

The value of a Salmon river



**A clean and living river
attracts the interest of many:**

- Anglers for fishing
- For kayaking and canoeing
- For hiking and camping
- and of course fish and wildlife...

Tourism and anglers



- Tourism and Eko-tourism soon the largest service industry in Europe
- Russia and China are estimated to be the fastest growing tourist countries

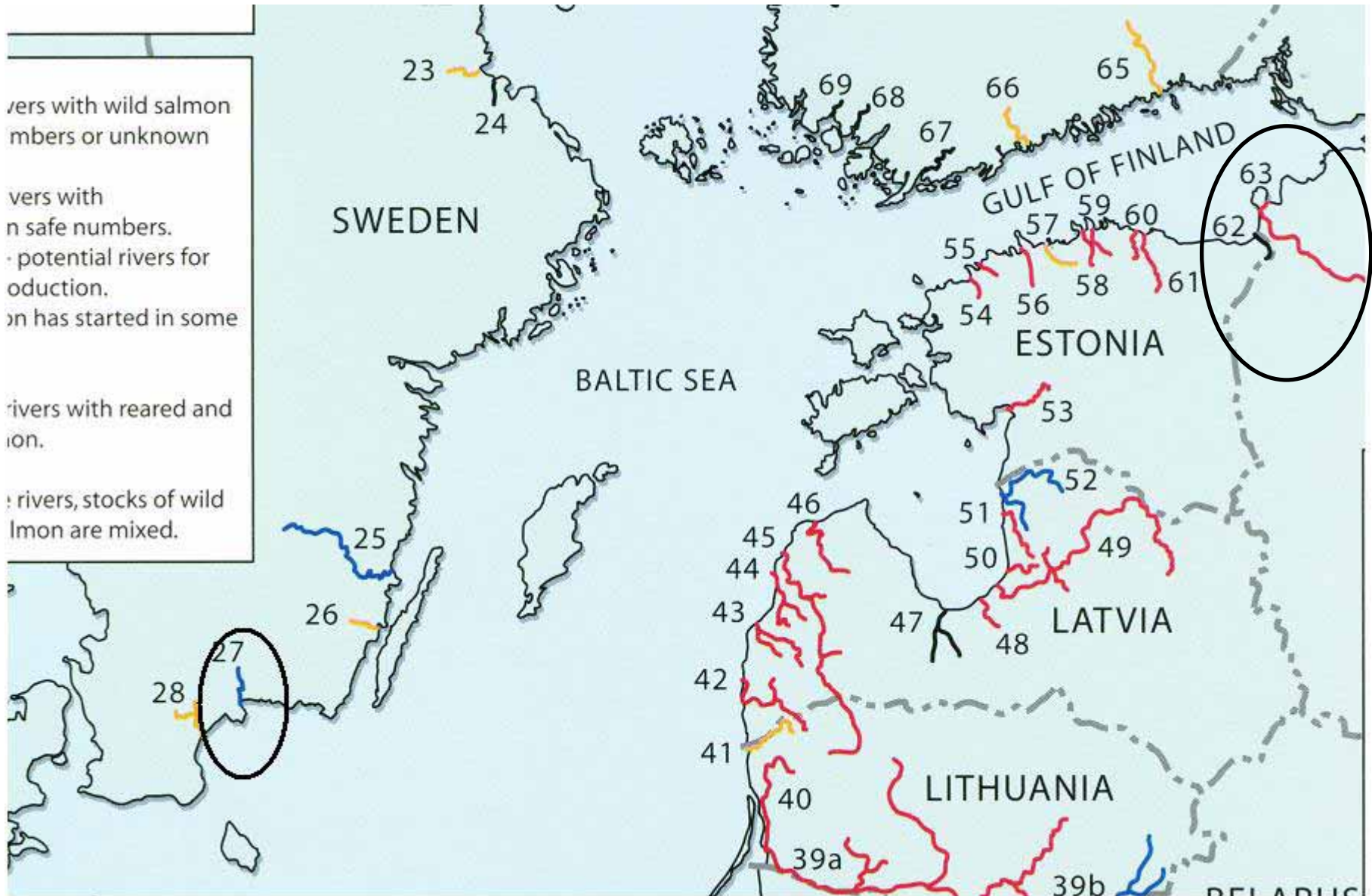
- 30 million anglers in Europe
- 3 million of them make long fishing trips



Anglers in Sweden

- 1,5 million Swedish anglers
- Total turnover for the angling industry incl. equipment, travels, fishing licenses etc. 3 billion SEK (12 billion Rubles)
- Are willing to pay more for natural and free flowing streams
- Are willing to travel to fish for salmon and trout

The example Mörrumsån in Sweden



The example Mörrumsån in Sweden

- Length – 183 km
- Altitude difference from start to the sea – 280 meters
- Spawning areas for salmon – 650 000 m²
- Estimated smolt production /year – 80 000
- Counted number of spawners 2008 – about 1700 (incl. sea trout)

The example Mörrumsån in Sweden

Observe: Mörrumsån is smaller than the Luga river and the Luga has potential to hold much more fish..

- Fishing in river stretch 8 km long
- About 10 000 fishermen per year
- 5 000 of the anglers from other countries
- Anglers total salmon catch per year 750
- Anglers release the fish alive and only 170 salmon was killed 2008

The example Mörrumsån in Sweden



- The beautiful river attracts tourists, not only anglers
- Total turnover thanks to the river: 200 million Rubles

The example Mörrumsån in Sweden

- Anglers are estimated to bring about 80 million Rubles to the area
- Fishing licenses alone give 14 million Rubles
- The small town of Mörrum would hardly exist without the living river and the salmon



**80 million Rubles for 750
salmon and 1000 trouts !**

The management and restoration of Mörrumsån



Problems:

- Fishing with nets in the river mouth area
- Hydropower stations in the river
- Poor survival of smolts in the sea
- Stocking with farmed fish has been necessary

The management and restoration of Mörrumsån

- Work in getting new and restored spawning areas further upstream
- Large investment in passageways for salmons and trout
- Two recent passage ways past hydropower station: 25 million Rubles
- Fish counters have been installed to monitor the number of returning spawners
- Water quality in the river is monitored
- Spawning is closely monitored and densities of young fish are controlled with electrofishing etc.
- Control of fishing and fishing licenses every day

Remember..

- Natural and free flowing river are very attractive for many..
- To restore the habitats and improve the situation for salmon will benefit the entire ecosystem
- An healthy ecosystem will create the possibility of a sustainable use of the river
- Many and big Salmon can generate substantial economic value for the region

Thank you...



Coalition Clean Baltic