



CASE STORY | VALPERCA FISH FARM EIGHT YEARS WITH PRIMOZONE

PRIMOZONE CONTINUES TO INCREASE PRODUCTION AT SWISS FISH FARM



Primozone revisited Valperca to evaluate the performance of Primozone ozone system after eight years in operation and learn customer hands on experience with the system. The Swiss fish farm experienced problems with water quality in a recirculating system and could not reach the desired capacity. With Primozone ozone system these challenges had been solved.

LOCATION. LOCATION. LOCATION

The canton of Valais lies in the southwest of Switzerland. To its south lies Italy, to southwest France, to the north the canton is bounded by the Swiss cantons of Vaud and Bern, the cantons of Uri and Ticino lie to its east. The great, glacial Rhône valley governs the area. The beauty and variety of nature and its life are so overwhelming that it takes one some time to comprehend and embrace it wholeheartedly. This unique location and the marvels of the environment made possible the establishment of the perch growing farm Valperca that successfully delivers premium quality perch fillets to the satisfaction of the elaborate gourmet taste of the swiss population. Using the temperate waters flowing directly from the Lötschberg massif, the company breeds perch in a closed system. Years of

trial and error resulted in the mastering of a process that is used nowhere else in the world from the egg to the fillet, and as an outcome, they produce delicious and high-quality perch fillets. A kilometre-long pipe has been installed to collect the 18°C water that flows from the Lötschberg. It is then heated to 21°C by using the energy of outgoing water.

“When the Lötschberg tunnel was built they found very suitable and pure water that had a very stable temperature. The pressure of the incoming water is so high that is going all the way in without any use of pumps.” M.

Vainer. Operational manager Valperca.

Nevertheless, these are not the only factors that made Valperca a reference in a high-quality perch fillets.

Primozone visited the farm to examine the eight years old ozone installation and to taste the famous fish, of course.



“After eight years of running we are delighted with the performance, easiness of operation and support we get from Primozone. If in any conversation someone asks me about ozone in general, I always answer, call Primozone, they know.” M. Vainer

FOUR GUIDING PRINCIPLES IN PRODUCING FISH AT VALPERCA

- Controlled indoor environment
- Toxin & mercury free – no hormones used
- Healthy growth
- Gentle to the environment

THE CONTINUOUS PROCESS OF LEARNING

The farm opened its doors in June 2009, and since that very moment the process of learning started, and according to operational manager Marcus Vainer, who had been managing the farm since day one, this process will never end.

“When we started, all we had was an idea and big dreams. We had an understanding and maybe an overview of how it should be done. Seeking for technical advice we also realized that there is no perch farm alike and such thing as standard layout for a fish farm does not exist. Every farm today is a prototype and you need to be very careful. So many parameters that can be changed to identify which is the problem. You cannot copy a plant – you need to make them individual.

Years of trial and errors, some mistakes and small victories made Valperca what it is today, a recognized and appreciated brand.”

In 2010 Valperca produced its first fillets. While optimizing the growing process, the staff was faced with a lot of operational challenges like water that was not of optimal quality, defining correct processes, etc.

Traditional ozone system was installed back then, but delivered fewer benefits than more troubles. Lack of support and arising technical problems made Valperca personal doubt the benefit of ozone per se. The generator had many problems, not only with the reliability but also with how the system was designed.

One of the tasks of Primozone team was to win back the trust of the customer in ozone installation and relevant application knowledge. Since Valperca was sceptical of ozone systems, they decided to do a trial first. After the test was successful, they proceeded to purchase generators for the entire capacity.

Valperca gave Primozone a chance in October 2010, and according to Marcus, they could see the difference within the next days. “It was incredible, and we were more than satisfied, it worked!

PURPOSE OF OZONE

Ozone plays an essential role in the farm, removal of fine and colloidal solids, dissolved organic compounds and keeping the water clear. As a result of correctly designed RAS and perfect and correct use of ozone, the farm managed to decrease mortality rate, reduce the growing time and increase the capacity of the farm to 380 tons per annum.

“Once we started with Primozone ozone generator we were using the same water from the mountain to cool down the generator, nowadays we switched to groundwater at 10C for cooling, and it makes a difference.”

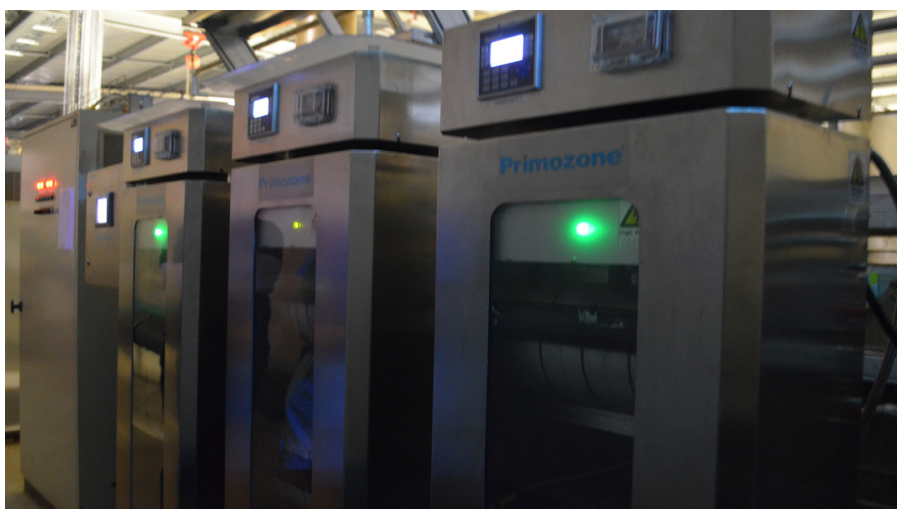
The operational team explained that while using Primozone they did not experience any significant problems that could jeopardize their operation, the small issues were resolved fast both with the help of service team, and the sales responsible, that assisted Valperca with application knowledge and maintained close dialog since the beginning of the project.

PRIMOZONE SOLUTION

- ▶ 3 Primozone GM12 ozone generator
- ▶ Primozone System Controller
- ▶ Primozone Injection System
- ▶ Primozone Cooling skid
- ▶ Reaction Tanks
- ▶ Safety and alarms

OZONE AT RAS

- > Improves water quality and thus improve fish health, growth and survival
- > Removes color, nitrite and heavy metals
- > Dissolves organic compounds and micro-flocculates fine



Part of Primozone installation at Valperca with a Primozone GM12 ozone generator and Primozone system controller.

IT IS ALL ABOUT THE PERCH

The fishes are never treated with growth promoters, medicaments or antibiotics, only organic feed and very close monitoring of the eating habits and weight changes. The devotion of the team to the wellbeing of the fish is very thorough and individual.

Valeperca perch fillets are sold nationwide with 70% retail share and 30% to the hospitality industry.

While visiting the farm, Primozone team could enjoy the delicate taste of Valperca perch fillet during our dinner, and the feeling of proudness was as profound as the admiration for the exquisite taste of the fish.

Valperca have updated their brand identity, and products can be found under the La Perche LOË brand.

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LA PERCHE
LOË

WITH PRIMOZONE DURING EIGHT YEARS

Marcus Veiner when asked about the overall opinion about Primozone ozone generator;

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VALEPRCA INFORMATION

- ▶ www.lapercheloe.ch
- ▶ 380 tons of Perch per year
- ▶ Full process from eggs to fillets

