



KUZUOĞLU

GROUP



LAZONA
DENİZ ÜRÜNLERİ



LAZSOM
SU ÜRÜNLERİ

ABU Su Ürünleri
ÜRETİM ÇİFTLİĞİ ve RESTORANT



KUZUOĞLU
BALIKÇILIK



SELAZUR
SU ÜRÜNLERİ

SOMON İHRACATI BAŞLANGICI, SÜRDÜRÜLEBİLİRLİK ve DİKKAT EDİLMESİ GEREKEN HUSUSLAR

- **TIKANAN ALABALIK SEKTÖRÜ**
- **JAPONYA İHRACATI GERÇEKTEN BİRİNİN BAŞARISIMIDYI
YOKSA BAZILARININ BAŞARISIZLIĞI MI ?**
- **SİYASETİN ALET EDİLİP BARAJLARDA KAPASİTELERİN ÜSTÜNE
ÇIKMAYA ÇALIŞILMASI.**
- **MEVCUT BAZI TESİSLERİN FIRSAT BEKLEMESİ (ÇANTACILAR!)**





SOMON ÜRETİMİNDE ,HASATINDA VE İŞLENMESİNDE NELERE DİKKAT EDİLMELİ

- KALİTELİ YEM
- DOĞRU RENK VE LEZZET
- KALİFİYE PERSONEL
- KALİTELİ YUMURTA VE YAVRU
- STRESSİZ HASAT VE KAN AKITMA
- KALİTELİ İŞLEME
- İŞLEME FABRİKALARININ ÇİFTLİKLERE YAKINLIĞI



Why Bleeding Fish Is So Important



Why Bleeding Fish is Crucial

Bleeding fish as soon as it's caught is crucial in preserving the quality of the meat. This is especially true for raw consumption. The intense stress that a fish goes under when it's reeled in causes lactic acid to buildup in the muscle. Furthermore, the excess blood in fish makes it very difficult for sushi applications. So the sooner the fish is bled and killed, the better quality meat you'll have.

Lactic Acid In Fish

Lactic acid is naturally found in animals and normally occurs during intense exercise when not enough oxygen is available in the blood. The same is for fish. The longer the fish fights, the more acid accumulates and sometimes this will "burn" the flesh. This is pretty common with large game fish like tuna, because they require a much longer landing time. In tuna, the problem is more conspicuous because of its red meat, so a burnt fish will have a slightly opaque or foggy color. This is sometimes confused with a fatty fish, but there is definitely a change in taste. Some commercial tuna fishermen will not kill the fish immediately but allow it to cool off on the side of the boat after it's been secured. This cooling time allows the tuna to metabolize the acid in its system first before being decked.

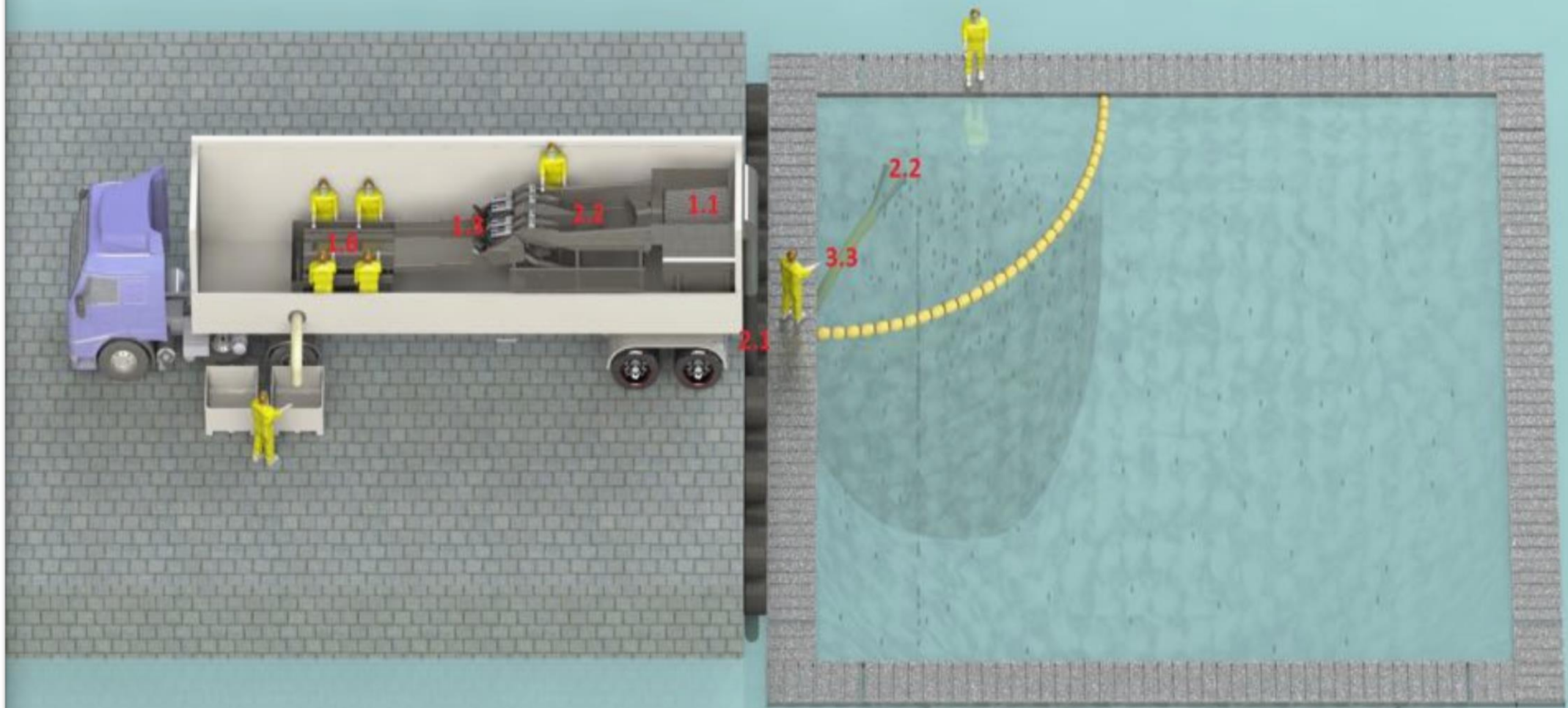


Lactic Acid in Fish

Above were two separate fish. One fish was iced immediately after it was caught. The second fish was in the live well for many hours (4-5) and was consistently fighting the circulation. A very stressful environment. Obviously the result was quite apparent. The taste was slightly acidic and metallic. Just an off taste. The whiter flesh was the result of the high lactic acid buildup. Ever make ceviche? You'll notice fish will slowly turn white in the citrus juice over time.

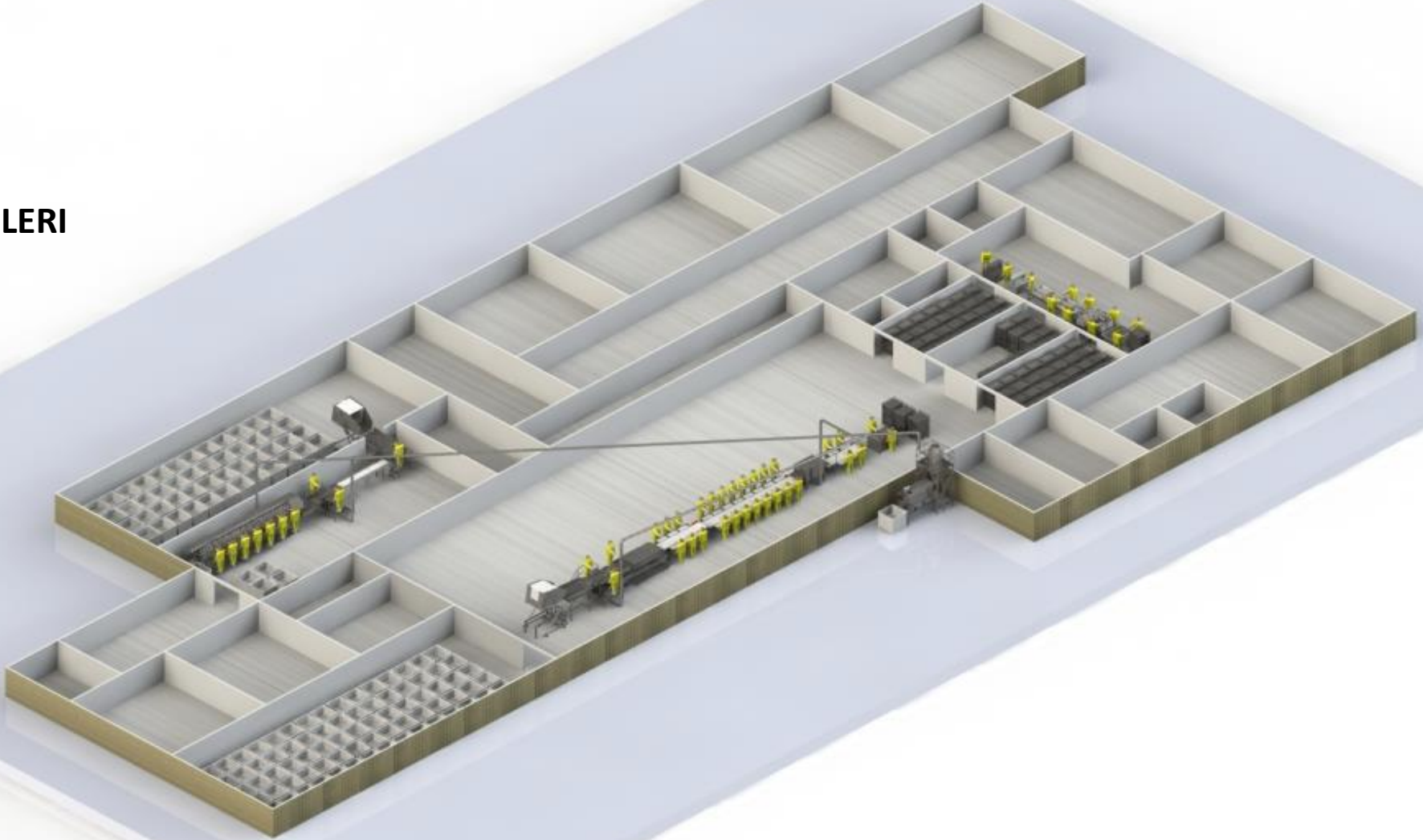
When it comes to big sizes – this is a challenge. Quality is poor. Even when last year it was shortage of Chilean trout in the market – no one wanted to work with Turkish 2-3kg fish because of quality: color, glazing (a lot of glazing – they do not follow glazing requirements) and consistence which is mushy: our processors are refusing to work with such product at all. So we are not in a position to take risks and work with that.







Trout Processing Line
LAZONA DENİZ URUNLERI



JAPONYA PİYASASINDAKİ SON DURUM



- JAPON MÜŞTERİLERİN İÇ PİYASALARINA ÜRÜNÜ SUNMA ŞEKİLLERİ
- JAPON TÜKETİCİNİN TÜKETİM TERCİHLERİ SÜPERMARKETLERİN ETKİSİ VE FİYAT TRENDİ
- SAMİMİYET. BİLGİ PAYLAŞIMI.

SOMON İŞLEME, FİRE ORANLARI VE FİYATLAMA

Salmon Trim



Trim A
Backbone, bellybone off.



Trim D
• Backbone, bellybone off
• Back fins off;
• Collar bone off;
• Belly fat and fins off;
• Pin Bones out ;
• All belly off;
• Tail piece off;
• Fully trimmed



Trim B
• Backbone, bellybone off
• Back fins off;
• Collar bone off;
• Belly fat and fins off.



Trim C
• Backbone, bellybone off
• Back fins off;
• Collar bone off;
• Belly fat and fins off;
• Pin Bones out.



Trim E

- Backbone, bellybone off
- Back fins off;
- Collar bone off;
- Belly fat and fins off;
- Pin Bones out ;
- All belly off;
- Tail piece off;
- Fully trimmed
- Skin off



ÜRÜN ÇEŞİDİ

C FİLETO (C-TRİM)

E FİLETO (E-TRİM)

HOG (HEAD ON GUTTED)

HG (HEAD OFF GUTTED)

FİRE ORANI

%50-%60

%40-%50

%16-%18

%25

KG	NORVEÇ FİYATI	ÇİFTLİK FİYATI 1	ÇİFTLİK FİYATI 2	TÜRKİYE İÇİN TAVSİYE EDİLEN FİYAT
1-2	\$4,94	\$3,94	\$3,64	\$3,65 - \$4,00
2-3	\$5,71	\$4,61	\$4,31	\$4,15 - \$4,30
3-4	\$6,65	\$5,42	\$5,12	\$4,50 - \$4,85
4-5	\$6,90	\$5,64	\$5,34	\$5,00 - \$5,30
5-6	\$7,10	\$5,81	\$5,51	
6-7	\$7,32	\$6,00	\$5,70	
7-8	\$7,40	\$6,07	\$5,77	
8-9	\$7,41	\$6,08	\$5,78	
9+	\$7,54	\$6,19	\$5,89	

İŞLEME ÇEŞİDİ	100 KG BALIK FİYATI	İŞLEME	GÜMRÜK VE NAKLİYE	MALİYET TOPLAMI	%10 KAR EKLENMİŞ	KALAN KG	CIF
HG 3-4	\$450,00	\$26,25	\$18,75	\$495,00	\$544,50	75	\$7,26
HOG 3-4	\$450,00	\$25,20	\$21,00	\$496,20	\$545,82	84	\$6,50
TRIM-C	\$450,00	\$30,25	\$13,75	\$494,00	\$543,40	55	\$9,88
TRIM-E	\$450,00	\$33,75	\$11,25	\$495,00	\$544,50	45	\$12,10

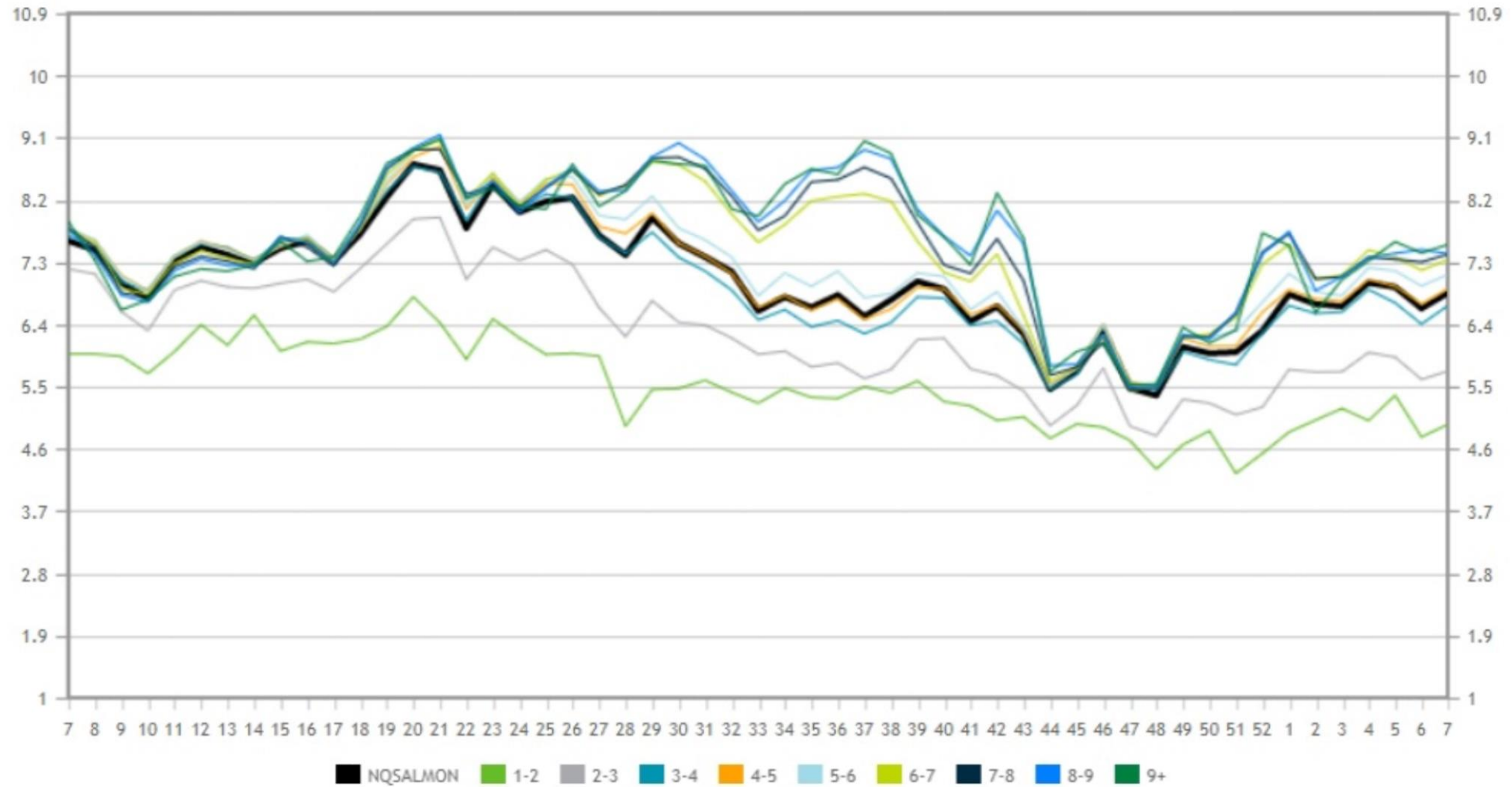
NASDAQ Salmon Index

NQSALMON (USD/kg)	6.84	
1 Week Change	▲ 0.22	+3.27%
4 Week Change	▲ 0.18	+2.77%
12 Week Change	▲ 1.37	+25.00%

NASDAQ Salmon Index - Prices Per Weight Class

Weight Class (kg)	Price (USD/kg)	1 Week Change	Distribution %	St.dev.
1-2	4.94	0.18	1.57	0.26
2-3	5.71	0.12	10.30	0.30
3-4	6.65	0.26	15.47	0.09
4-5	6.90	0.21	31.31	0.13
5-6	7.10	0.16	23.31	0.16
6-7	7.32	0.15	11.51	0.09
7-8	7.40	0.11	4.73	0.05
8-9	7.41	-0.06	1.43	0.06
9+	7.54	0.12	0.36	0.06
NQSALMON	6.84	0.22		

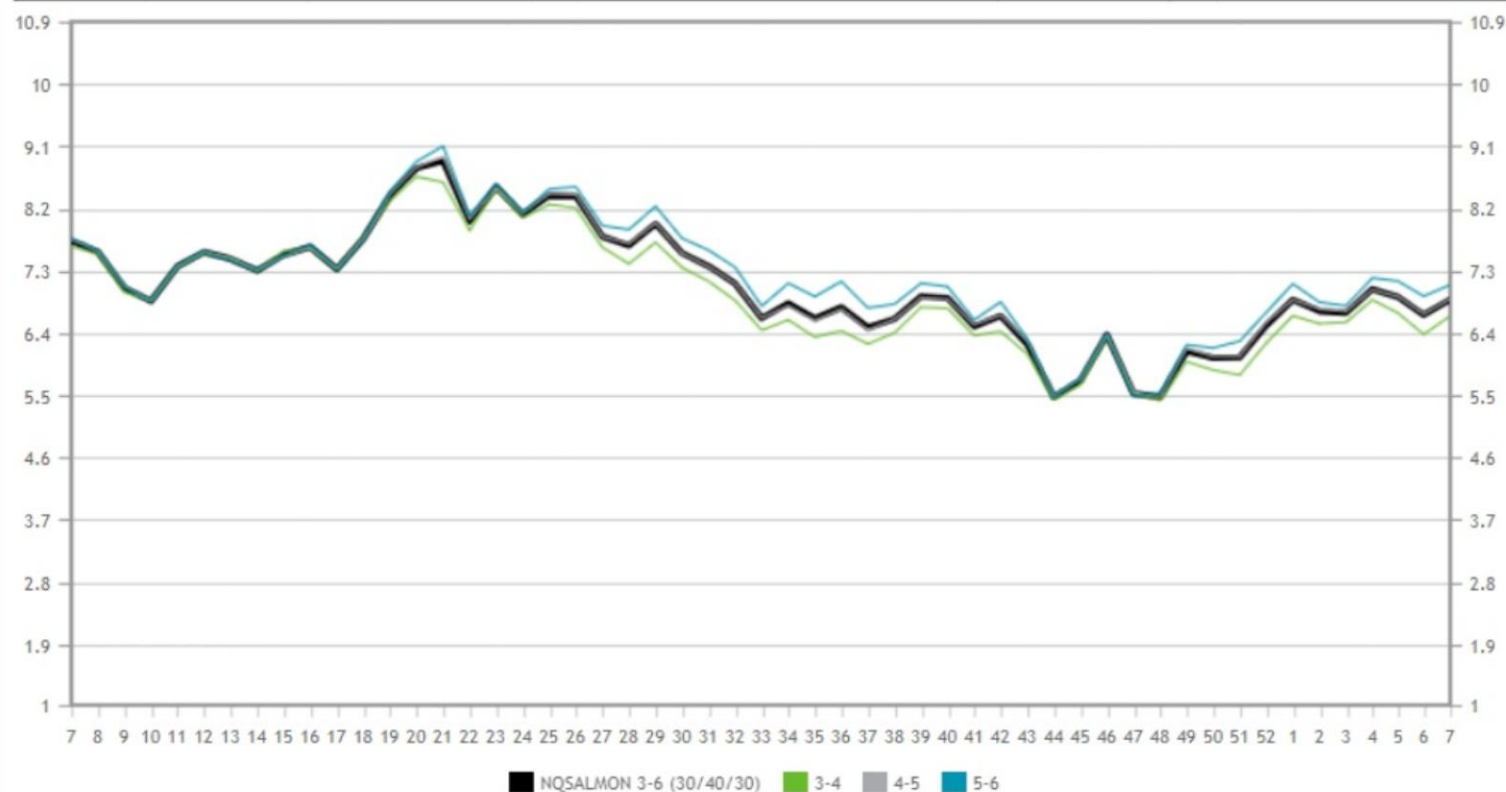
NASDAQ Salmon Index - Historical Prices



NASDAQ Salmon Index 3-6kg weighted 30/40/30

NQSALMON 3-6kg (USD/kg)	6.89	
1 Week Change	▲ 0.21	+3.13%
4 Week Change	▲ 0.18	+2.72%
12 Week Change	▲ 1.35	+24.35%

NASDAQ Salmon Index 3-6kg weighted 30/40/30 - Historical Prices



- **BİRLİK KAYNAKLARI KULLANILARAK NORVEÇ SİSTEMİNİN ARAŞTIRILMASI VE ÜLKEMİZDE KULLANILMASI**
- **LABRAX FİRE ORANLARI**
- **TANINMIŞ SÜPER MARKETLER ZİNCİRLERİNİN SOMON KG FİYATLARI 41,90TL İLE 55.90TL ARASINDA DEĞİŞMEKTEDİR.**



TÜRKİYE'DE SOMON ÜRETİMİ VE YAPILABİLİRLİĞİ

- TÜRKİYE'DE SOMON BALIKÇILIĞININ ÖNEMİ VE YAPILABİLİRLİĞİ
- BARAJ SOMONU MU YOKSA DENİZ SOMONU MU ?
- KARŞILAŞILABİLECEK AVANTAJLAR VE DEZAVANTAJLAR
- SOMON FİYATLARININ ALBALIK FİYATLARINA ETKİSİ













DENİZ YOLUYLA TAŞIMA NAVLUN DESTEĞİ

NO		GRUBU	(TL/KONTEYNER)
1	Bahreyn*, Birleşik Arap Emirlikleri*, Irak, İran, Katar*, Kuveyt*, Suudi Arabistan*, Umman*, Yemen	Liste Harici Tüm Ürünler**	700 TL/20 FT 1.000 TL/40 FT 1.100 TL/50 FT
2	Cezayir, Fas, İsrail, Libya, Lübnan, Mısır, Tunus	Liste Harici Tüm Ürünler**	150 TL/20 FT 220 TL/40 FT 250 TL/50 FT
3	Cibuti, Eritre, Kenya, Madagaskar, Moritus, Somali, Sudan, Tanzanya	Liste Harici Tüm Ürünler**	3.500 TL/20 FT 5.000 TL/40FT 5.500 TL/50FT
4	Güney Afrika Cumhuriyeti, Mozambik	Liste Harici Tüm Ürünler**	4.500 TL/20 FT 6.500 TL/40FT 7.000 TL/50FT
5	Angola, Benin, Ekvator Ginesi, Fildişi Sahili, Gabon, Gambiya, Gana, Gine, Gine-Bissau, Kamerun, Kongo, Liberya, Moritanya, Namibya, Nijerya, Senegal, Sierra Leone, Togo	Liste Harici Tüm Ürünler**	4.100 TL/20 FT 6.100 TL/40FT 6.500 TL/50FT
6	Bahreyn, Birleşik Arap Emirlikleri, Katar, Kuveyt, Suudi Arabistan, Umman	Kanatlı Eti	6.300 TL/20 FT 9.000 TL/40FT 9.900 TL/50FT

EKONOMİ BAKANLIĞI NAVLUN KOŞULLARI

KARAYOLU GİDERLERİNİN NAVLUN'U

NO	ÜRÜN	ÜLKE	TUTARI
1	Kanatlı Eti/Yaş Meyve Sebze/ Kesme Çiçek ve Süs Bitkileri	Kazakistan, Kırgızistan, Tacikistan, Türkmenistan, Özbekistan	230 TL/Ton
2	Kanatlı Eti/Yaş Meyve Sebze/ Kesme Çiçek ve Süs Bitkileri	Azerbaycan, Gürcistan, Filistin, İran, İsrail, Lübnan	80 TL/Ton
3	Kanatlı Eti/Yaş Meyve Sebze/ Kesme Çiçek ve Süs Bitkileri	Bahreyn, Birleşik Arap Emirlikleri, Katar, Kuveyt, Suudi Arabistan, Umman, Ürdün, Yemen	200 TL/Ton
4	Kanatlı Eti/Yaş Meyve Sebze/ Kesme Çiçek ve Süs Bitkileri	Irak	50 TL/Ton
5	Kanatlı Eti/Yaş Meyve Sebze/ Kesme Çiçek ve Süs Bitkileri	Suriye	20 TL/Ton

EKONOMİ BAKANLIĞI NAVLUN KOŞULLARI

HAVAYOLU GİDERLERİNİN NAVLUN'U

NO	ÜRÜN	ÜLKE	TUTARI
1	Kanatlı Eti	Bahreyn, Birleşik Arap Emirlikleri, Filistin, Irak, İran, İsrail, Katar, Kuveyt, Lübnan, Suriye, Suudi Arabistan, Umman, Ürdün, Yemen	1.500 TL/Ton
2	Yaş Meyve-Sebze	AB, Çin, Endonezya, Güney Kore, Malezya, Tayvan, Singapur, Maldivler, Seyşeller, Moritus	1.200 TL/Ton
3	Yaş Meyve-Sebze	Japonya	1.900 TL/Ton
4	Kesme Çiçek ve Süs Bitkileri	AB	1.200 TL/Ton
5	Kesme Çiçek ve Süs Bitkileri	Japonya	1.900 TL/Ton
6	Tekstil, Deri, Konfeksiyon	ABD	1.600 TL/Ton

EKONOMİ BAKANLIĞI NAVLUN KOŞULLARI

İSTEK VE ÖNERİ

- NORVEÇ SOMONUNA VERGİ
- BARAJLARA SEMİRTME İZNİ
- TV KANALLARINDA TÜRK SOMON REKLAMLARI
- VHS HASTALIĞI - KARANTİNA
- NAVLUN DESTEĞİ
- HİDRO ELEKTRİK SANTRALLER (HES)
- İLÇE MÜLKİ AMİRLERİNİN KAYITSIZLIĞI
- KDV
- MİNİMUM FATURA TUTARININ EN AZ 8 TL OLMASI

TEŞEKKÜRLER...