

KOI AND GOLDFISH FARMING



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Importance of koi and goldfish farming

- ❏ Economical view
- ❏ Ecological view
- ❏ Epizootiological view
- ❏ Artistic view



At this moment ornamental fish farming is present as:

- ❏ specialistic fish farming,
- ❏ integral part of other fish production
- ❏ hobbyist production

- ❏ You can find at every step persons which have some experiences with koi and goldfish farming.
- ❏ Despite that fact, it is really hard to find in Europe high quality koi and goldfish producers.
- ❏ Why is that so?

Goldfish production – metter of quantity and sustainable production

- ❏ Which variety? Goldfish exist in more than 200 varieties, with significant morphological and physiological differences and it is hard to discuss about goldfish in general.
- ❏ Many of them are very sensitive because of »esthetic deformations« made by selection. Those deformations are shown as twin taile, bubble eye, lion hed etc – higher price.
- ❏ On the other hand, some varieties are more tough than common carp and they can be produced in mud ponds (common goldfish, shubunkin) – lower price.
- ❏ Which size (smaller for aquarium or bigger for garden ponds)?

Quality demands – not very hard to reach

- Good health condition
- Sharp colours
- No deformations

Targeting customers

- Final customers?
- Pet shops?
- Dealers?**

- Constant supply for aquariums and seasonal for garden ponds; high quantities
- Price- unique price; there are not big differences between offspring of certain strain – not high price
- Price per kg – high; price per total biomass – depend on management and selection

How to provide high quantity of goldfish?

- Demielinization
- Selection (inbreeding – deformations)
- Intensive farming (no need for big production area)

- Constant and high demand on market
- Vide market (aquaristic and garden ponds)
- Easy to produce
- Low price (import)
- High concurence

Koi production – metter of quality

- 16 basic varieties, precise standards, quality/price is determined by colouration, shape and size



Prices are not unique – range of price of common carp to price of luxury cars



Targeting customers

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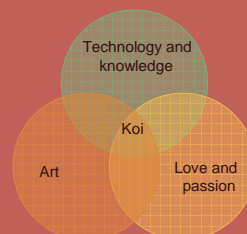
Each koi is unique – space for creativity of producer



At which stage of development is your market?

1. stage – kois are newly introduced in some region – moderate price, no meter of quality
2. stage – customers with some specific and high quality demands appear
3. there is no room any more for low quality koi

- Many excellent consume fish farmers didn't make good results in this section because of lack of sense for estetic.
- On the other hand, many artist which have clear vision of good koi don't have enough knowledge to handle technical part of production.
- To be sucesfull ornamental fish producer, it is also very important marketing.
- It is not enough to satisfy some customer needs, but it is really important to establish own stile as symbol of quality and unique.



Good broodstock – key to succes

- Very often is important to produce own broodstock (usually it takes 3-5 years)
- It is important to continue with broodstock selection
- Top idea of koi producing is expressing carp producer style and idea: it is way of life

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| <ul style="list-style-type: none">Masive production<ul style="list-style-type: none">- high quantities- moderate and high quality- high technology- it present one of the most valuable (in turnover) parts of aquaculture | <ul style="list-style-type: none">Art production<ul style="list-style-type: none">- very small quantities- only top quality of fish- hand work and artistic aproach is crutial- very hard to succes |
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Thank you fo your attention!

