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Xinjiang Tianyun Organic Agriculture Co. has purchased and imported over 1.6 million seedlings from Denmark for its operations in far western China.

The aquaculture and processing firm, based in Yili, China, near the border with Kazakhstan, made the announcement in a statement to Chinese media, but didn’t name the Danish firm supplying the seedlings.

The company’s CEO, Zhang Yu Ru, told SeafoodSource in January 2021 the firm aimed to export rainbow trout to Kazakhstan (<https://www.seafoodsource.com/news/premium/supply-trade/chinese-trout-producer-sees-promise-in-eastern-european-markets>), and other central Asian states, as well as to Eastern Europe.

Xinjiang Tianyun Organic Agriculture is one of several Chinese firms producing trout at inland locations like Qinghai, Gansu, and Xinjiang. Tianyun hoped to produce 15,000 MT of rainbow trout in 2022, up from 6,000 MT in 2021, Zhang said in January 2021 (<https://www.seafoodsource.com/news/premium/supply-trade/xinjiang-tianyun-organic-agriculture-touting-local-edge-in-chinese-salmon-market?private=true>). It recently achieved Best Aquaculture Practices certification (<https://www.seafoodsource.com/news/premium/supply-trade/xinjiang-tianyun-organic-agriculture-touting-local-edge-in-chinese-salmon-market>).

Domestic producers of rainbow trout – commonly called salmon in Mandarin-language marketing (<https://www.seafoodsource.com/features/qinghai-salmon-controversy-is-latest-blow-to-consumer-confidence-in-china>) – appear to be benefitting from tighter salmon supply and higher salmon prices globally. Another firm farming rainbow trout in northwestern China, Gansu Wenxiang Ecological Fishery Co., reported a major bounceback on revenue in 2021 due to a reopening of China’s catering sector following nationwide COVID-19 lockdowns. Gansu Wenxian, which has an annual production capacity of 3,000 metric tons, lifted its revenues by 338 percent in 2021 compared to the previous year, while booking a profit of CNY 15.4 million (USD 2.3 million, EUR 2.1 million) for the year.

Photo courtesy of Xinjiang Tianyun Organic Agriculture Co.

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