

Editorial

Dear customers,
estimated partner & prospective of gapro

The customer satisfaction is important for us and for that we are committed. Transparency about the origin, sustainable production and traceability up to the mother shrimp is becoming more and more important. To ensure that, gapro has built an own production process in Vietnam. It is important for us to provide you with products of our own partner organization, which are originate 100% from sustainable farming, guaranteed free of antibiotics and fully comply with our quality requirements. Trust us «enjoyable».

2002 i made a decision to get involved as an independent entrepreneur in the division of Seafood. I was sure from the beginning that Vietnam will be the best location to realize and achieve this goal. Since that time i deal with aquaculture and the farming of shrimps, pangasius and tilapia in Vietnam.

At this time, a closed and sustainable production system was no option for all producers (farmers and processors), so I decided to implement my concept by my self with an Office in Vietnam.

From 2004-2007 I lived in Vietnam to launch our sustainable concept with selected contract partners (farmers and processors). During this time I became acquainted to the vietnamies culture and I got to know the advantages and disadvantages of this country as well. As Farmer I could influence itself and show our partner, what we mean by sustainable farming and a closed traceability-system. That was an important reason of the success.

To date, we have managed to expand steadily successfully our organization gapro Vietnam. Our 9 success factors are;

- Own local organization in Vietnam
- Partner production, producer with their own farms
- From A-Z all from one source
- 100% free of antibiotics
- 100% traceability to the dam
- 3 independent quality control through our quality manager
- No acquisitions abroad
- Fresh harvest processing
- No child labor, fair working conditions

Customer market

BIO and untreated shrimp are becoming more popular in European countries. According to our experience, consumer are willing to pay more for a quality product. The proportion of treated seafood products is still about 70%, but it has been reduced by approximately 10% in the last 5 years. The demand of quality-conscious products is getting stronger. The reason why? Treatment with STTP (E451/E452) is like a falsification or a manipulation. The product is artificially made larger and heavier with added water – in only 20 minutes. After frying or cooking the product loses the added water and forms back to the original size, at it has been when it was caught or fished. A treated product has nothing to do with the natural flavour and the origin of a shrimp.



Why are the products manipulated at all? Reasons for this are;

- Price competitive advantage to the customer market
- Higher profit margins of producer and traders

In our opinion, it is still missing a transparent clarification to purchaser and consumer.

It would be desirable, if more education is operated in this regard in future, so the consumer know the real difference between a treated and an untreated product. The consumer should be able to decide which products they'd rather buy.

Prefer partner they create a «real» value – for you, your employees and your customers.

We wish you all the best, much success and enjoyment in the division of Seafood.

Sincerely



Andreas Gabathuler - CEO