

SEA TROUT

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FYN



HAVØRRED FYN

A COMMERCIAL PROJECT WITH AN ENVIRONMENTAL PROFILE – AND WITH A PROVEN TRACK RECORD OF FINANCIAL RETURNS

Since 1990, Sea trout Fyn has been an innovative business case, respected in Denmark and abroad. Sea trout Fyn's unique concept combines nature conservation, business and job creation.

Each year, the ten municipalities of Fyn invest a total of approximately DKK 4.2 million in Sea trout Fyn (2014). The money is invested in three initiatives, allocated as follows:

- 41% on improving the state of our watercourses
- 45% on the raising and release of sea trout
- 14% on tourism and marketing



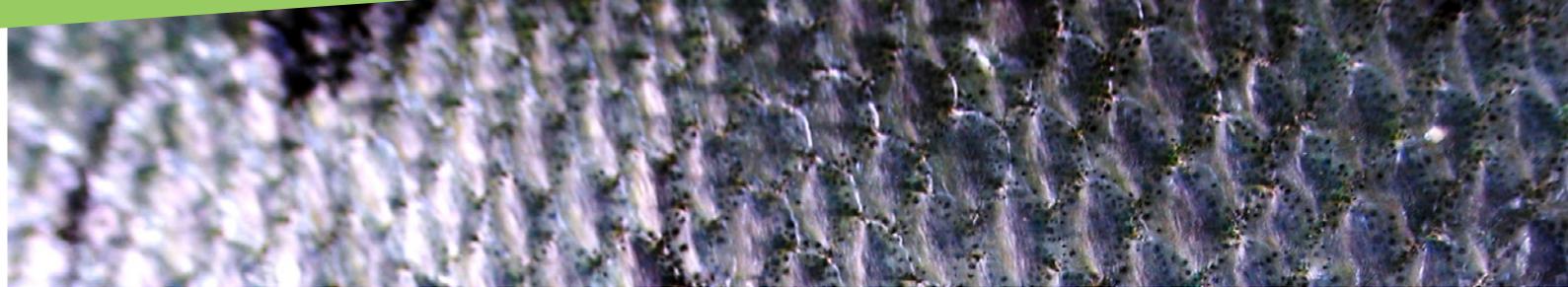
These three initiatives generate better environmental conditions in the watercourses, more fish and an increase in turnover in the local economy.

The increase in turnover benefits private enterprise, which makes active use of the opportunities created by the project. Moreover, this increase in turnover produces additional tax revenues that approximately offset the municipalities' contributions to Sea trout Fyn.

Sea trout Fyn benefits the community on Fyn and makes a positive contribution to greater natural diversity with more fish, increased tourist numbers, more local jobs and increased turnover.

Sea trout Fyn means more activities that are healthy, greater sustainability and enhanced quality of life.



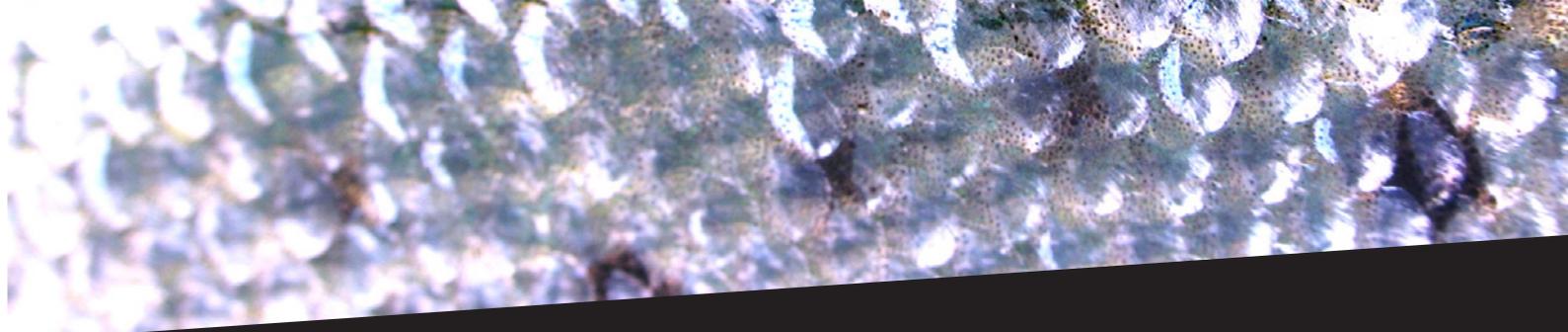


SEA TROUT FYN'S OBJECTIVES

- To increase turnover and create more jobs
- For Fyn's watercourses to be ideal habitats for self-reproducing stocks of sea trout
- To support good recreational angling for sea trout along the coast



KEY FIGURES FOR SEA TROUT FYN (2013)

- 38 FTEs created
 - Additional local turnover of DKK 50–58 million
 - At least 55,000 overnight stays on Fyn and the isles by tourists fishing for sea trout
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You can learn more
about Sea trout Fyn
and see our strategy at

WWW.SEATROUT.DK