

# Experiences with marketing of fish in the Czech Republic



**Ján Regenda**

**„Processing, Certification and Trade in the Fisheries and Aquaculture Business“**

9–10 June 2026, Istanbul – Türkiye

# Introduction

- Introduction of Czech aquaculture
- Fish consumption in The Czech republic
- Establishing local brands on family-owned agricultural estates
- The First Campaigns in the 1930s
- **The first brand “Český kapr / Czech Carp”**
- **EU quality labels**
- **Unique brand Omega – 3 kapr**
- **Sustainable fish farming – certification of fish farmers**
- **“Ryba domácí / Bring fish home” campaign**
- **“Ryba na talíř / Fish on Your Plate” campaign**
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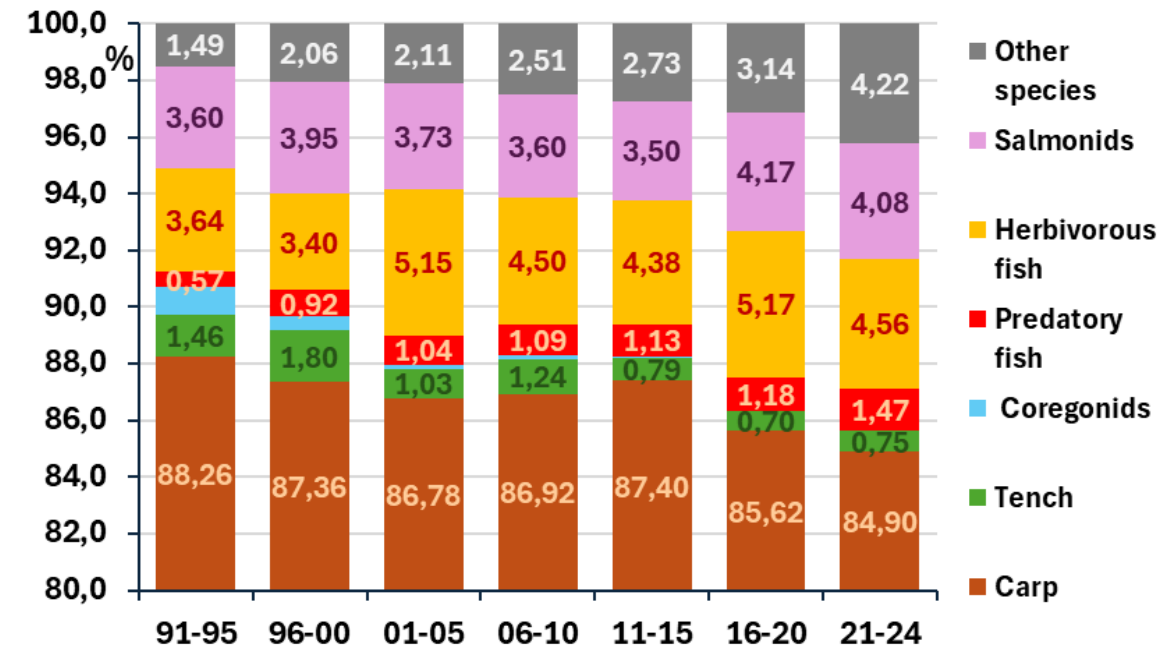
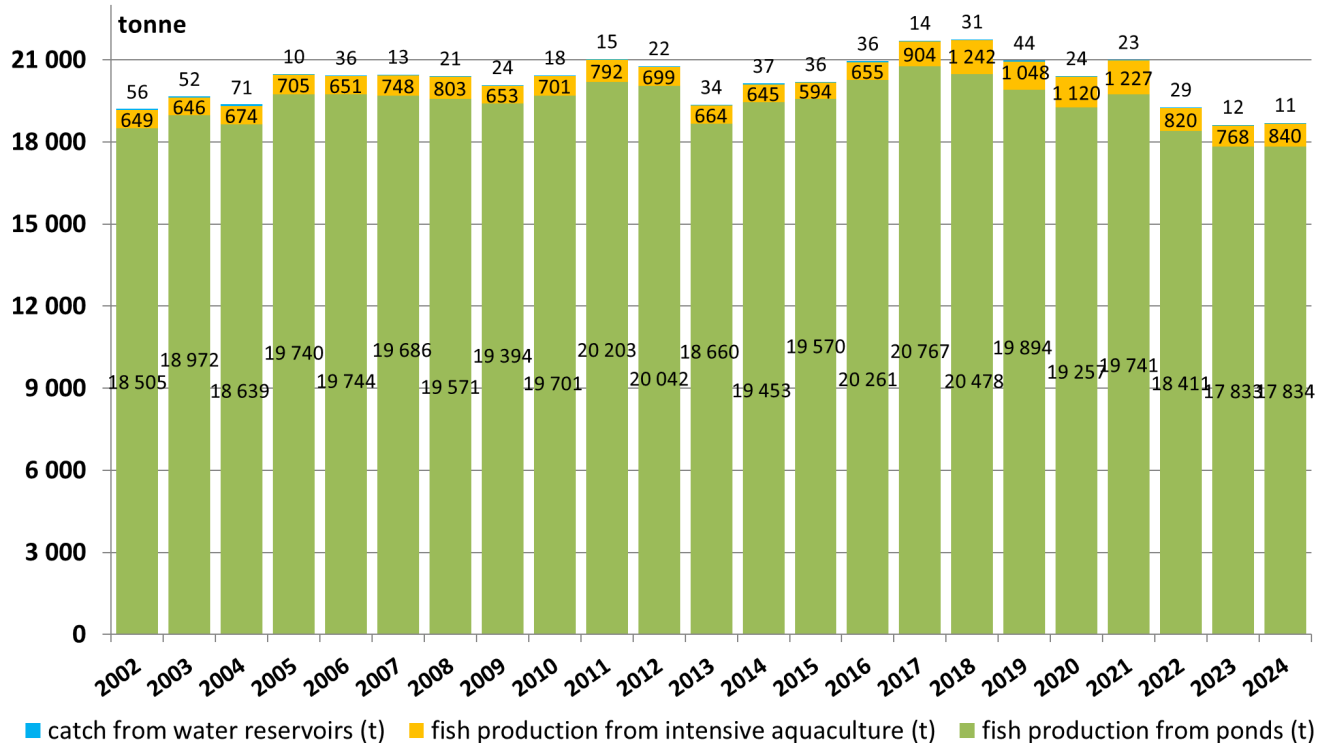


# Introduction of Czech aquaculture

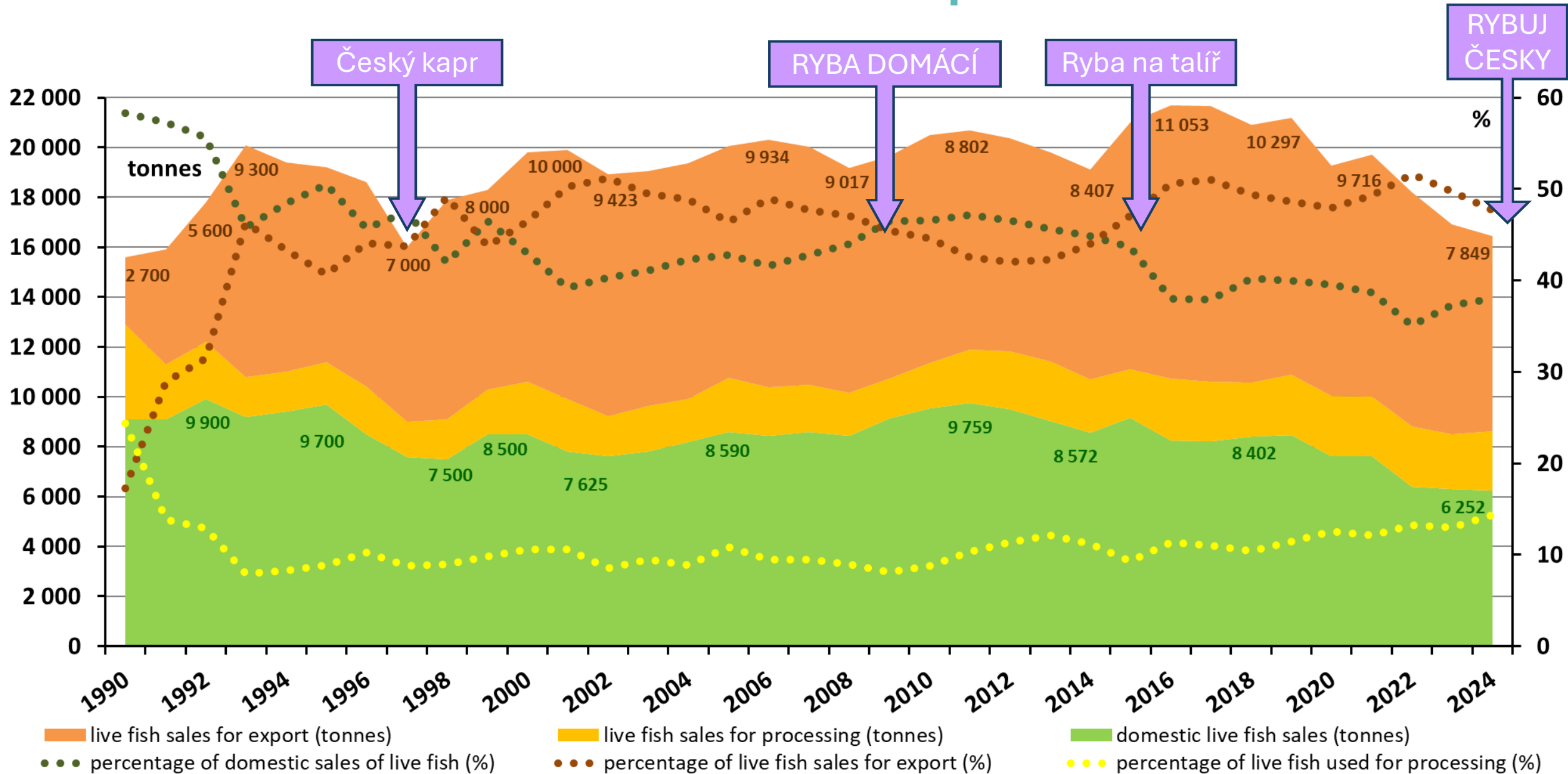
- Population of the Czech Republic: 10.45 million
- Annual fish production: 23,860 t (20,881–25,401 t)
  - fishing: 3 977 t, 3 314–5 127 t
  - aquaculture: 19 883 t, 17 231–21 751 t
- Fish farming takes place on 40,600–42,000 ha of ponds



Photo: J. Regenda



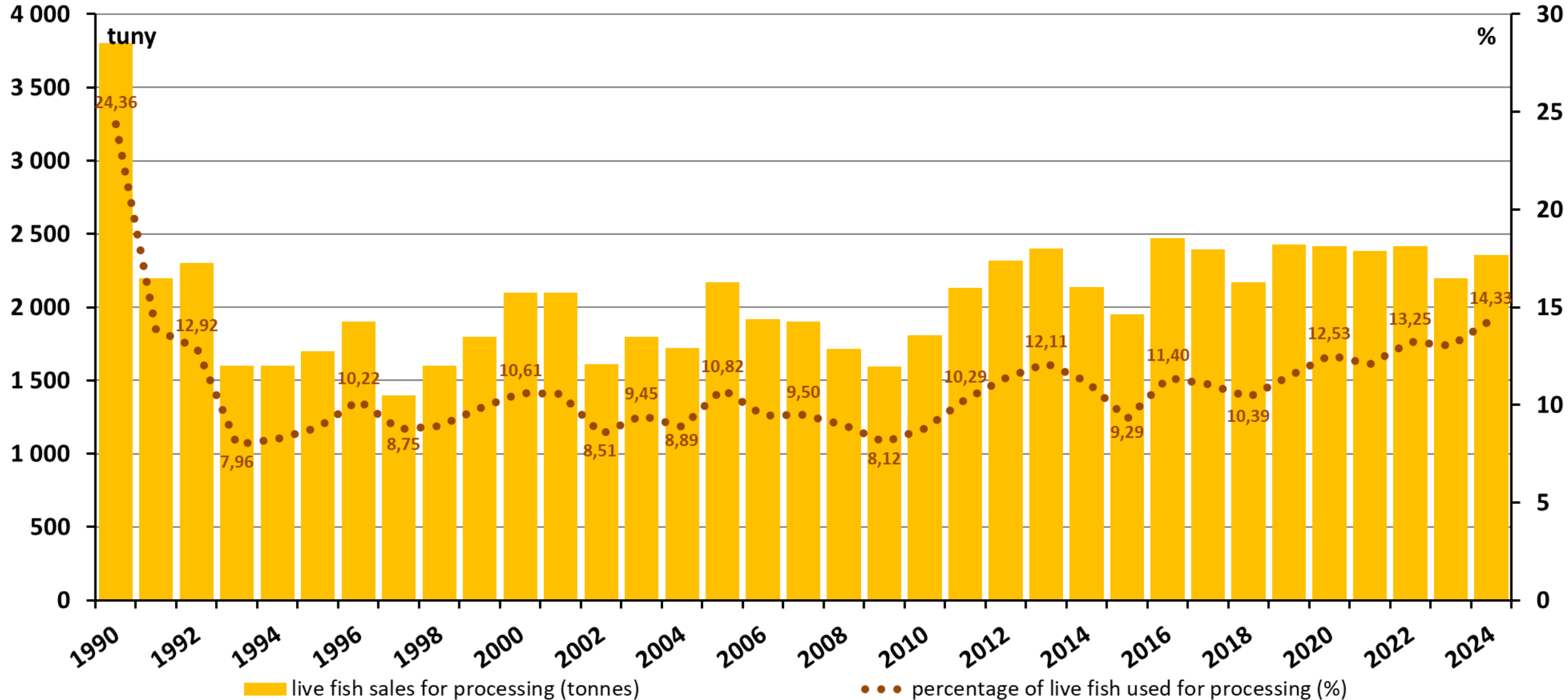
# Introduction of Czech aquaculture



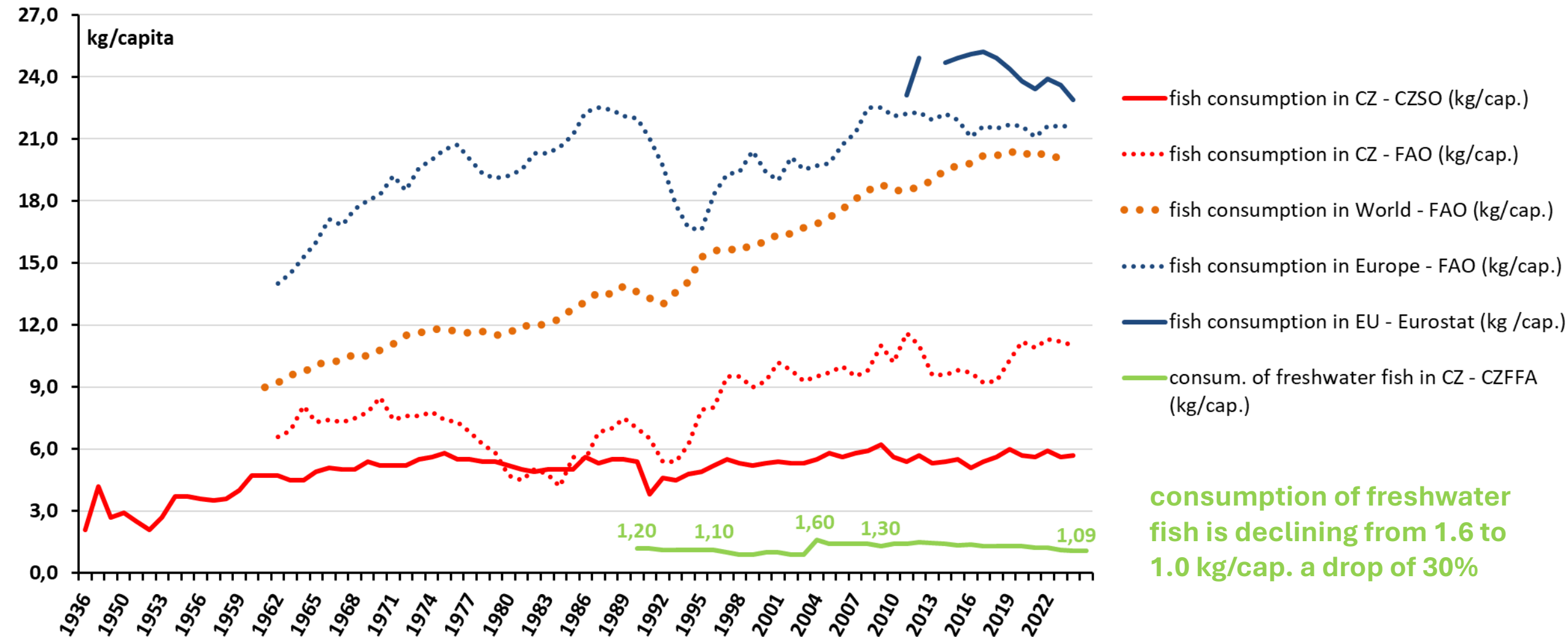
# Introduction of Czech aquaculture



# Introduction of Czech aquaculture

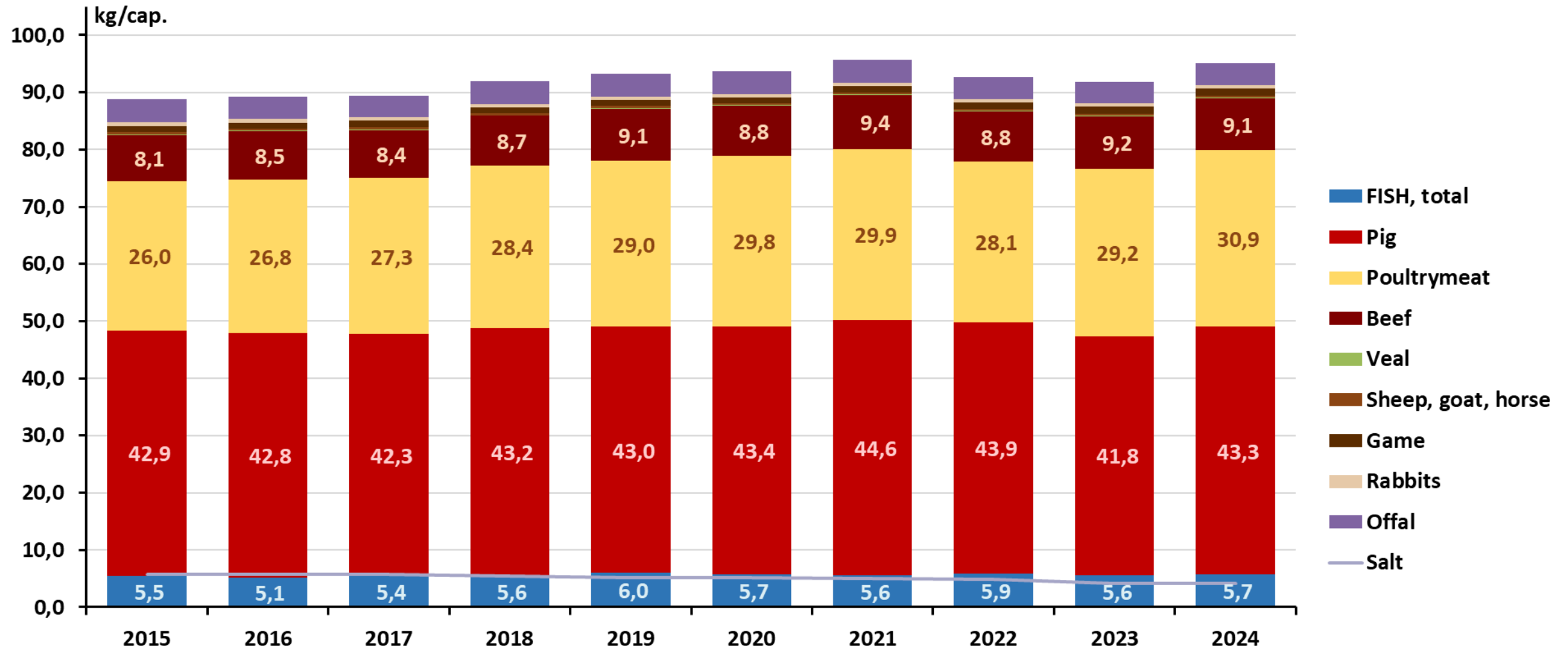


# Fish consumption in The Czech republic



# Fish consumption in The Czech republic

**CZSO data 2015–2024: Meet consumption 92,2 kg/cap.; Fish consumption 5,6 kg/cap. = 6,1 %**



# Establishing local brands on family-owned agricultural estates

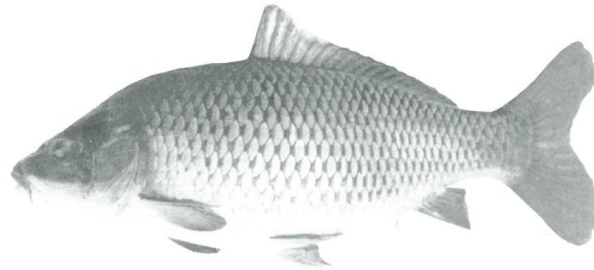
Photo: Pokorný et al., 1995

Třeboň Scaly Carp (Tř-Š)



„Small head,  
a lot of meat —  
the right carp  
strain“

Telč blue Scaly Carp (Te-mŠ)



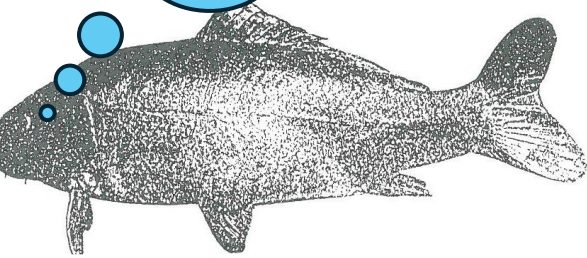
Milevsko Scaly Carp (Mi-Š)



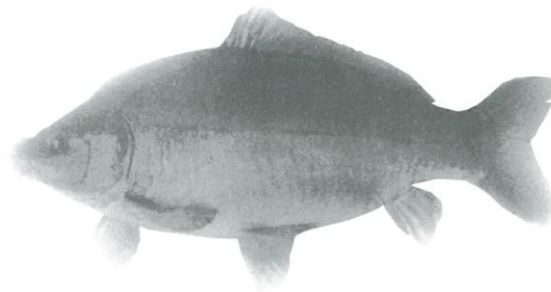
Chlum Scaly Carp (CHL-Š)



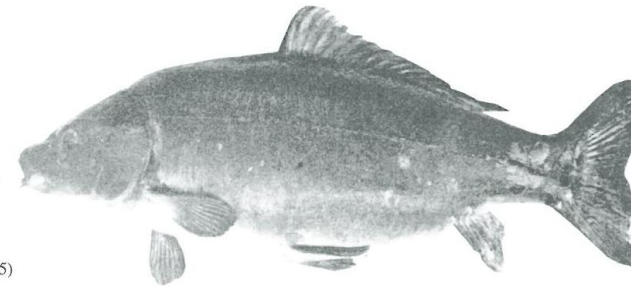
Ln-mL



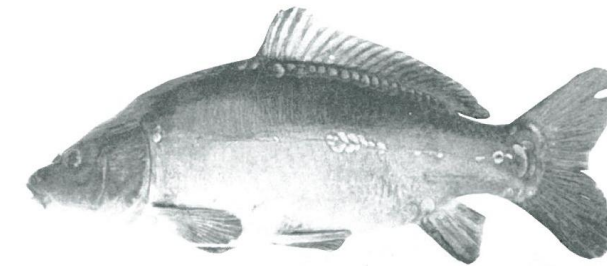
Hluboká Mirror Carp (HL-L)



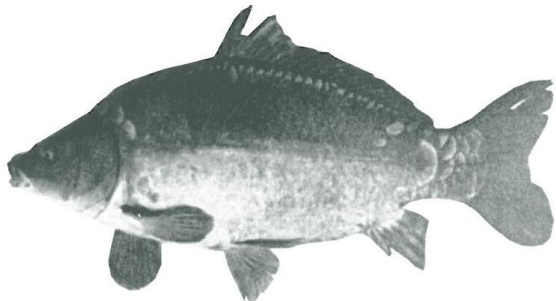
Žďár Mirror Carp (Žď-L)



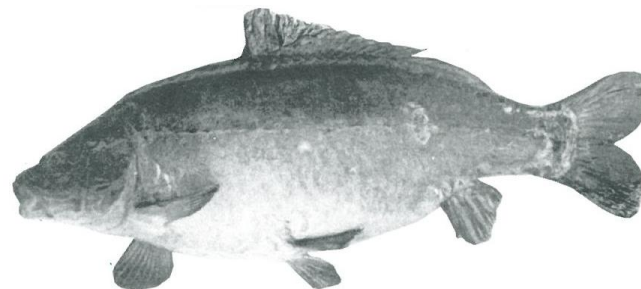
Valtice Mirror Carp (Va-L)



Pohořelice Gray Mirror Carp (Po-šL)



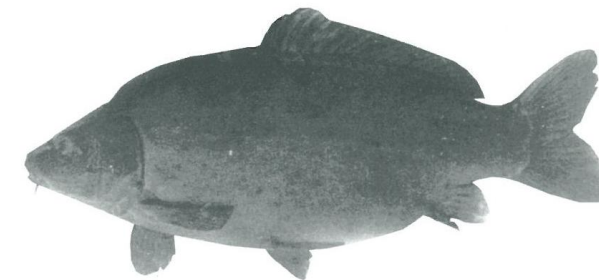
Náměšť Mirror Carp (Ná-L)



Bor Leather Carp (Bo-H)



Mšec Leather Carp (Mš-H)



# The First Campaigns in the 1930s

## 1928–1939

Fish production increased from 1,200 tons to 3,200 tons  
Consumption of freshwater fish 0.2 kg/cap. (carp: 0.15 only)  
The market was unable to absorb this volume

A fish marketing commission estimate since 1928,  
**Annual budget: € 150,000–200,000** (in today's currency)

### Fish farmers paid

7.5 CSK = 6 € per 100 kg of carp for the domestic market  
3.75 CSK = 3 € per 100 kg of carp for export

The wholesale price of carp was approximately 8–10 CZK, and  
the retail price was approximately 15 CZK

**In 1937, a 250% increase in fish consumption was reported!**

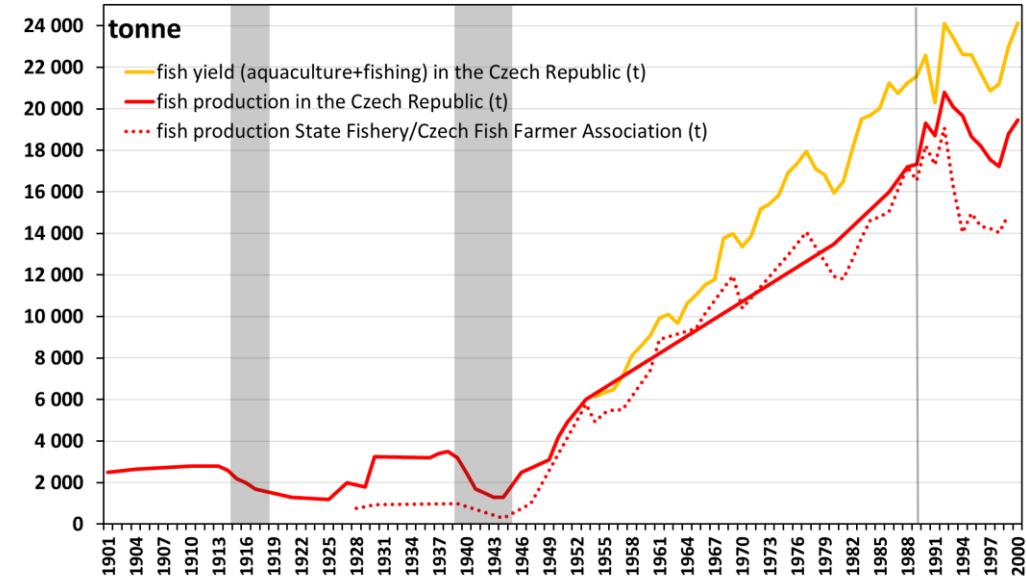


Photo: Pokorný et al. 2015

# First brand “Český kapr / Czech Carp”

- Exhibitions and trade shows
- Gift items
- Calendars
- Plastic bags
- Matches
- Billboards



Date of registration: 22.10. 2001



Picture: internet



Photo: Pokorný et al., 2015



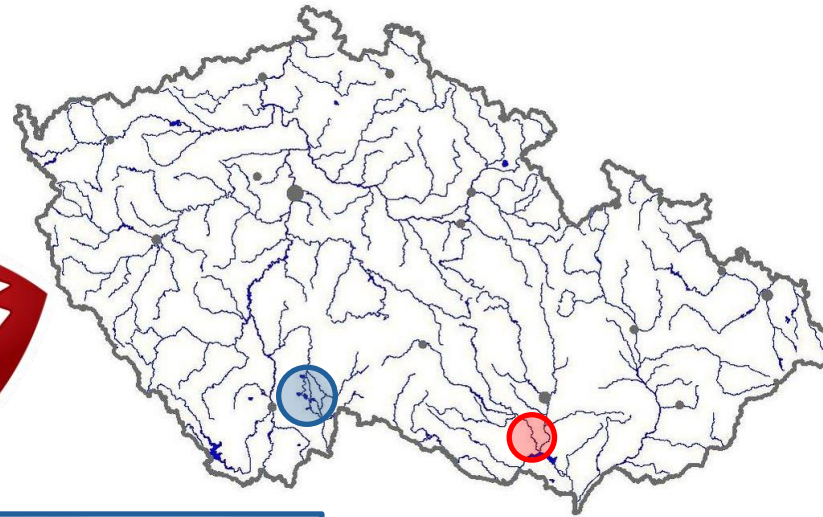
Photo: Al copy of matter

# EU quality labels

**Regulation (EU) 2024/1143 of the European Parliament and of the Council, 11 April 2024**  
on geographical indications for wine, spirit drinks and agricultural products, as well as traditional specialties guaranteed and optional quality terms for agricultural products, amending Regulations (EU) No 1308/2013, (EU) 2019/787 and (EU) 2019/1753 and repealing Regulation (EU) No 1151/2012

## Třeboňský kapr

from 20. December 2007



Protected Designation of Origin  
(PDO)



## Pohořelický kapr

from 29. May 2007



Protected Geographical Indication  
(PGI)



# Unique brand “Omega 3 kapr / Omega 3 Carp”

## 2008–2011 Research and Development Periods

- Special food formula
- Trademark
- Patent protection

Altering the composition of fish muscle tissue  
by adjusting the feed

Carp with a higher content of omega-3 fatty acids  
At least 1 g of omega-3 fatty acids per serving (200 g of fish)

**2011** – clinical trial (IKEM)

December 2011: first fish sold on the market

**A good product for media visibility, but....**

The retail price is 25–30% higher

Annual production is approximately 10 tons

Sales take place during the Christmas season in the Czech Republic



*Ochrana Vašeho srdce*

zvýšený obsah

**OMEGA 3 MK**

ověřeno IKEM a FROV JU



Photo: internet

# Sustainable fish farming – certification of fish farmers

**Established:** 2023

**Objective:** to increase consumer confidence, promote the consumption of Czech fish, preserve traditional fish farming, and strengthen the domestic market (reduce exports)

**Collaboration:**

**MENDELU** – methodology and audit,

**Czech Fish Farmers' Association** – organizes among breeders,

**Albert** – brand communication with customers, fish sales

**The certification guarantees:**

Czech origin

sustainable farming practices

quality control,

[www.uchr.cz](http://www.uchr.cz)



UCHR

O certifikaci

Zájemci o certifikát

Partneři

Kontakty

## Certifikace Udržitelného chovu ryb

Posláním rybářů i celé společnosti je zachovat odkaz našich předků vtisknutý do hladin rybníků. Přijměme prosím i my tento závazek, pečujme o naše rybníky a obsádky ryb s vědomím, že jeden bez druhého nemůže existovat.



# “Ryba domácí / Bring fish home” campaign

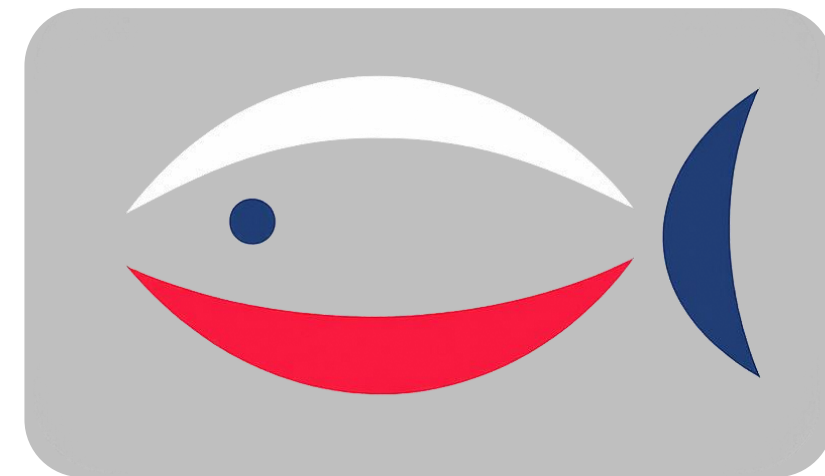
**2008–2011**

**Administered by:** Ministry of Agriculture

**Objective:** support domestic production  
increase the consumption of freshwater fish  
change perceptions of fish  
(from a “Christmas food” to a staple of the diet)

**Funding:** primarily from the EU (OP Fisheries)

**Budget:** CZK 178,000,000 (including VAT),  
equivalent to € 10 mil. at current prices



## RYBA DOMÁČÍ



# “Ryba domácí / Bring fish home” campaign

**Media tools:** TV spots, print and online advertising, Cooking shows, Tastings, Events (approx. 13 large events + 39 smaller events fish harvests), Website + PR activities

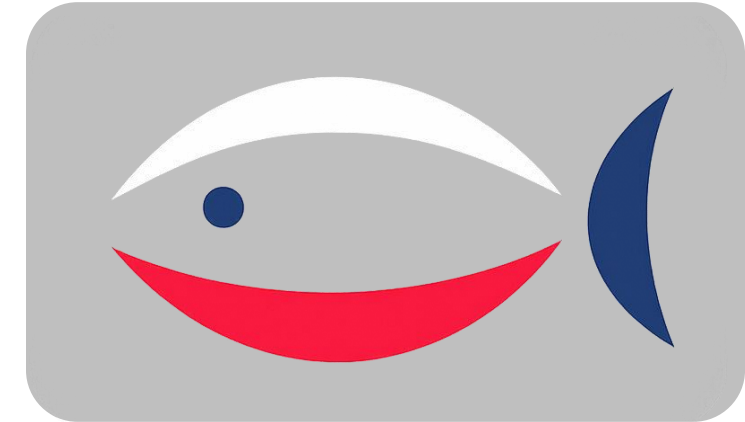
**Restrictions (EU rules):** Not allowed to promote the price or a particular sales offer. Communication was limited to “general information about fish”

## Results – controversial:

*According to the contracting authority:* a slight increase in consumption (approx. 1.29 → 1.43 kg/cap.)

*According to the CZSO and the SAO:* consumption has generally been declining since 2009

**The continuation of the “Ryba sladkovodní / Freshwater Fish” campaign for CZK 60 million (3,3 mil. €) was not implemented**



## RYBA DOMÁCÍ



www.tyvat.cz

Naše domácí spotřeba  
sladkovodních ryb (1,5 kg za rok)  
patří k nejnižším v Evropě...

WWW.RYBADOMACI.CZ

EVROPSKÝ SPOLUPRÁVNÍ FOND  
VÝVOJNÁ A OCHRANĚNÍ  
RYBNÍKŮ

MINISTERSTVO ZEMĚDĚLSTVÍ  
A OCHRANY PŘÍRODY

# “Ryba domácí / Bring fish home” campaign

www.rybadomaci.cz/Default.aspx



O projektu    Spuštění kampaně    Průběh kampaně    Úspěšnost kampaně    Dezinformace

## O projektu RYBA DOMÁCÍ

Komunikační kampaň s názvem RYBA DOMÁCÍ byla realizována v letech 2008-2011 (zahájení 1. září 2008, ukončení 31. 12. 2011) To proč se Ministerstvo zemědělství ČR rozhodlo vyhlásit soutěž o návrh na kampaň na podporu spotřeby sladkovodních ryb, byla neutěšená situace na trhu, kde dominovaly mořské ryby. Předmětem soutěže o návrh bylo vypracování návrhu komunikační strategie na podporu spotřeby sladkovodních ryb a výrobků z nich. Návrh musel řešit v rámci realizace navrhované komunikační strategie zajišťování zejména následujících činností:

- vypracování komunikační strategie na období 2008-2011 (s výhledem až do roku 2015)
- zpracování akčních plánů komunikace na každý rok za období 2008-2011
- návrh a produkci efektivních kampaní prostřednictvím nadlinkových i podlinkových komunikačních aktivit
- mediální plánování a nákup

Soutěžní porota vybrala ze tří nabídek (ERPET design s.r.o. YOUNG & RUBICAM Praha s.r.o. a DORLAND, spol. s r.o.), které byly podány za přísných bezpečnostních podmínek zcela anonymně, prostřednictvím odborného poradce zadavatele společnosti Gordion s.r.o., agenturu DORLAND, spol. s r.o.

### Kontrola kampaně

Vzhledem k tomu, že se jednalo o projekt financovaný z prostředků EU, musely být striktně dodrženy parametry, které EU nastavila. Celý projekt podléhal po celou dobu trvání, ale i po jejím ukončení, jak dohledu příslušných národních kontrolních orgánů, tak i orgánů EU.

### Limity kampaně

EU svými nařízeními limitovala průběh kampaně. Ryba domácí byla realizována jako osvětová informační kampaň, to znamená, že měla svá specifika. Na základě pravidel a nařízení platných v době realizace v rámci Evropského rybářského fondu **se nesměla komunikovat cena, prodej, spotřeba, nákup ani konkrétní místa prodeje. Jedním z hlavních limitujících prvků byl i fakt, že kampaň nesměla být realizována na území Prahy. Nesměly se**

# “Ryba na talíř / Fish on Your Plate” campaign

www.rybanatalir.cz

**Administered by:** Ministry of Agriculture

**Starting:** April 2016

**Budget:** approx. 7 million CZK (0,37 mil. €)

**Realization:** Ministry of Agriculture Services Department

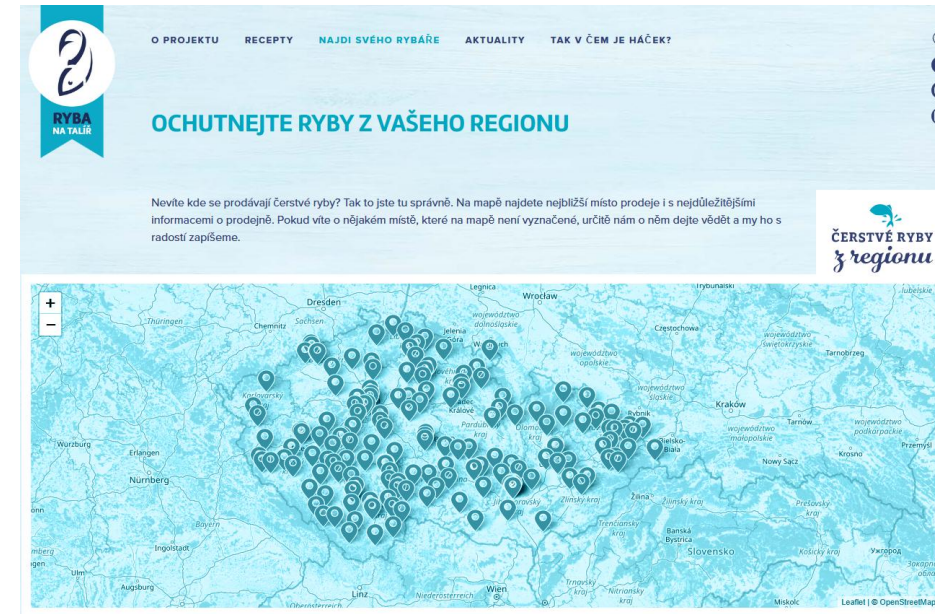
**Objectives:** increase the consumption of freshwater fish,  
improve perceptions of fish  
(health benefits, taste, ease of preparation)  
support domestic aquaculture and fish farming

**Web:** www.rybanatalir.cz

**Activities:** Roadshows, tastings, educational activities  
(recipes), educational events, presentations at trade shows,  
TV, online, events...

**2016** Nationwide “Carp Week” event, roadshow in 40 cities, 3  
fish festivals

**Budget estimate 2016–2020:** 26,0 mil. CZK (1,4 mil. €)



# “Ryba na talíř / Fish on Your Plate” campaign

[www.rybanatalir.cz](http://www.rybanatalir.cz)

**2021–9/2025** CZK 13.45 mil. (excluding VAT) 0,5 mil. €

## Campaign 2025 – “So what’s the catch?”

### Objective – to inform:

- the main benefits of eating freshwater fish – omega-3 for brain health,
- nutrients that support healthy weight loss,
- and protein for muscle growth.

### Media Mix: Website ([rybanatalir.cz](http://rybanatalir.cz));

Television – CZK 5.65 mil.;

Radio – CZK 945,000,

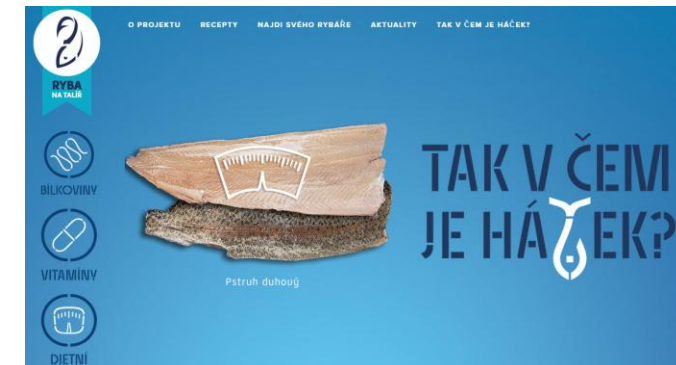
Print – CZK 640,000;

Online advertising (banners, video) – CZK 3.04 mil.;

Social media (FB, IG, YouTube) – CZK 900,000;

Influencers – CZK 36,000;

Events (festivals, tastings)



# “Rybuji český / Enjoy Fish the Czech Way” activities

**Rybáři sobě, s.r.o.** – private company, two managing partners 50%

To be active starting in **August 2025**

**Budget:** € 13,000 for the first year (the original plan was € 50,000)

**They are active on social media**

Facebook – 3,300

Instagram – 700

TikTok – 500

**Views:** average of 400,000 per month; over 2 million per month during Christmas

**Number of posts:** 1–3 per week; during the Christmas season, basically every day  
over 90 short videos so far

**Business model:** They collect voluntary contributions from fisheries  
Companies. At least 50% of the company’s income goes toward direct  
promotion of the aquaculture sector

**They are not promoting any specific company today**

**The objective is to generate positive publicity for the Czech aquaculture sector**

Fishermen for Themselves, Ltd.



„Pulling Together“



# “Rybuň český / Enjoy Fish the Czech Way” activities

The posts consist mainly of videos—which are more engaging

Prepared by J. Vlček and M. Blecha

A review group of fishermen (8 people)

Picture: J. Vlček

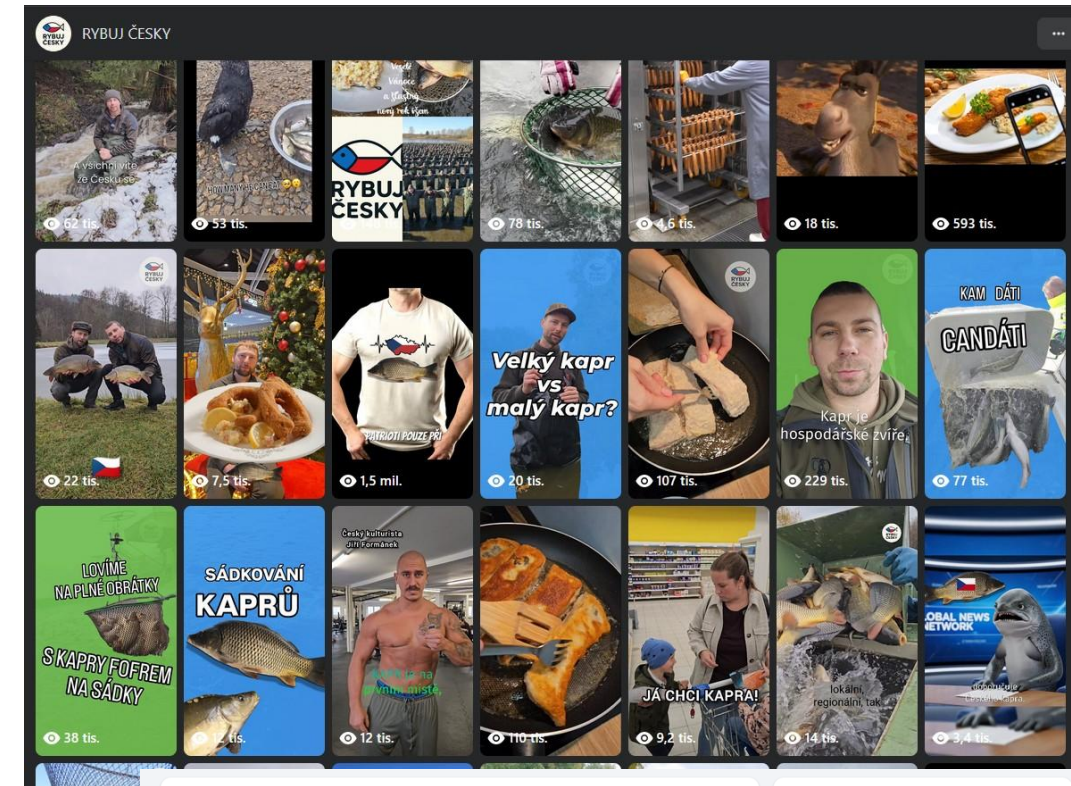
## Main objective

- change public perception of commercial fishermen (positive PR),
- create a buzz without harming our image.

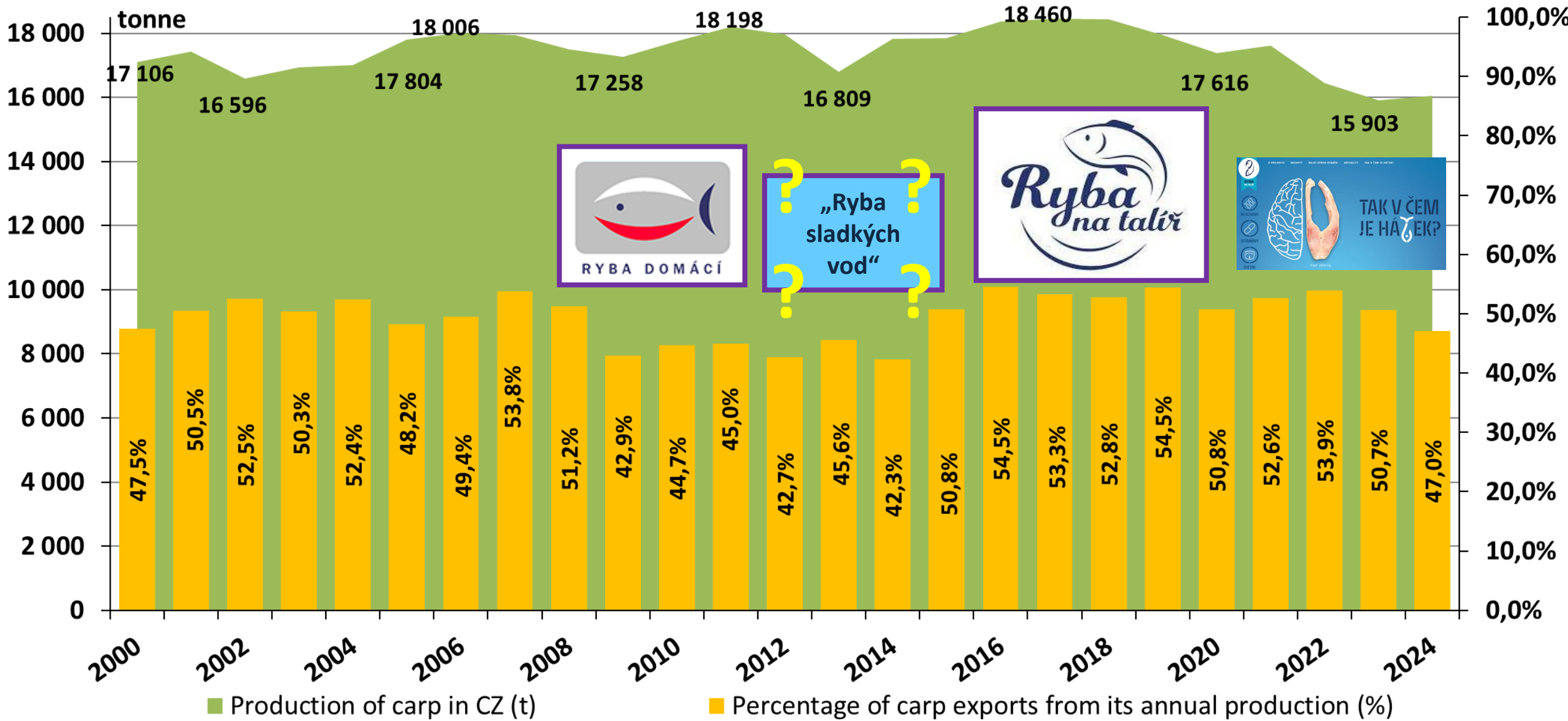
## Secondary objectives

- Increase fish consumption, especially during the Christmas season,
- promote the tradition of eating fish

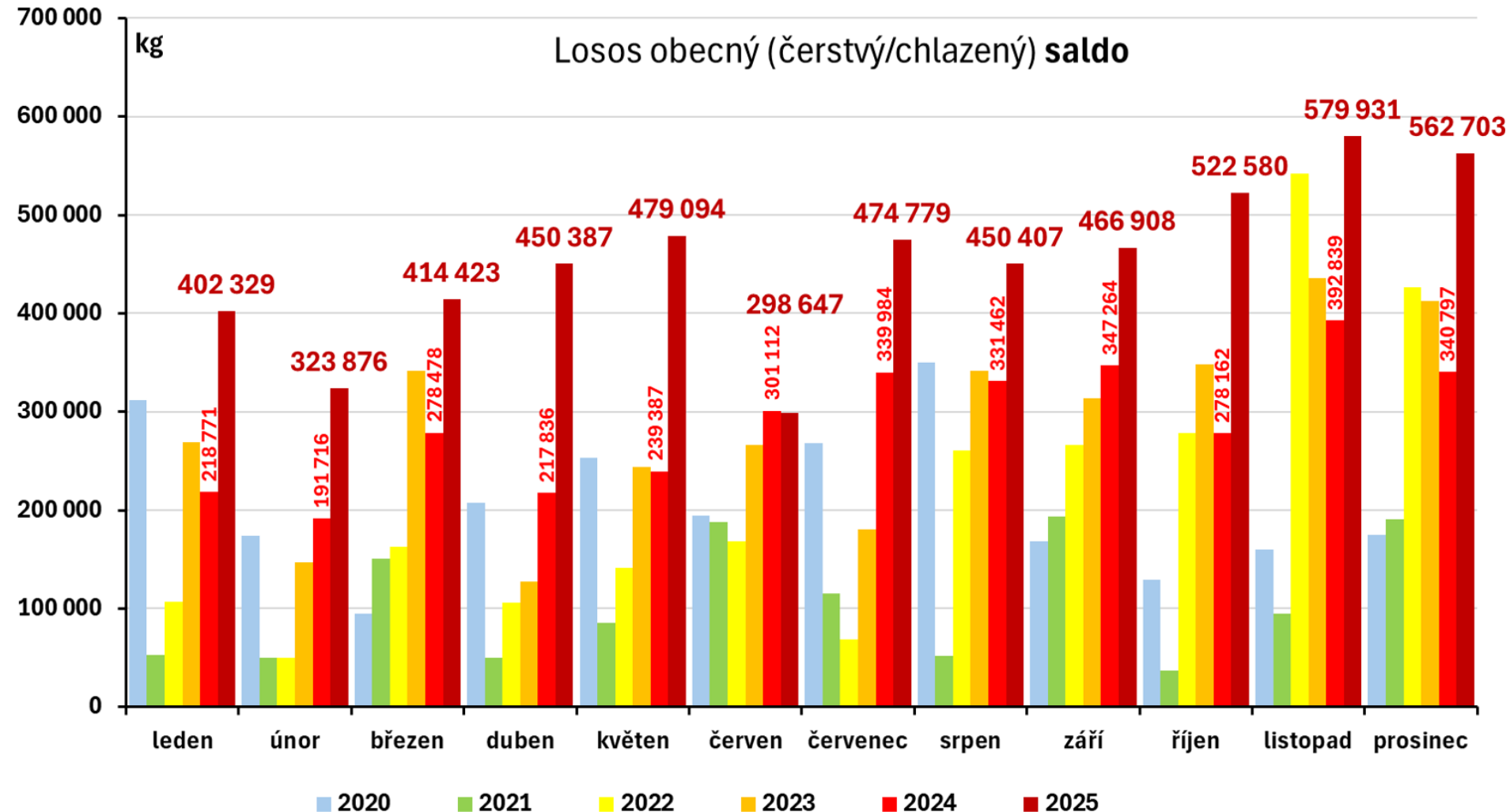
**Video topics:** pond harvests, winter on the ponds, Christmas, fish-eating predators, water and drought, reflecting current events,



# The Impact of Marketing Campaigns on Carp Production and Exports



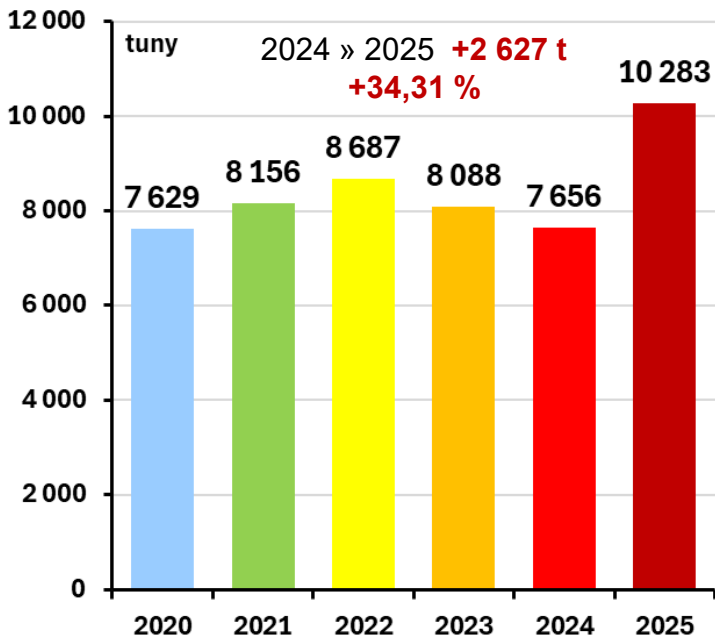
# The Impact of Marketing Campaigns on Carp Production and Exports



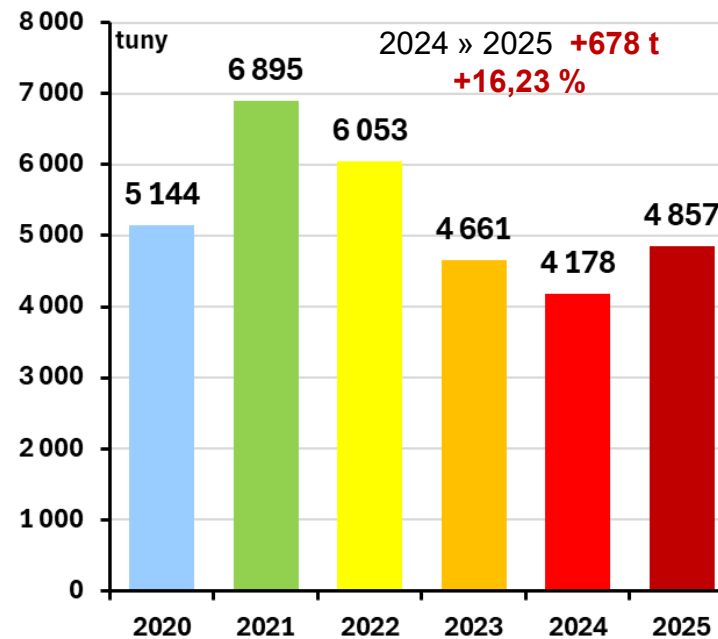
Picture: internet (YouTube)

# The Impact of Marketing Campaigns on Carp Production and Exports

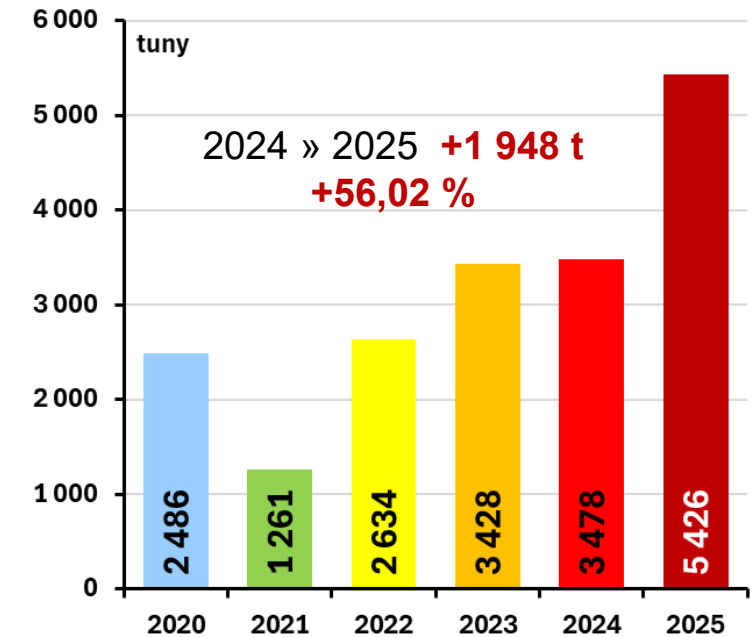
Losos obecný (čerst./chlazený) import



Losos obecný (čerst./chlazený) export



Losos obecný (čerst./chlazený) saldo





# What We Do for Children

**In the Czech Republic, 1.7 million school lunches are served daily**

A revision of the school meal regulations is in the preparation stage, which will

result in:

lower consumption of red meat

increased consumption of fish

increased proportion of legumes

a higher proportion of fruits and vegetables

**The problem is the limited supply of high-quality fish and price caps on ingredients of €1.1–1.4 (CZK 27–36)**

This is a stable and predictable market segment with its own specific

requirements: must be boneless

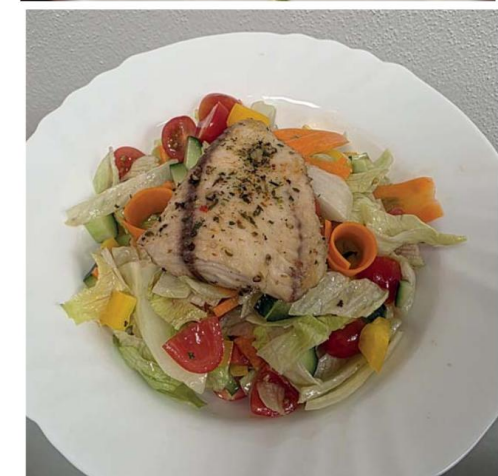
standardized portions

consistent quality

easy and quick preparation

competitive pricing

must be appealing to children in terms of taste and appearance



# What We Do for Children

Colleagues from the FFPW SBU carried out four projects focused on preschool children:

- product development for children (2018–2019)
- research on children's tastes and preferences (2021–2023)
- analysis of the current range of fish dishes (2025–2026)
- creating a nationwide system to promote fish consumption among children (2026–2027)

## Results and findings

**Product specifications for children:** 100% boneless, fine texture, reduced salt content, subtle fish flavor that won't put children off

**From a production perspective:** nutritionally valuable product, sensorially appealing product, technologically easy to prepare, use whole fish, Products with familiar shapes/forms (**balls, patties, sausages, ham, medleys**) have been developed and are particularly well-received



# What We Do for Children

## Children's Acceptance of Fish

- A significant influence of family and eating patterns has been identified; at home, they eat fish only once a month, or even less often.
- As a result, they have many preconceptions about fish.
- Children who eat more fish at home are more open to trying new products and are not afraid to do so.
- Children are also influenced by the immediate opinions of their teachers and classmates!

## What do children find appealing (tasty)?

- The texture, shape, saltiness, type of seasoning, and overall tenderness all play an important role
- Seven new fish dishes based on traditional recipes have been developed; the meals are delivered to 200 schools and preschools



Školní jídelny nabízejí omezený počet rybích jídel.

# What We Do for Children

## Quality of Fish in School Meals

The quality of the fish is very low = the focus is on cheap ingredients

Fish content is often only 30% (glaze, water, phosphates)

Fish fingers record – 22% minced fish!

Trout with bones and spicy mushroom sauce

**It is necessary to work directly with chefs and cafeteria managers, and to hold tasting sessions for both children and the parents who choose their meals**



Zahajovací seminář  
**RYBY DĚTEM:  
KVALITNÍ RYBÍ  
VÝROBKY DO  
ŠKOL A ŠKOLEK**

Kvalitní rybí výrobky jako součást moderního školního stravování.  
Odborné řešení pro praxi škol a jídelen.



15. dubna 2026  
10.00–14.00 hod.



METROPOL - kruhový sál  
Senovážné nám. 2  
České Budějovice

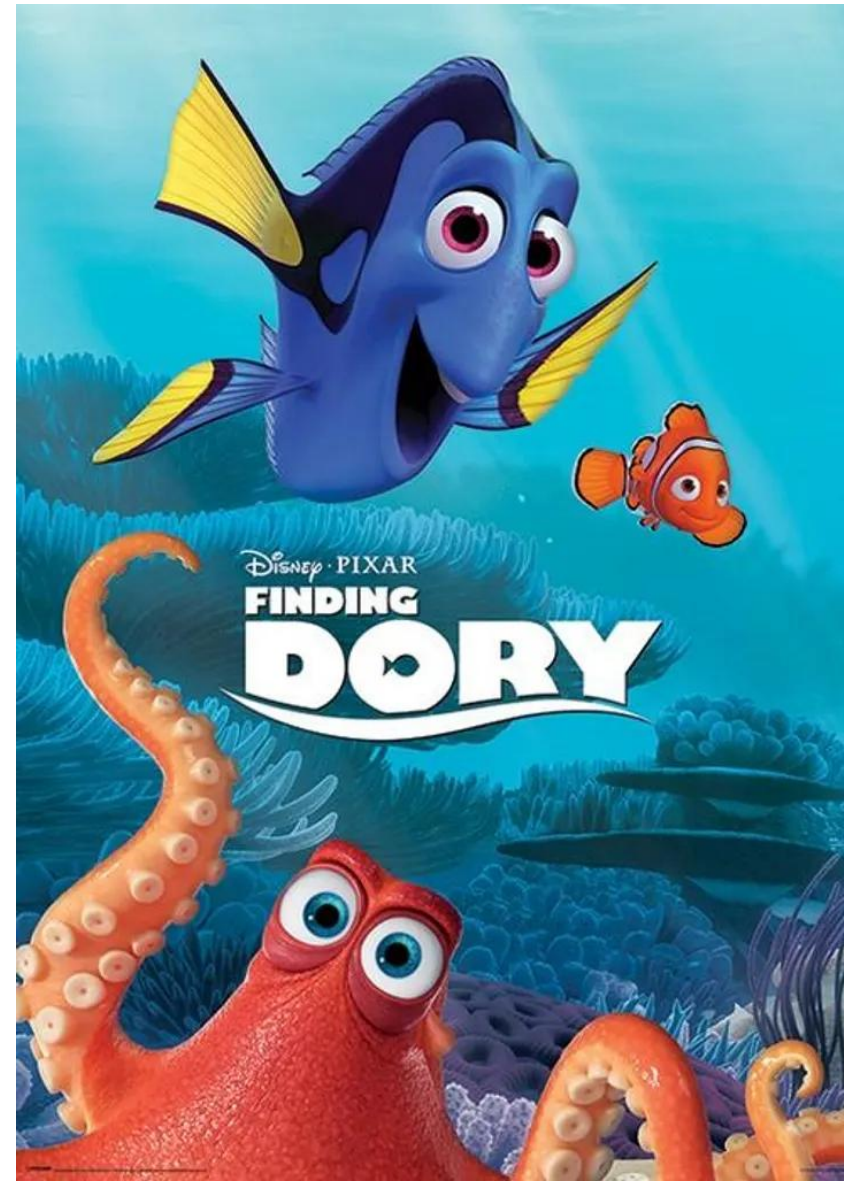
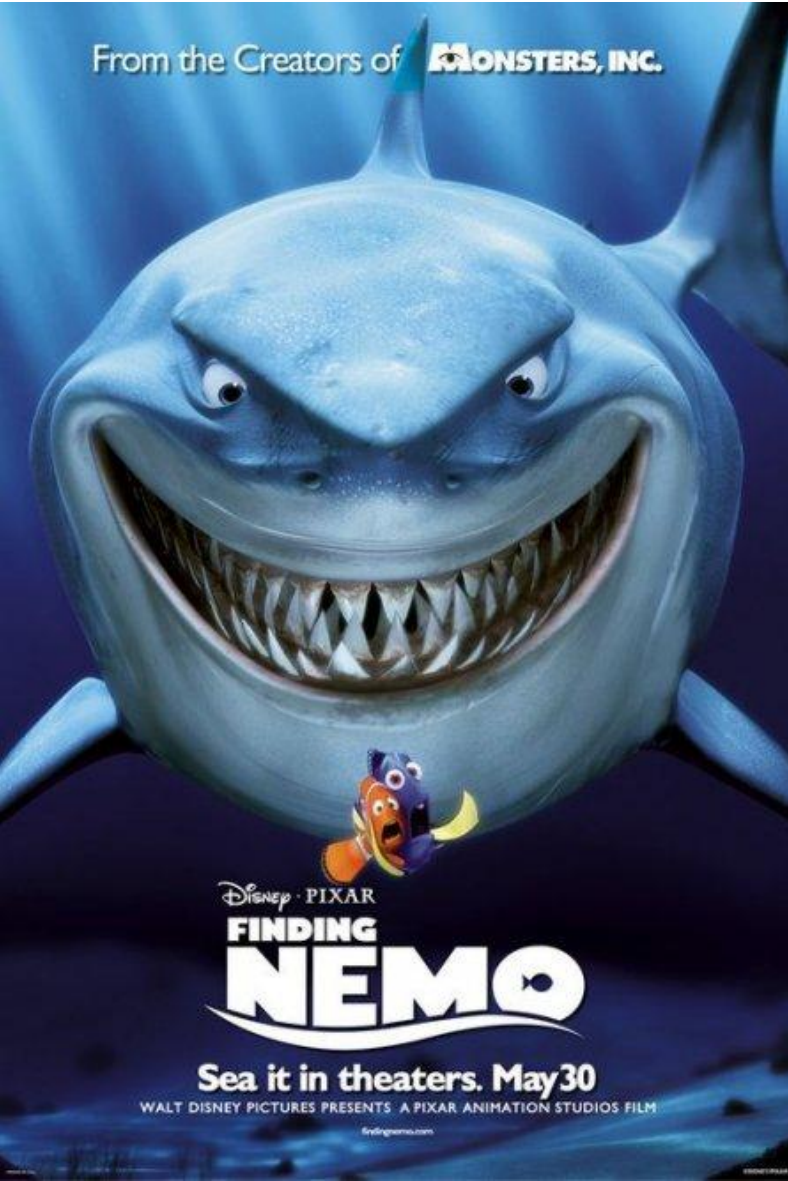


**Školní jídelny nabízejí omezený počet  
rybích jídel.**

Studentský projekt: Ryby do škol: Školní jídelny ožívají!

# Conclusion


Picture: Internet and J. Regenda



# Conclusion

- **Low proportion of processed fish in the Czech Republic, focus on the sale of live fish,**
- Low fish consumption; eating fish regularly is not part of the culinary tradition; carp is only eaten at Christmas,
- **Fish farmers are mentally attached to selling live fish; they cannot imagine processing their entire production,**
- Marketing campaigns led by local communities and funded by fishermen are more effective,
- **The amount of money allocated to marketing isn't everything—the entire sector needs to work together!**
- It is important to work with young people (children) and help them develop healthy eating patterns!
- **Create new recipes and serve fish in a way that children are familiar with from home.**





*Thank you for your attention!*

Photo: J. Regenda