



Bienvenido

Bienvenue

Herzlich Willkommen

seja bem vindo

Witamy

Welcome

καλωσόρισμα

bun venit

ter vetul oa

dobrodošli



LAND DER 1000 TEICHE

FISCHWIRTSCHAFTSGEBIET
TIRSCHENREUTH

GEFÖRDERT DURCH DIE EUROPÄISCHE UNION
EUROPÄISCHER FISCHEREIFONDS (EFF)

Activities in the
FLAG Tirschenreuth

Speaker:

Hans Klupp

www.erlebnis-fisch.de



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The Land of a 1000 Ponds

population: 73.241
area: 1.084 km²
population density : 72 inhabitants/km²





FLAG Tirschenreuth

number of ponds:	4,700
average size:	0,6 ha
total area:	2,700 ha
fish yield/ha:	ca. 400 kg
number of farms:	over 900



There are only a few pond farms for which raising carp is their main source of income. Over 90% of the ponds are part of a farm or are managed on a part-time basis.



The beginnings – 20 years ago

problems:

- only a few, mostly traditional recipes available – “blue” or “baked”
- there were hardly any fish direct marketers
- only a few people were interested in the long tradition of fish farming
- hardly anyone in the region knew that our district is a European center of carp farming



The beginnings – 20 years ago

this results in the following measures for carp marketing:

- Professional training for fish farmers and chefs
- adding value to product - direct marketing and processing
- improving the image of the product
- carp as a factor of regional identification
- cooperation with gastronomy and tourism
- creating a touristic infrastructure
- professional advertising

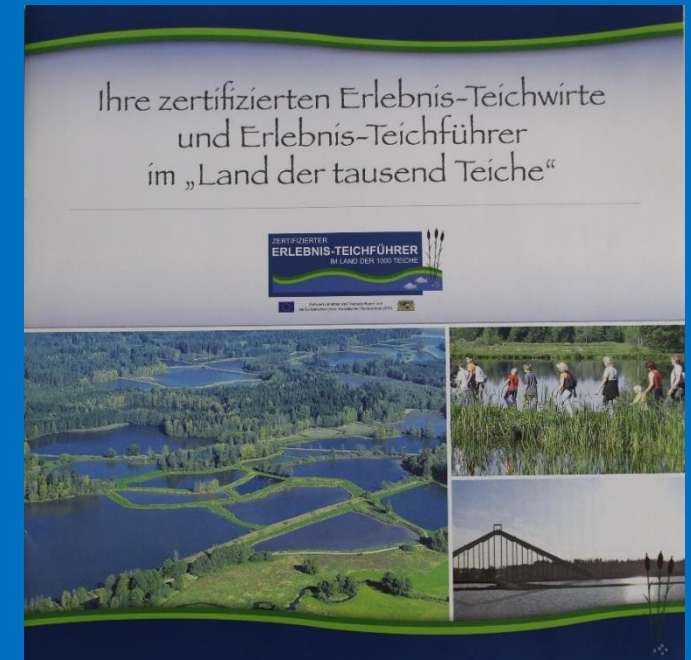


Professional training for chefs





Professional training for fish farmers





direct marketing and processing





improving the image of the product





Carp as a factor of regional identification

Our Phantastic Carps





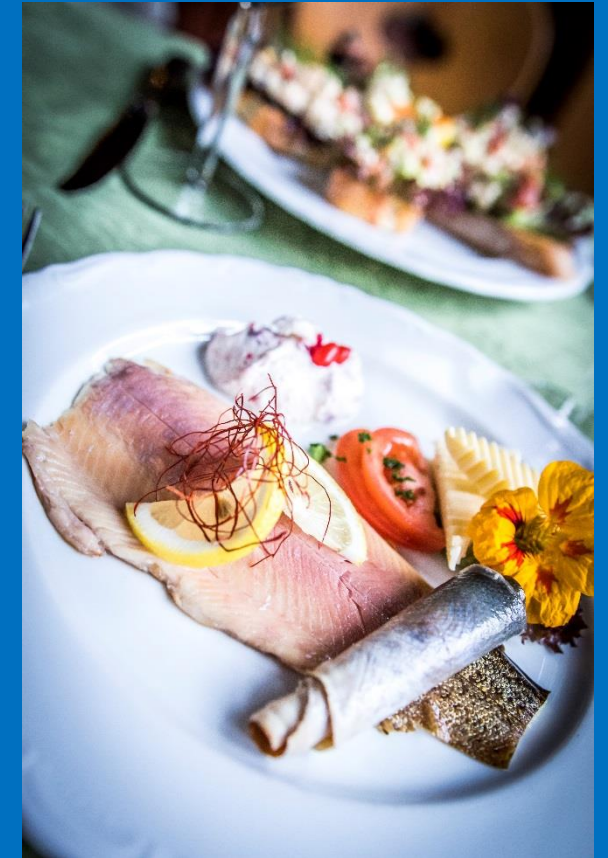
Carp as a factor of regional identification

Huge events





cooperation with gastronomy and tourism





touristical infrastructure

“Stairway to Heaven” – viewing platform





touristical infrastructure

The Museum for Fisheries





professional advertising

ERLEBNIS FISCH 2017
...im Land der 1000 Teiche

Kemnath Sonntag
Große Eröffnung der Erlebniswochen Fisch 2017
24. September

Kinder-Tag Freitag
Gowerlhof – Rothenbürg und Fischhof Bächer – Muckenthal
06. Oktober

Kornthan Sa./So.
Jubiläum: 20 Jahre Kornthanner Karpfenkirchweih
7./8. Oktober

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ERLEBNIS FISCH
KARTE UND VIELE INFOS ZUM LAND DER 1000 TEICHE

LAND DER 1000 TEICHE
ERLEBNIS FISCH IM LÄNDLICHEN FISCHEREIWESEN

ERLEBNIS FISCH 2017
am 24. September „Erlebniswochen Fisch“ im Ländlichen Fischereiwesen

...im Land der 1000 Teiche

www.erlebnis-fisch.de



LAND DER 1000 TEICHE

FISCHWIRTSCHAFTSGEBIET
TIRSCHENREUTH

GEFÖRDERT DURCH DIE EUROPÄISCHE UNION
EUROPAISCHER FISCHERIEFONDS (EFF)

professional advertising



ERLEBNIS FISCH 2018

Erleben Sie ab dem 30. September regionale Spezialitäten, erholsame Natur und viel Spaß bei den „Erlebniswochen Fisch“ im Land der 1000 Teiche!

Januar	Februar	März	April	Mai	Juni																																																																																																																																																																																																																																																																																																																								
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Erlebniswochen Fisch 2018: 30. September - Eröffnung, 1. - 10. Oktober - Erlebniswochen Fisch, 11. - 13. Oktober - Kombiwochen Karpfen/Kleinfisch, 14. - 16. Oktober - Kombiwochen Karpfen/Kleinfisch, 17. - 19. Oktober - Kombiwochen Karpfen/Kleinfisch, 20. - 22. Oktober - Kombiwochen Karpfen/Kleinfisch, 23. - 25. Oktober - Kombiwochen Karpfen/Kleinfisch, 26. - 28. Oktober - Kombiwochen Karpfen/Kleinfisch, 29. - 31. Oktober - Kombiwochen Karpfen/Kleinfisch.

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representative for the product

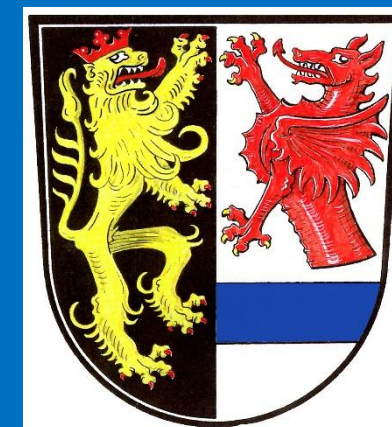
"Oberpfälzer Teichnixie" (pond nixie)





cooperation

 Sparkasse
Oberpfalz Nord





LAND DER 1000 TEICHE

FISCHWIRTSCHAFTSGEBIET
TIRSCHENREUTH

GEFÖRDERT DURCH DIE EUROPÄISCHE UNION
EUROPÄISCHER FISCHEREIFONDS (EFF)

EFF / EMFF



 **LAND DER 1000 TEICHE**

**FISCHWIRTSCHAFTSGEBIET
TIRSCHENREUTH**

 GEFÖRDERT DURCH DIE EUROPÄISCHE UNION
EUROPÄISCHER FISCHEREIFONDS (EFF)



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Our results

- Autumn has become a touristic highlight thanks to “Erlebnis Fisch”
- Carp and regional fish have become the trademarks of the entire region
 - ➔ **People are proud of our regional fish products and the long tradition of pond farming!**
- Traditional pond farms have developed into direct marketers, touristic highlights and restaurants



LAND DER 1000 TEICHE

FISCHWIRTSCHAFTSGEBIET
TIRSCHENREUTH

GEFÖRDERT DURCH DIE EUROPÄISCHE UNION
EUROPÄISCHER FISCHERIEFONDS (EFF)



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