
AQUAPURNA – A TECH WAY OF FARMING SHRIMP

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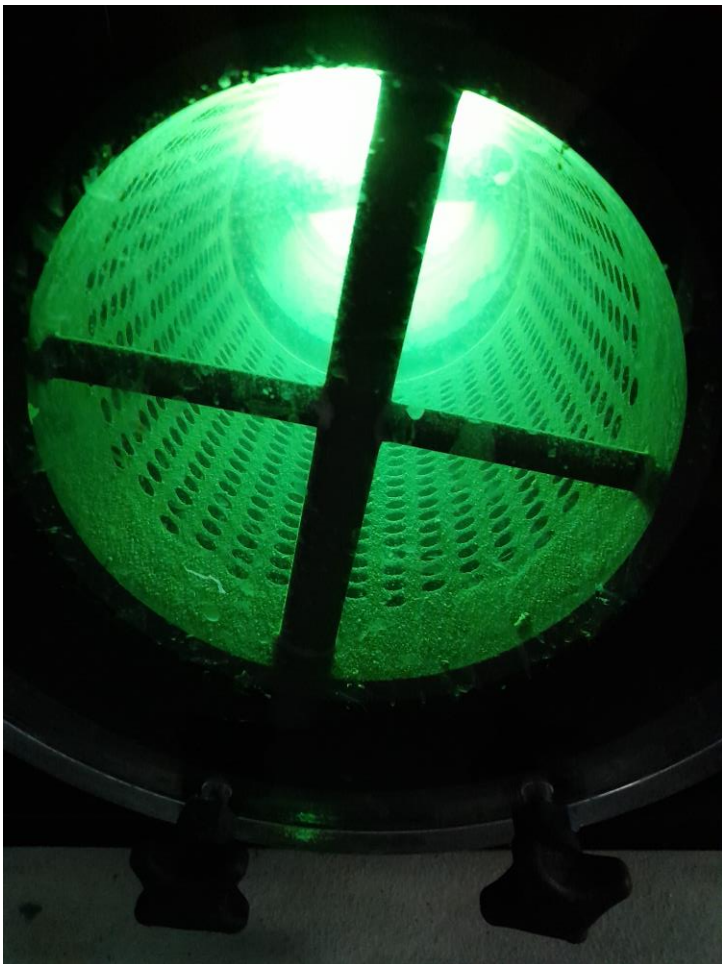
aquapura

SHRIMP PRODUCTION IN GERMANY: CHALLENGES

- cold climate
- no access to seawater
- high labour costs
- high energy costs
- expensive building area

POTENTIAL SOLUTIONS

- RAS facilities
- intensive production
- artificial seawater
- use of waste heat
- closed facility = high biosecurity
- local production = low carbon footprint
- own and unique product branding



THE PROTOTYPE

R+D CENTER



- prototype system, clearwater
- RAS with two connected raceways
- drum filter, biofilter, denitrification,
- protein skimmer, ozone, UV-treatment
- technical oxygen = supersaturated water
- water turnover: 2 x per hour
- 120 m³ total water volume

THE HATCHERY



First „EGG TO PLATE“ shrimp
company in Germany

PRODUCTION



- intensive production, > 10 kg / m³
- tap water, artificial sea salt, salinity: 20 ppt
- own hatchery, own PL for stocking
- high biosecurity, SPF standard
- production time: 100 – 120 days
- control of water chemistry / ion balance
- supplementation of specific ions
- own salt mixture developed
- control of microbiology (e.g. *Vibrio* load!)



THE PRODUCT

local
production

harvest size:
25-30 gram



no drugs, no
antibiotics

attractive
blue colour

flash frozen





SALES & MARKETING

MARKETING STRATEGY: „CUPS“



1st test brand



- plastic cups with raw frozen shrimp
- content: 160 gram, headless, „easy-peel“
- price: 5,99 Euro per cup (= 30,00 Real)
- visually cheap - luxury made affordable

ALTERNATIVE: „BOXES“

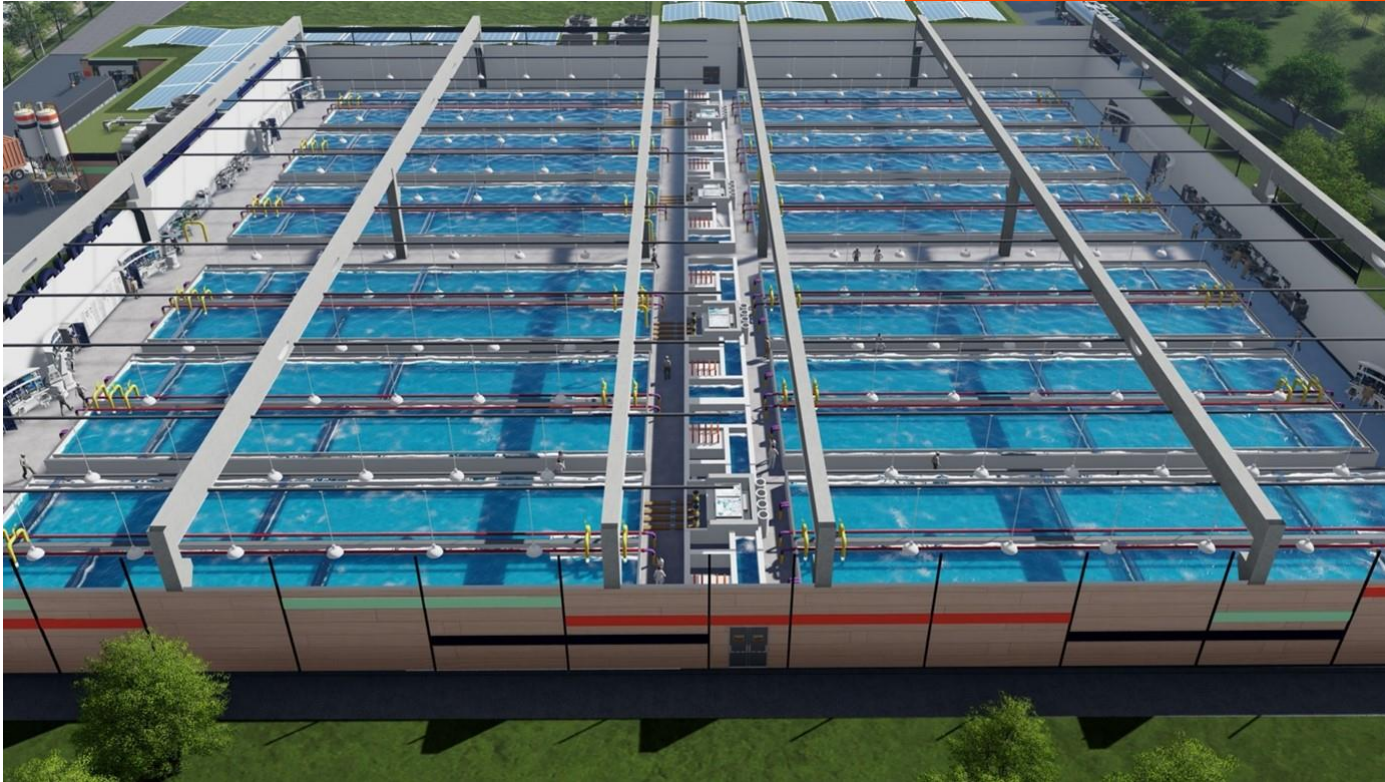


- cardboard box with frozen shrimp
- same product, but more „classical“ packaging
- higher visibility at „point of sale“ / freezer



NEXT STEP

NEW FARM IN 2024



- joint venture with „Billund Aquaculture“ Denmark
- three construction stages: A, B and C
- „stage A“ capacity: 50 – 100 tons / y
- final capacity: 500 tons / y
- construction start: December 2023

Thank you for your attention

— and Happy Shrimpin'!



We would like to establish
new international contacts,
research projects and
synergies or partnerships.

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