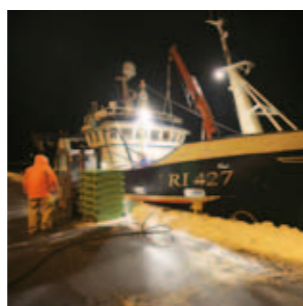




The fisherman in focus

The harbours' skilled fishermen are our most important resource. So we see it as our primary task to secure the best prices for the fish landed by the fishermen in the three harbours. Marketing, development of new areas of business and focus on quality therefore have a high priority, and development of the internet auction is helping to enable widespread publication of the high quality of our edible fish to more and more buyers in Europe.



We'll back you up...

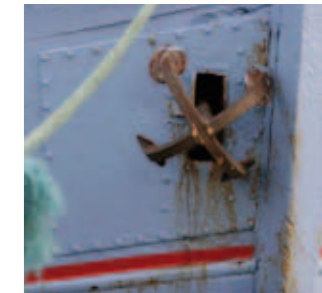
If you have a really good idea concerning fish – sales, production of ready-cooked fish dishes, or something entirely different which would help to profile and develop the fresh fish market, Konsumfisk would be happy to provide support for the project. The west coast harbours have the fresh ingredient at the door, together with people who have expertise within the production, sale, transport and marketing of the product.



ENGLISH



Fresher fish All the way...



KONSUMFISK
www.konsumfisk.dk

Further information

If you would like further information about why you can land or buy world-class quality fish and on the projects and development initiatives in progress at the three harbours, you're welcome to contact the following companies:

Thyborøn Havns Fiskeriforening

Havnegade 15
DK-7680 Thyborøn
T: +45 96 90 01 20
www.thyboron-fiskeriforening.dk

Sydvestjysk Fiskeriforening

Havnegade 7
DK-6960 Hvide Sande
T: +45 97 31 19 35
www.svjfisk.dk

Danske Fiskeauktioner A/S

Havnegade 15
DK-7680 Thyborøn
T: +45 96 90 88 00
www.danskefiskeauktioner.dk

Thyborøn Havn

Tankskibsvej 4
DK-7680 Thyborøn
T: +45 96 90 03 10
www.thyboronport.dk

Thorsminde Havn

Vesterhavsgade 1a, Thorsminde
DK-6990 Ulfborg
T: +45 97 49 72 44
www.thorsmindehavn.dk

Hvide Sande Havn

Fossanæsvej 22, Blåttårn
DK-6960 Hvide Sande
T: +45 97 31 16 33
www.hvidesandehavn.dk

Fiskernes Fremtid A/S Hvide Sande

Metheasvej 1
DK-6960 Hvide Sande
T: +45 46 14 65 00
www.fiskernes-fremtid.dk



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There's strength in unity/ the west coast's strengths...

The three fishing harbours Thyborøn, Thorsminde and Hvide Sande are each unique in their own way. Each harbour has something it's especially good at, and each harbour has its own special personality, vessels and businesses which make it unique. There are also many similarities between the three west coast harbours. The service companies are known for their world-class quality and super-good service. There are skilled fishermen, and each harbour is known for the fine fish landed there.

Binding us together...
To gain the greatest benefit in all harbours and exploit the opportunities which joint initiatives make possible, the three west coast harbours Thyborøn, Thorsminde and Hvide Sande have formed a unique partnership on the profiling of fresh fish and the development of all edible fish in the area. We call the partnership Konsumfisk.

The core businesses in Konsumfisk are Thyborøn Harbour, Hvide Sande Harbour, Thorsminde Harbour, Thyborøn Harbour Fishermen's Association, Southwest Jutland Fishermen's Association, Fishermen's Future A/S - Hvide Sande and Danske Fiskeauktioner A/S (Danish Fish Auctions). The two fishermen's associations together represent over 400 commercial fishermen. With branches at each harbour, Danske Fiskeauktioner A/S helps to bind the three harbours together. Apart from the core businesses, the three harbours' service companies and buyers are important players in each harbour.



Internet auction with focus on development

With roots in all three harbours, Danske Fiskeauktioner A/S is one of Europe's most modern fish auctions. The fish are sold via an internet-based system (the PEFA system), thereby attracting a very large number of buyers every single day. Apart from the important local buyers who are physically present at the auctions, the auction is followed by 100-150 buyers who purchase directly over the internet. These buyers, based in their businesses throughout Denmark and Europe, trade in fish. For more details, please visit www.pefa.com.

Quality throughout the value chain from catch to buyer is a central point at Danske Fiskeauktioner A/S. The fish which are landed at the three auctions at the west coast harbours are famous for their high quality, and the factors which ensure top quality are constantly being optimised. Danske Fiskeauktioner always strives to provide a super service, so the auction staff are happy to arrange delivery of the purchased fish to the customer's door – at the latest by the following morning.

To be able to support the many buyers at the auction and thus ensure the fishermen the best prices for their fish, it is essential to ensure stable deliveries of quality fish to the auctions. The auctions therefore extend a warm welcome to everybody who sees the possibilities in landing at Danske Fiskeauktioner A/S in one of the three harbours.

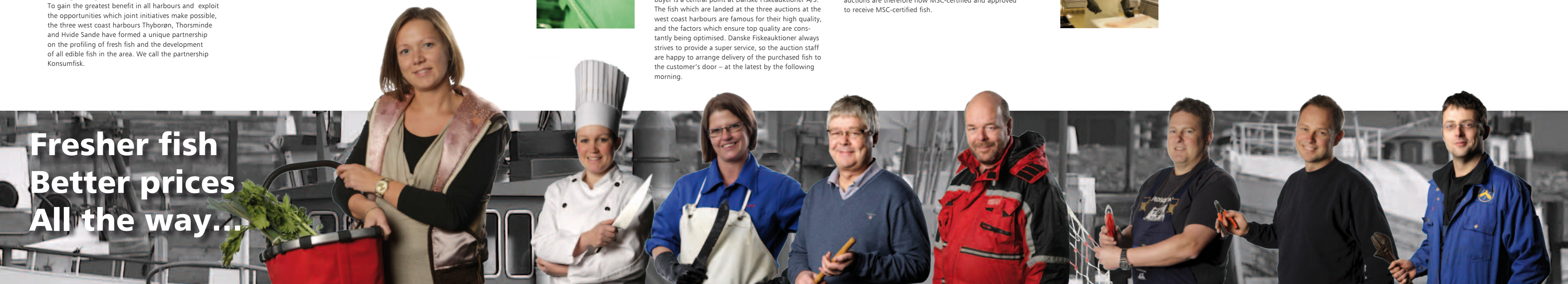
We welcome changes
In a time when the demand for sustainability means more and more, it has also been important for Danske Fiskeauktioner A/S to follow this development. The auctions are therefore now MSC-certified and approved to receive MSC-certified fish.



The west coast harbours Thyborøn - Thorsminde - Hvide Sande

Some of Denmark's most modern fishing harbours are to be found along the west coast. One feature common to all harbours is that they have always been known for their competent and flexible tradesmen, and a range of interesting projects is always in progress. There are new building projects, major renovations of both Danish and foreign vessels, and other projects. The harbours welcome these projects and see it as a strength that the expert tradesmen's businesses attract numerous projects from near and far.

All three harbours have active and skilled fishermen, and many modern new vessels have also appeared within the last few years – all designed to catch fish of the very best quality. Each harbour also has filleting and processing businesses with extensive experience in selling quality fish. And everybody is strongly focused on development and marketing of the fishery.



Fresher fish Better prices All the way...

The consumer

The chef

Fishdealer/fishing industry

The auction

The fisherman

The trawl maker

The electrician

The smith