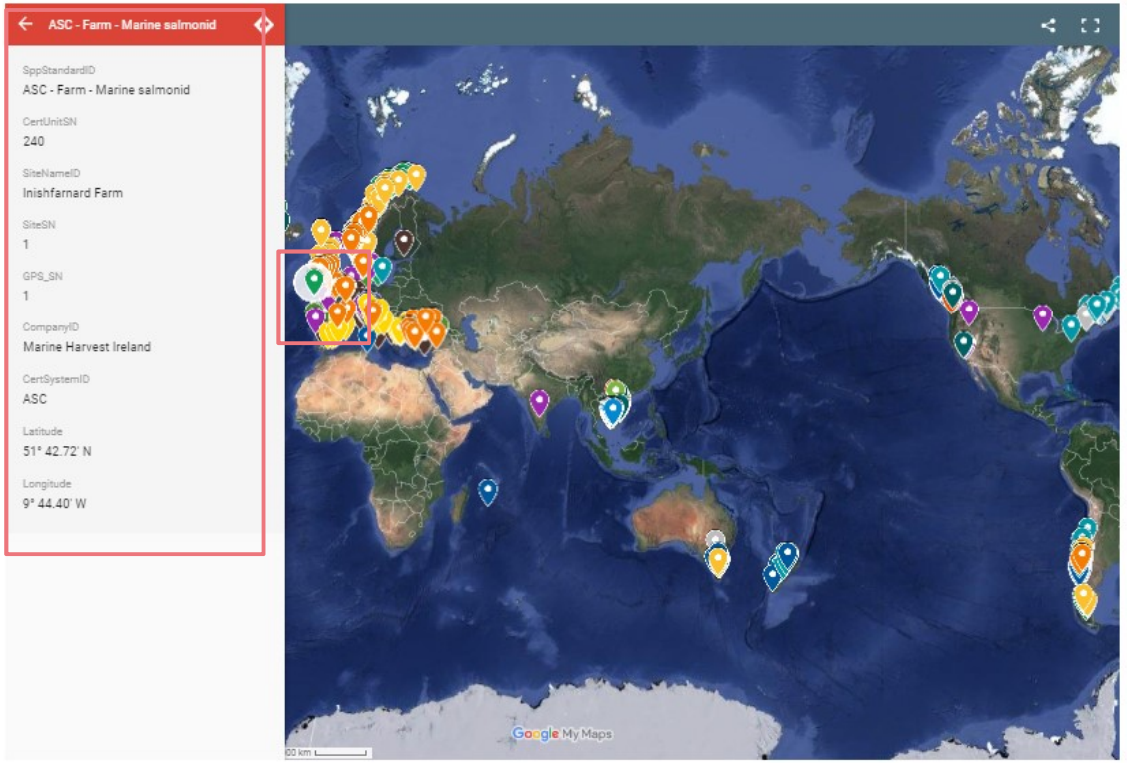
Value chain analyser | Market success – case studies of how others have persisted in the market

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

Value Chain Analyser

GSI Map

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



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Value Chain Analyser: Value Add Calculator

Value chain analyser | Market success – case studies of how others have persisted in the market

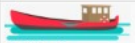
- **The VCA Value Add Calculator is a tool designed to help cod processors find the optimum combination of products based on their own costs, processing yields and market assessments.**

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	0	Whole cod	100	0	0	0	0
Gutting	 Whole cod	0	Gutted Cod Liver and roes Milt and viscera	81 10 9	0 0 0	0 0 0	0 0 0	0 0 0
Heading	 Gutted Cod	0	Headed Cod Head	70 30	0 0	0 0	0 0	0 0
Filleting	 Headed Cod	0	Fillet Bones	75 25	0 0	0 0	0 0	0 0
Skinning	 Fillet	0	Skinless pbi Skin	92 8	0 0	0 0	0 0	0 0
Trimming	 Skinless pbi	0	Skinless boneless fillet Pinbones and cut off	96 4	0 0	0 0	0 0	0 0
Cutting	 Skinless boneless fillet	0	Whole skinless boneless, fillet or cut into portions Belly flap	92 8	0 0	0 0	0 0	0 0
Total		0				0	0	0

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Value Chain Analyser: Value Add Calculator

Value Chain Analyser

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Catch/Landings	 Catch/Landings	10000	Whole cod	100	10000	5	7	20000
Gutting	 Whole cod	10000	Gutted Cod Liver and roes Milt and viscera	81 10 9	8100 1000 900	2 1 2	3 2 1	8100 1000 -900
Heading	 Gutted Cod	8100	Headed Cod Head	70 30	5670 2430	3 2	7 5	22680 7290
Filleting	 Headed Cod	5670	Fillet Bones	75 25	4252.5 1417.5	4 3	5 4	4252.5 1417.5
Skinning	 Fillet	4252.5	Skinless pbi Skin	92 8	3912.3 340.2	3 2	4 2	3912.3 0
Trimming	 Skinless pbi	3912.3	Skinless boneless fillet Pinbones and cut off	96 4	3755.808 156.492	4 3	6 2	7511.616 -156.492
Cutting	 Skinless boneless fillet	3755.808	Whole skinless boneless, fillet or cut into portions Belly flap	92 8	3455.343 300.465	5 2	7 3	6910.686 300.465
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

Choose 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**

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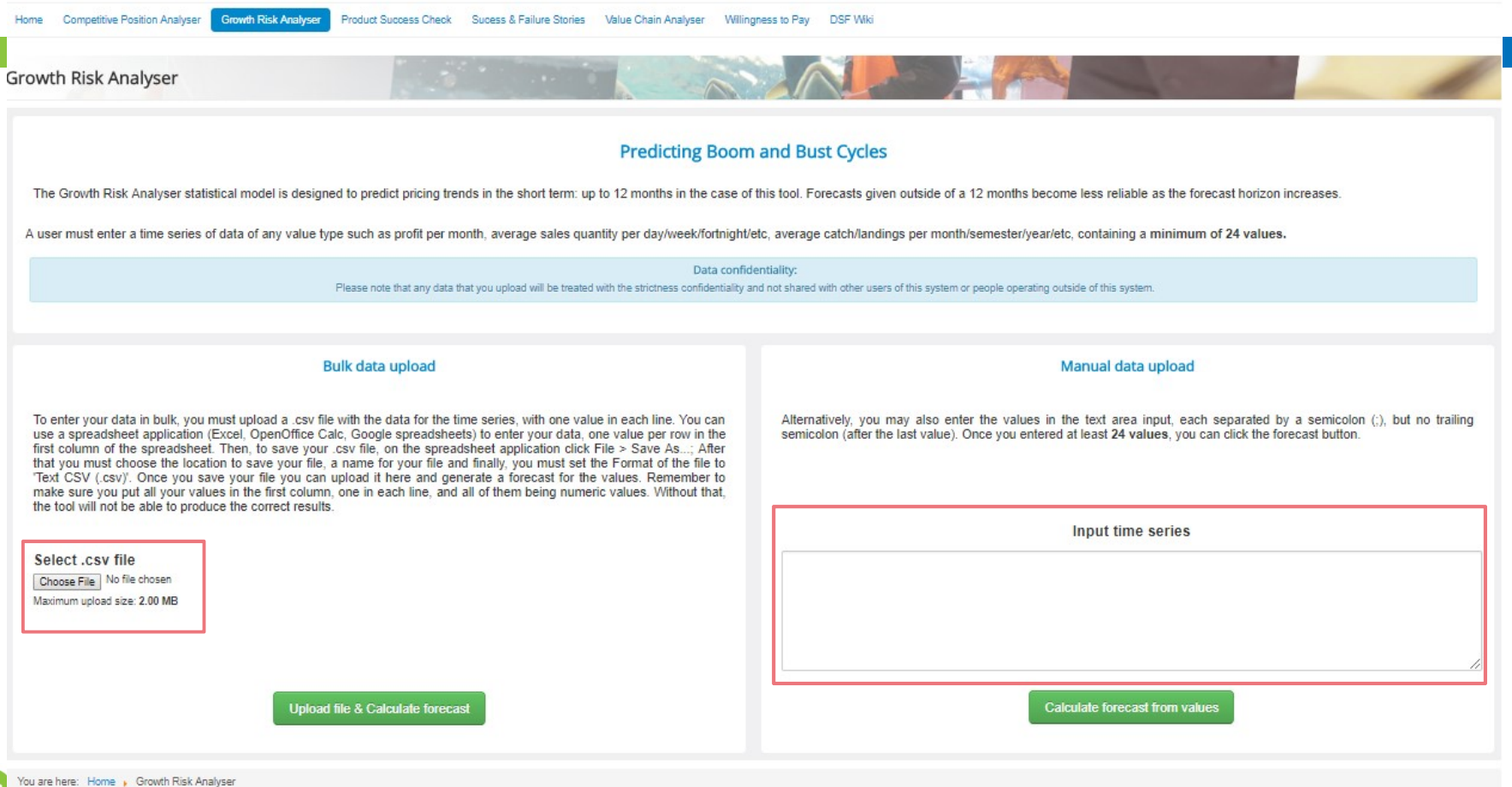
Growth Risk Analyser



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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.

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Forecast request

Request Status

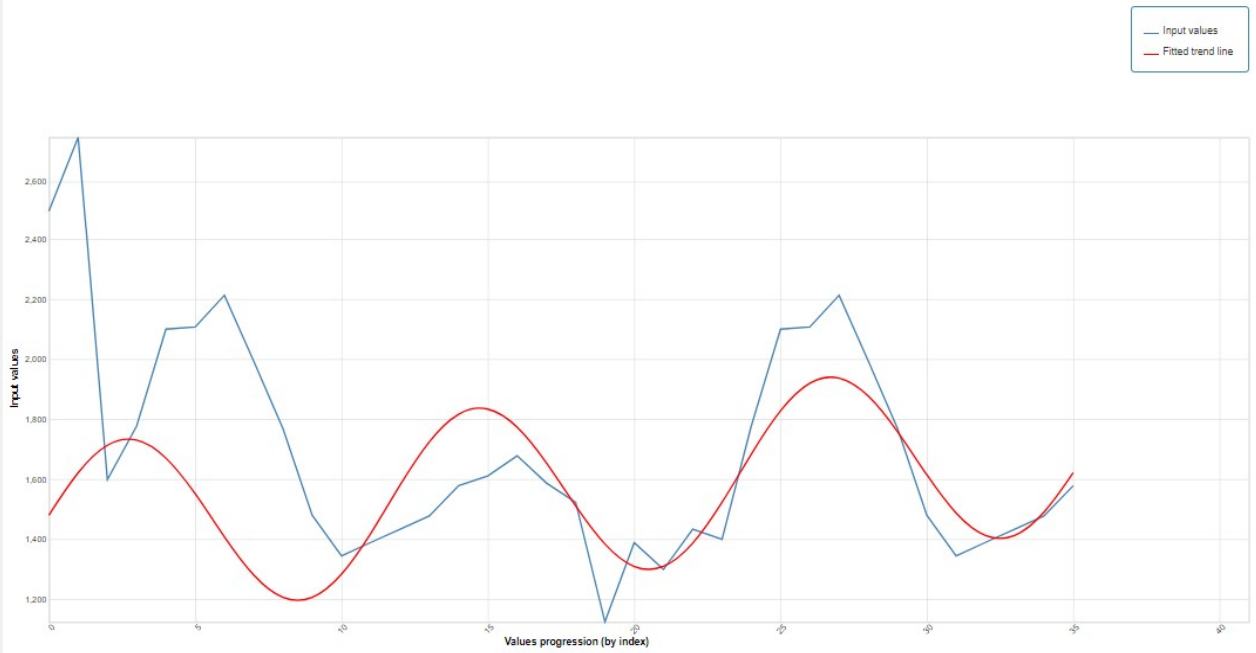
Finished

Request Input

0 :	2500
1 :	2750
2 :	1598
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

Real Values

The original values with the fitted trend line



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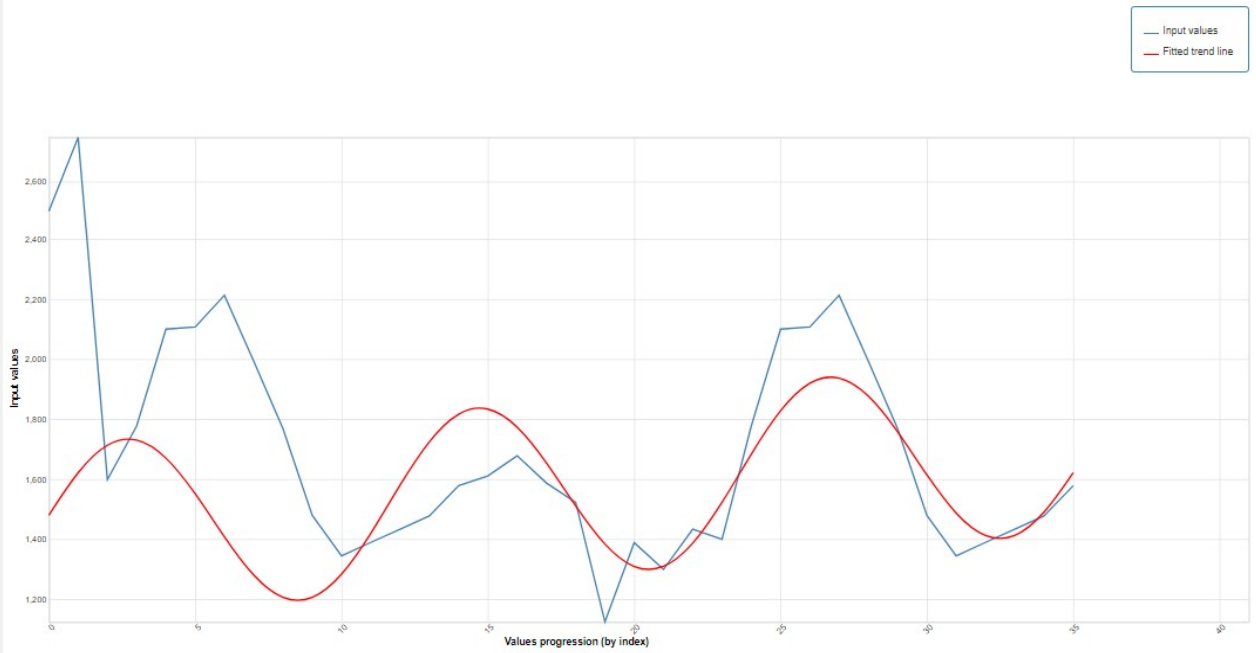

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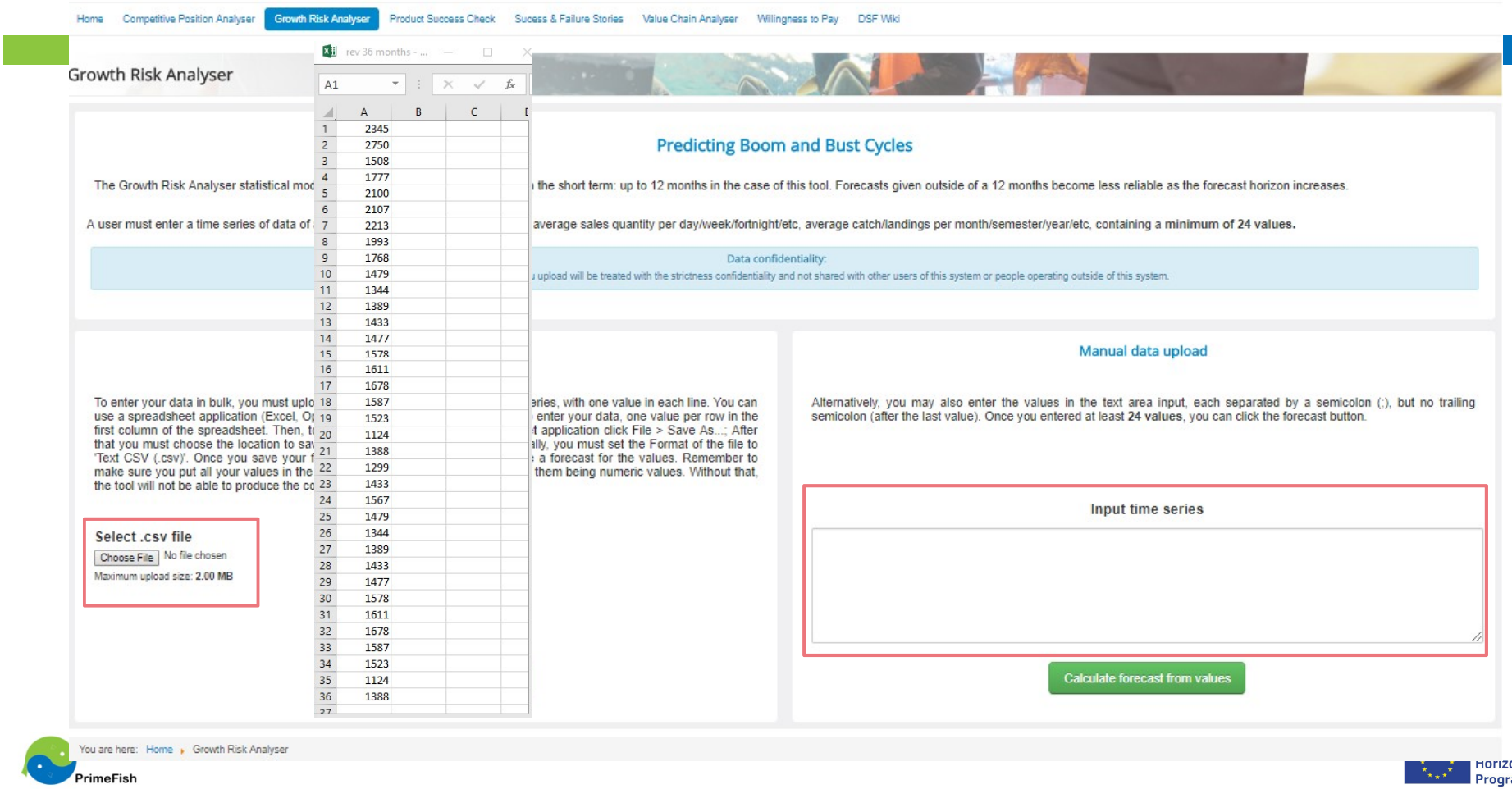
Growth Risk Analyser



Growth Risk Analyser

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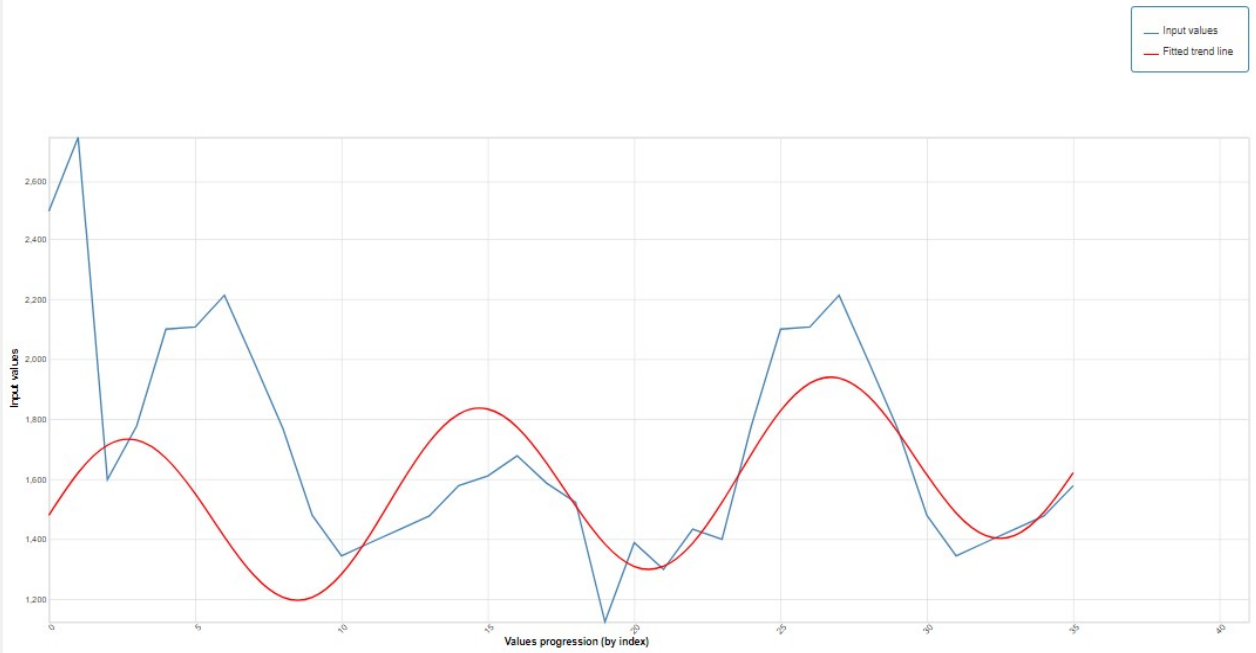
13 :	1477
14 :	1578
15 :	1611
16 :	1678
17 :	1587
18 :	1523

Real Values

The original values with the fitted trend line



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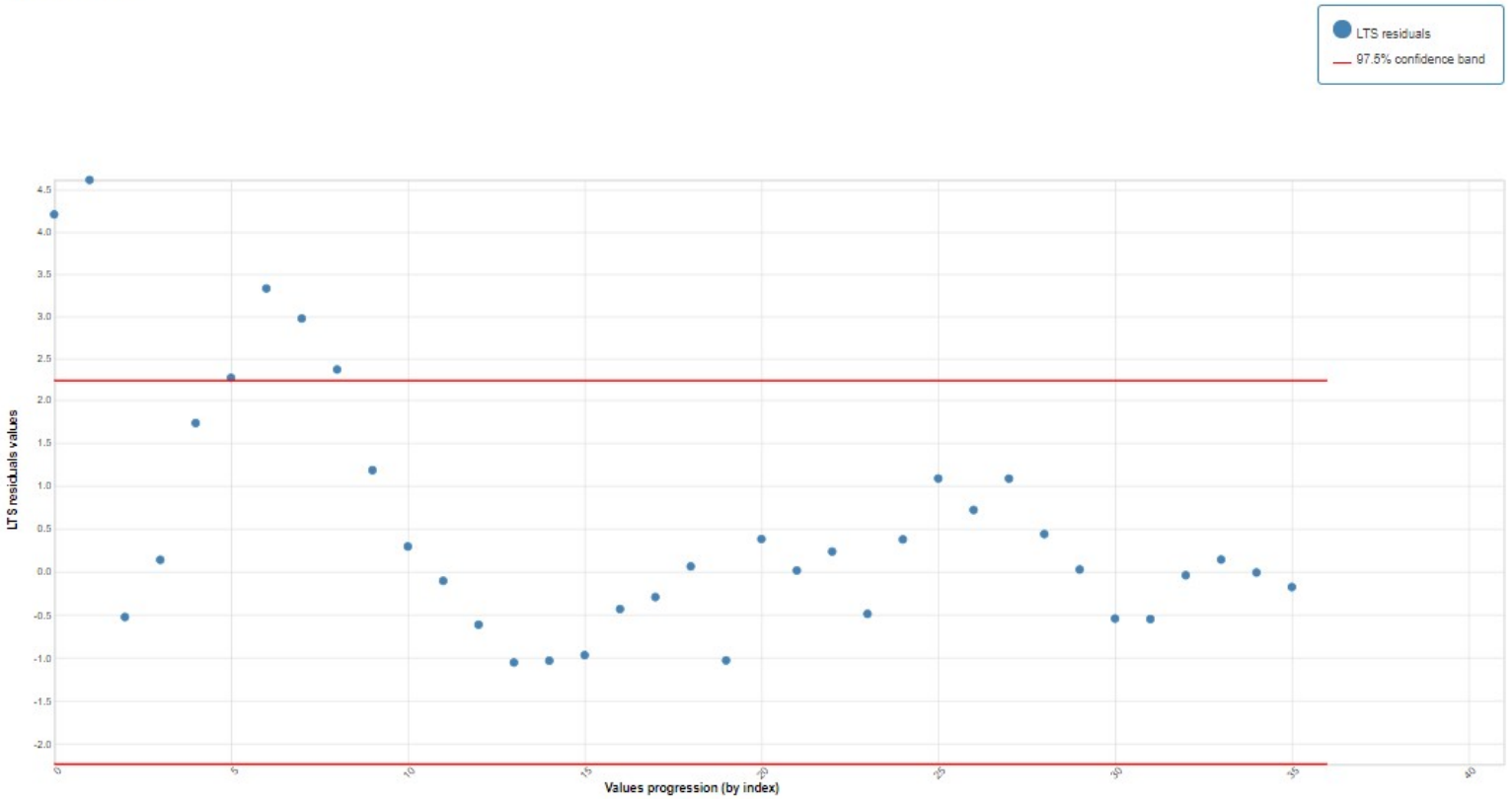
Confidence level (Robust LTS residuals)

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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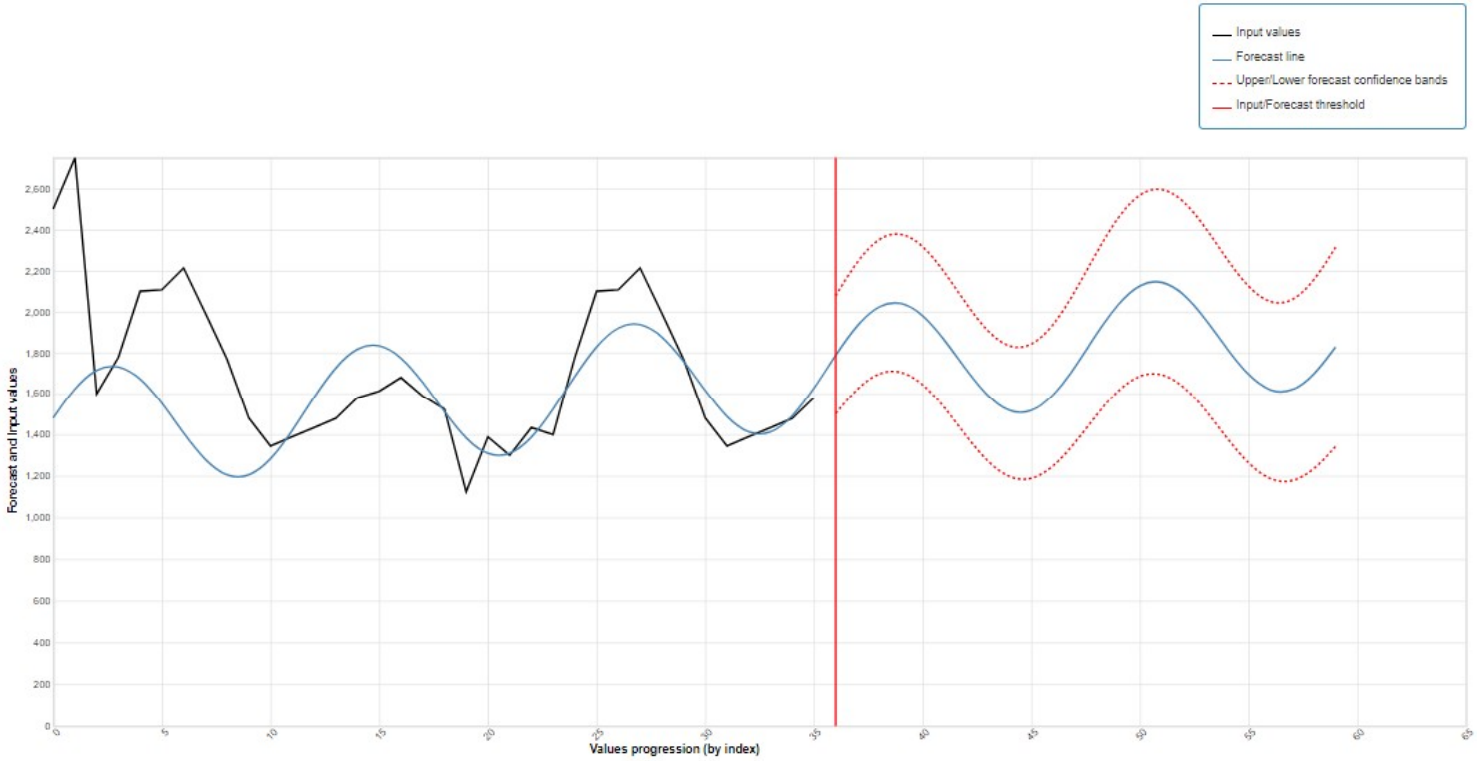
GRA Forecast

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.



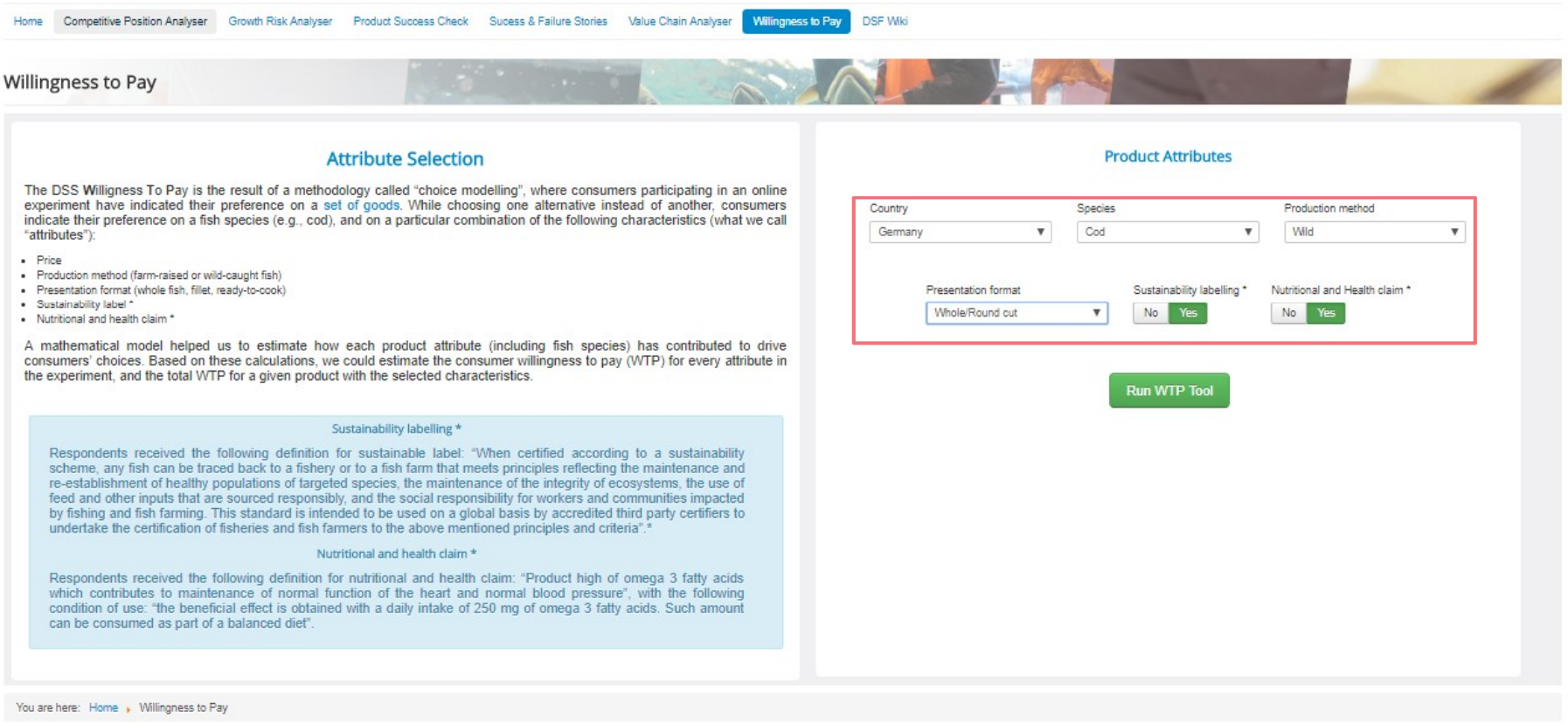
Return

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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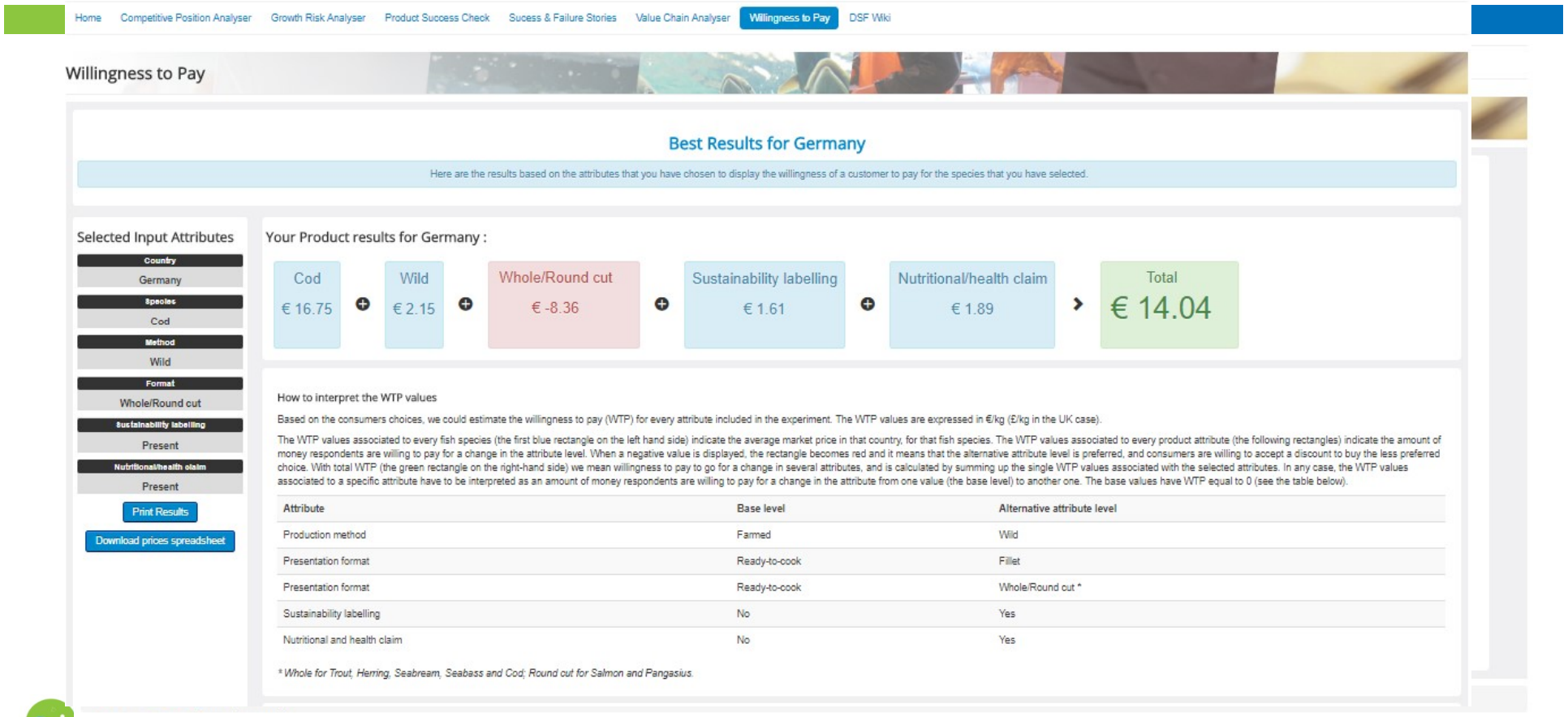
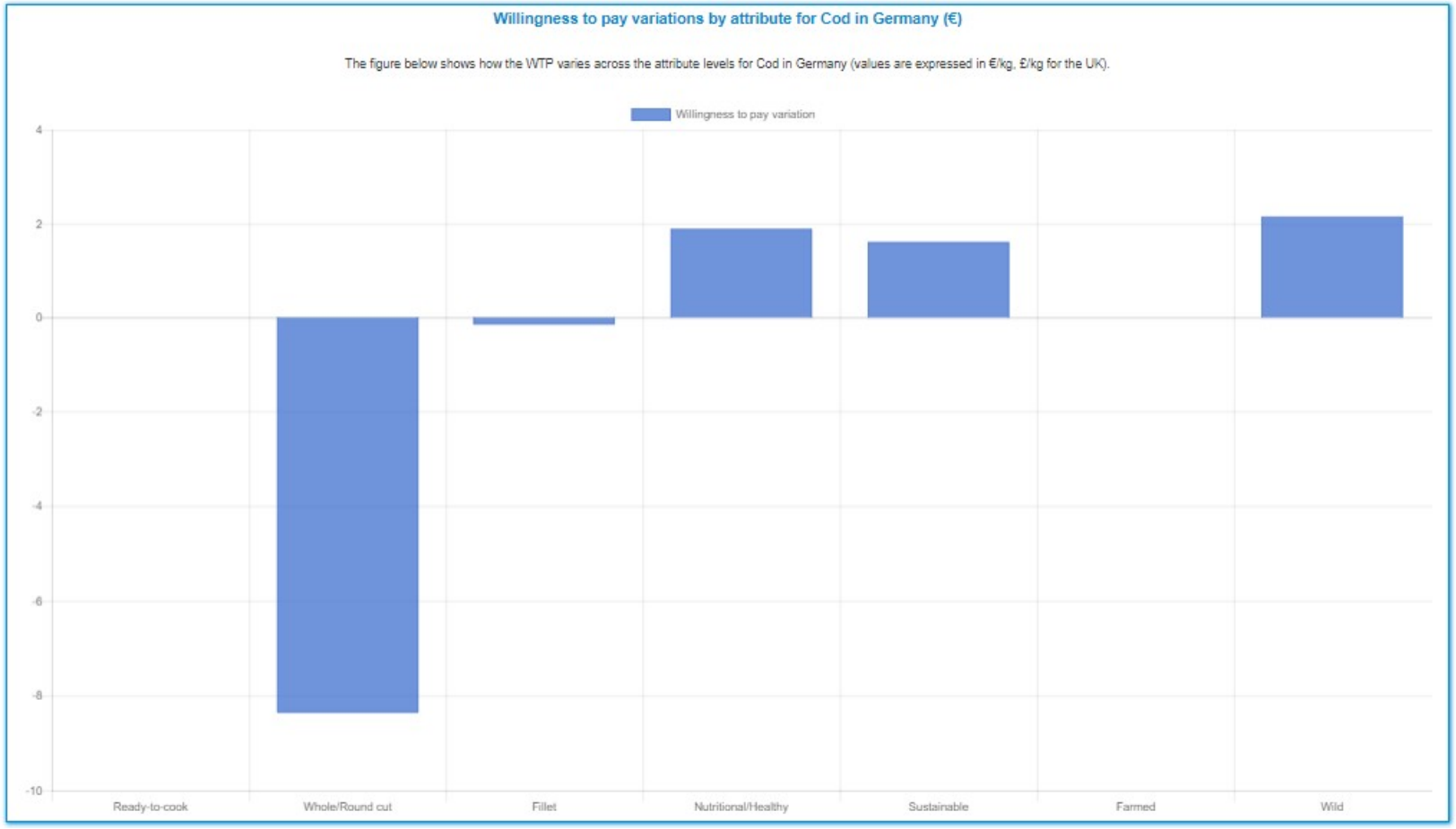
Willingness to Pay



Willingness to Pay



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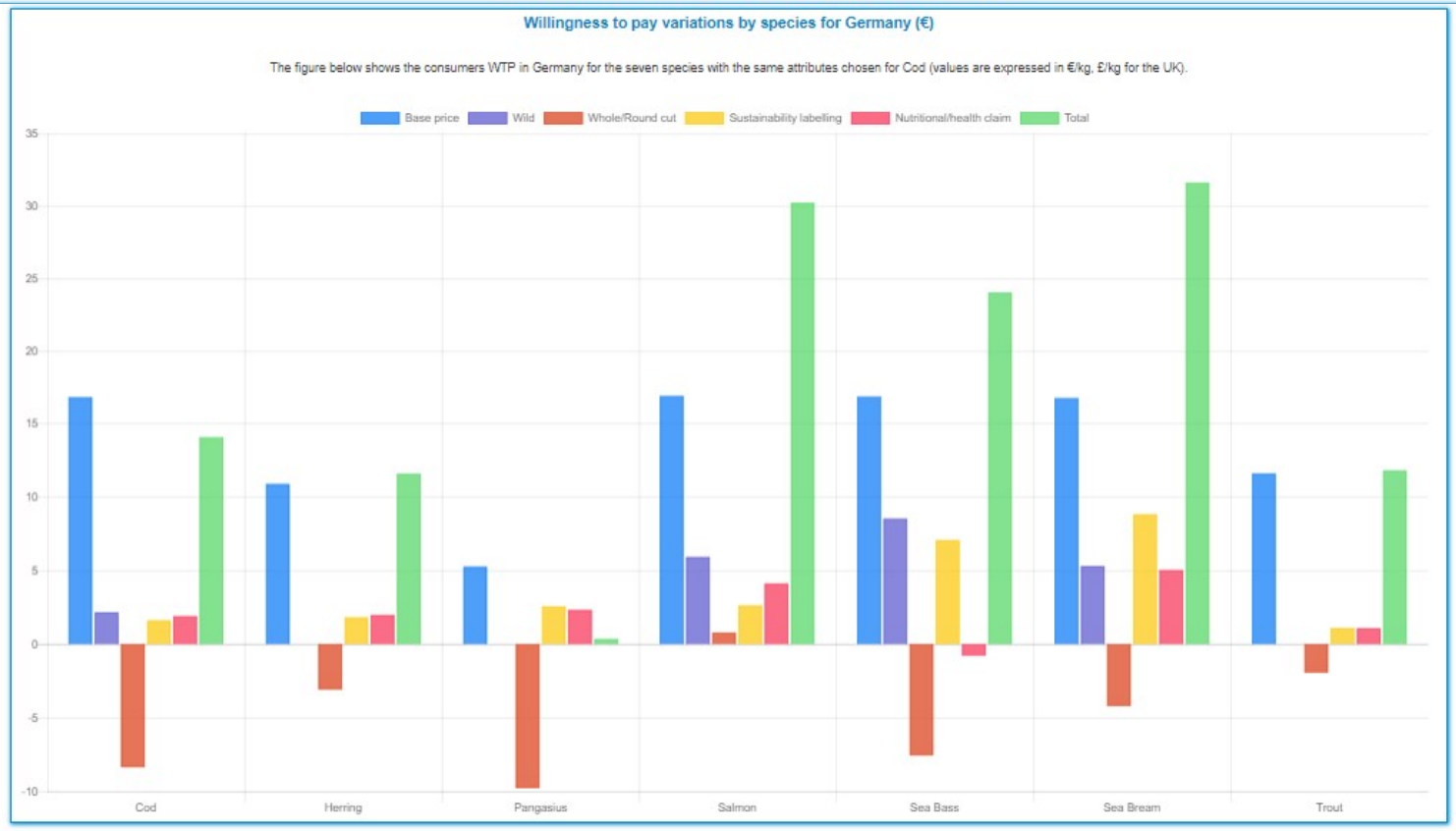
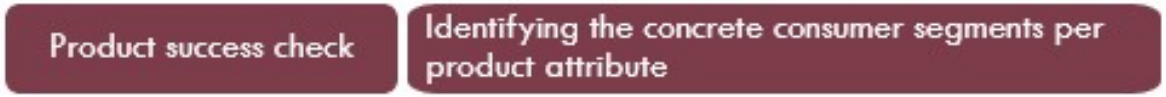
Willingness to Pay



Product Success Check



- 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

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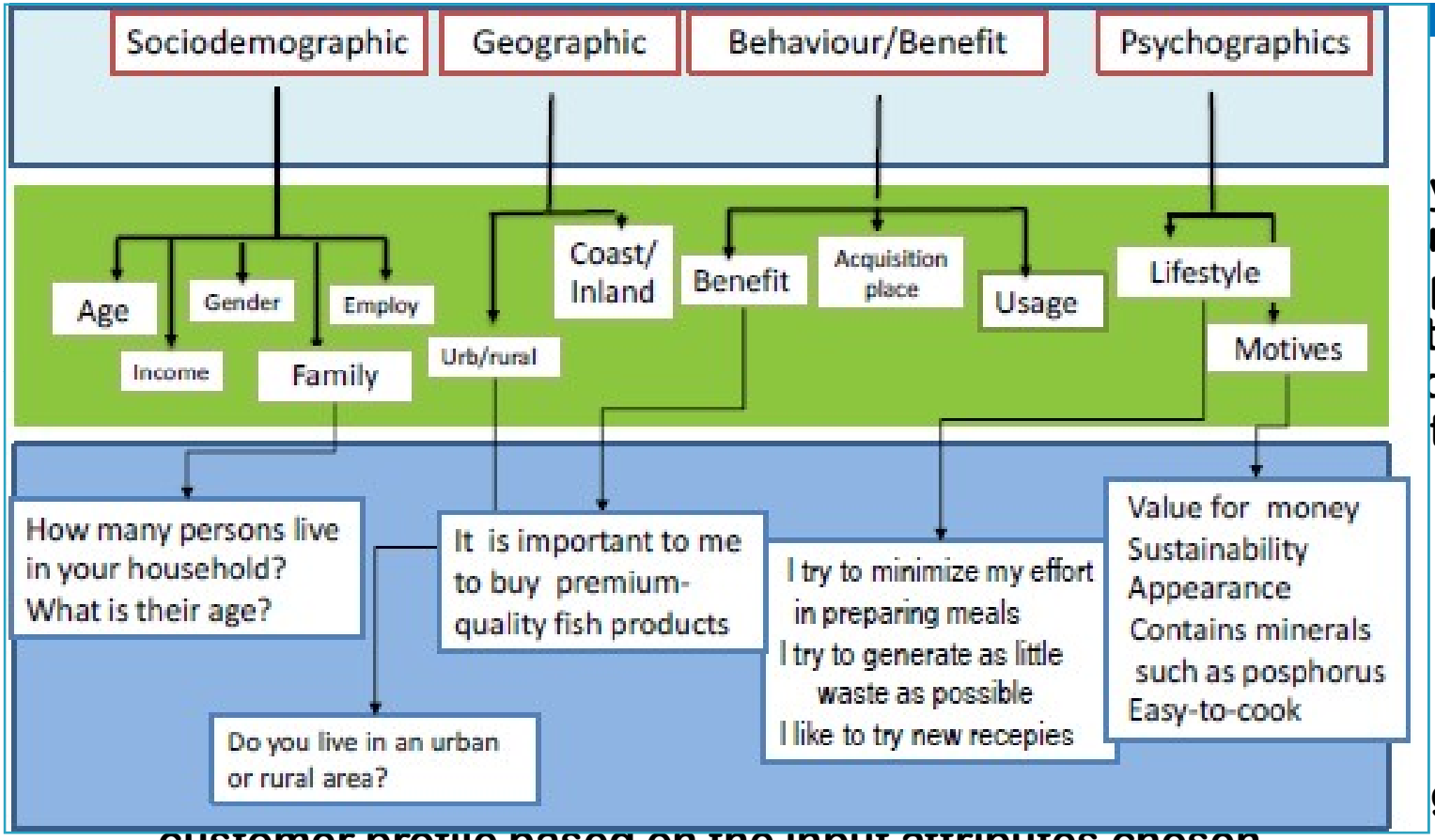
Product Success Check



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customer profile based on the input attributes chosen

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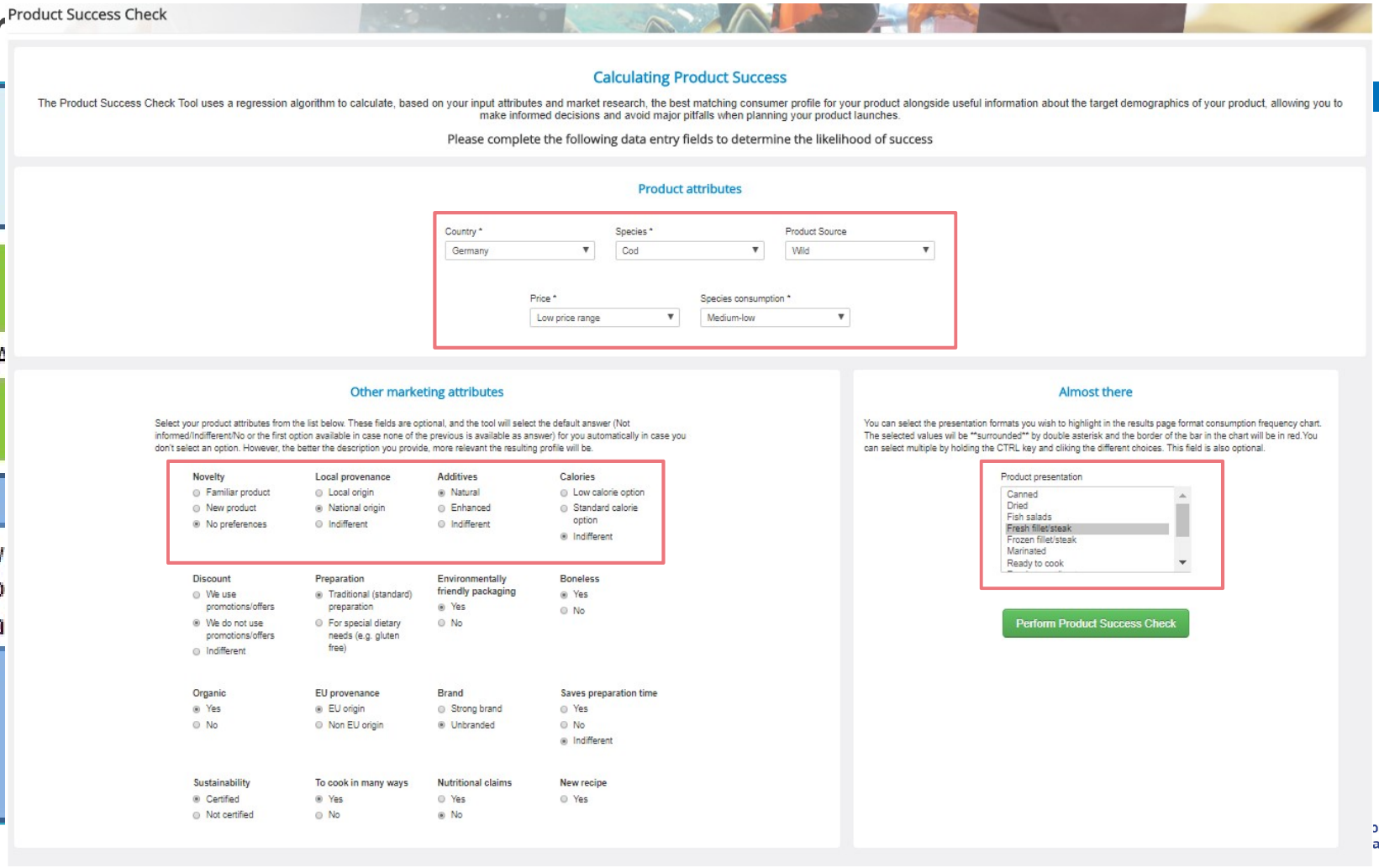

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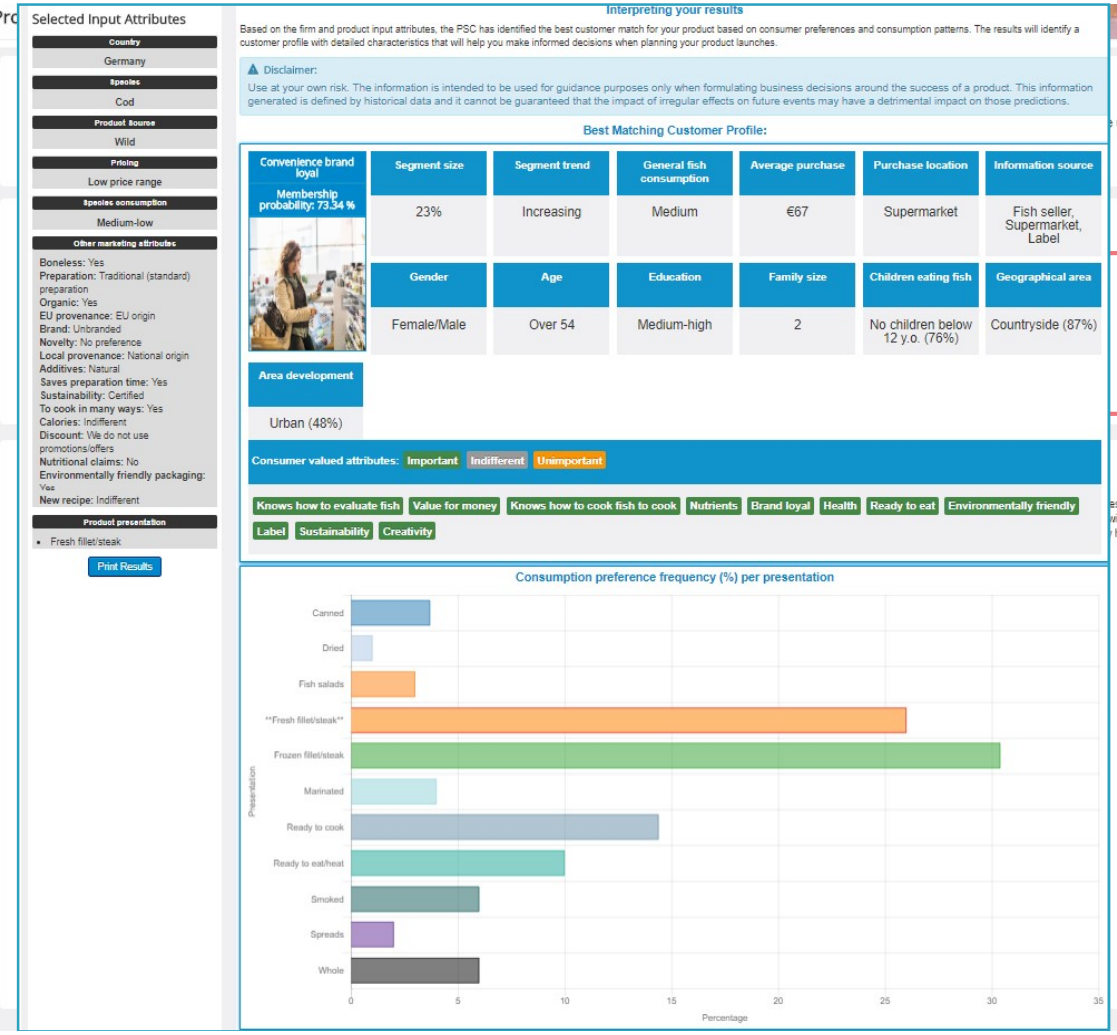
Selected Input Attributes
Country
Germany
Species
Cod
Product Source
Wild
Pricing
Low price range
Species consumption
Medium-low
Other marketing attributes
Boneless: Yes
Preparation: Traditional (standard) preparation
Organic: Yes
EU provenance: EU origin
Brand: Unbranded
Novelty: No preference
Local 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
Membership probability: 73.34 %
Segment size
23%
Segment trend
Increasing
General fish consumption
Medium
Average purchase
€67
Purchase location
Supermarket
Information source
Fish seller, Supermarket, Label
Gender
Female/Male
Age
Over 54
Education
Medium-high
Family size
2
Children eating fish
No children below 12 y.o. (76%)
Geographical area
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
Canned
Dried
Fish salads
Fresh fillet/steak
Frozen fillet/steak
Marinated
Ready to cook
Ready to eat/heat
Smoked
Spreads
Whole
Presentation
0
5
10
15
20
25
30
35
Percentage
useful information about the target demographics of your product, allowing you to
Almost there
esentation formats you wish to highlight in the results page format consumption frequency chart.
wil be **surrounded** by double asterisk and the border of the bar in the chart will be in red.You
holding the CTRL key and cliking 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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Thank you for your attention

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

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THANKS FOR YOUR ATTENTION

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