



Get to meet the farm and its pristine marine environment:

AQUACULTURE FARMING AS A TOURISTIC ATTRACTION



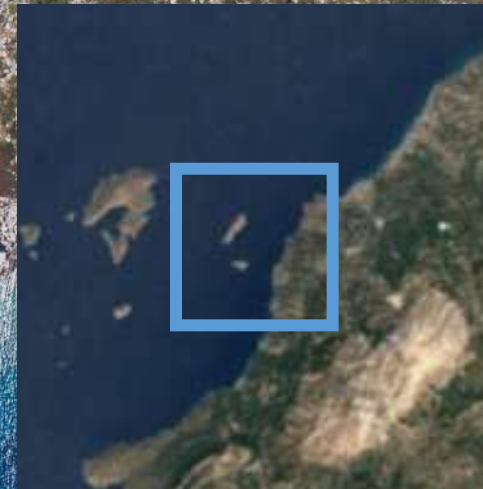
BLUTOPIA



LAMAR is a fish farming company

Floating net-pen cage structures are located on the North part of Strogili Island, West of the Island of Rhodes.

Production capacity reaches 300 tonnes with processing plant located at Kritinia, Rhodes.





LAMAR produces:

Red Sea Bream (*Pagrus major*)

Sea bass (*Dicentrarchus labrax*)

Gilt-Head sea bream (*Sparus aurata*)

Meagre (*Argyrosomus regius*)

Supplying Rhodes local market and the
neighbouring islands





**LAMAR sustainable high standard
farming practises ensure superior
quality products**

LAMAR's goal is to preserve the integrity of the surrounding ecosystem with environmentally friendly production methods

Annual environmental quality assessments provided from HCMR, reassures that any activity of LAMAR does not affect negatively the environment. On the contrary, it is promoting the enhancement of biodiversity and integrity of ecosystem functions



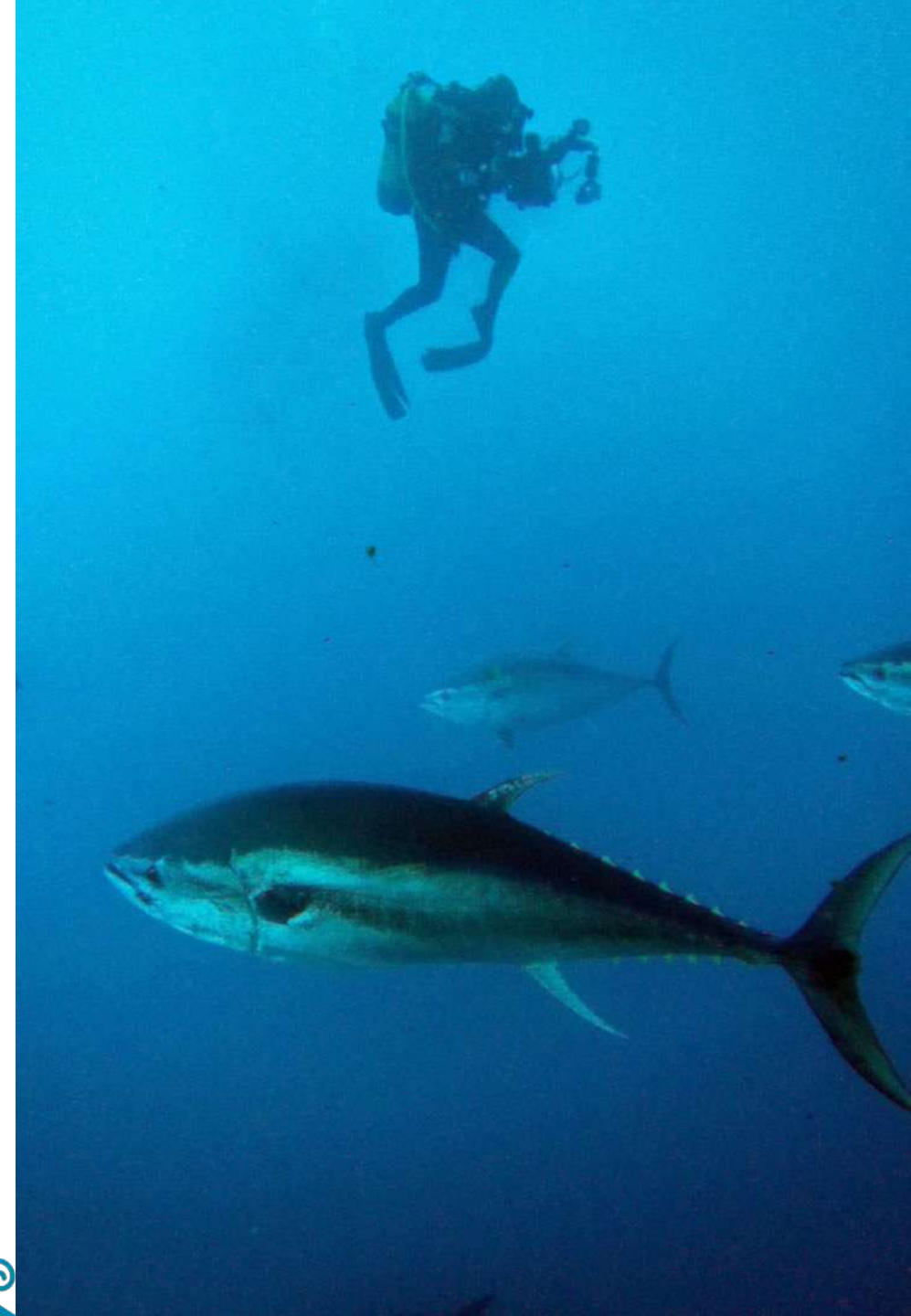


LAMAR is indirectly creating a unique natural ecosystem characterised by an abundance of living organisms

LAMAR's surrounding natural environment is characterised as a biodiversity 'hotspot'. Attracting different species of fish from all trophic levels, reaching up to top predators such as tuna and dolphins.

Location of LAMAR is already a protected area, prohibiting any other activities apart from aquaculture, creating a nursery ground for living organisms.

Dolphins, rays , tuna as well as benthic flora and fauna find shelter in LAMAR's waters, enabling ecosystems to flourish away from any extra anthropogenic pressures.





LAMAR is located in an ideal location with suitable physical conditions between the Island of Rhodes and Chalki. This set-up provides the best conditions for the development of a unique underwater experience

In cooperation with Blutopia Diving Center, a unique “marine park” is created, offering a glimpse of the reach biodiversity of the Aegean sea





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Blutopia Diving Center



Blutopia Diving Center is located at Kamiros Skala, on the Western part of the Island of Rhodes, serving as a check-point for this memorable marine experience



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Blutopia Diving Center

Dive straight into the magical marine environment of the Aegean sea

Areas where Blutopia is having activities are protected environments serving as a shelter for marine life. A unique business model combining sustainable production of fish with sustainable tourism practises

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On the diving excursions you get to swim with dolphins, mantas and tuna!

In the surrounding area of Strogili you get to swim with dolphins, rays, tuna and other pelagic species. The presence of top predators signifies a healthy system, ensuring the integrity of its biodiversity status

On the benthos you get to see and learn about sea anemones, rare species of Mediterranean seaweed as well as other important species, responsible for the healthy functioning of the ecosystem





BLUTOPIA

Scuba Diving School

**Highly Skilled Diving Instructors
are ready to offer a glimpse of this
beautiful environment**

Blutopia Diving Center is offering a variety of classes ranging from beginners to qualified divers

SCUBA diving, Open Water Divers, Adventure Divers, Advanced Open Water Divers, Rescue Divers, React Right, Divemasters, Boat Divers, Wreck Divers, Enriched Air Diver, Perfect Buoyancy, and other courses



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BLUTOPIA

Scuba Diving excursions

Explore the unique underwater realm of Rhodes

With the assistance of highly skilled Blutopia instructors you will get to encounter your own eyes the hidden treasures of Rhodes and its neighbouring islands

You get to visit six shipwrecks



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Marine life experience



A unique life experience of the wonders of the Aegean sea

A fully equipped boat along with a speed boat are offering all the necessary equipment to accommodate people from all age groups. The marine biology trip starts from Kamiros Skala, heading to Strogili Island (farm site). Next stop is at Alimia remote Island, and the trip is ending on the picturesque Island of Chalki.



Marine Biology Experience



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Marine Biology Experience

Visitors get to visit the marine installations of LAMAR at the island of Strogili.

An immersive, educational, on the field experience giving information regarding aquaculture farming practises and its relationship with its surrounding ecosystem and its services.

Individuals might also have the chance to swim inside the cages surrounded by thousands of fish.

Based on our data there is a 90% chance to see dolphins.



Marine Biology Experience

The remote island of Alimia is filled again with lively and happy individuals, remaining speechless from the crystal-clear waters, magical beauty of its scenery as well as recent history

Marine Biology Experience

Marine Biology tour is completed in the magical Island of Chalki, one of the most picturesque Island of the Dodecanese



The synergy of LAMAR-BLUTOPIA is a pioneering example of combining aquaculture with tourism. One of its kind in Europe, offering a glimpse of sustainable practises between these two sectors





BLUTOPIA

Important Characteristics of the synergy :

- **Environmental protection**

Protecting and showcasing the health of the ecosystem is a prerequisite for the development of Lamar and Blutopia

- **Environmental awareness**

Visitors get to understand and see with their own eyes the importance of preserving the marine ecosystem

- **Marketing of Greek produced fish around the globe**

By experiencing the production practises along with the quality of the Greek produced products. Visitors are the best witness and promoters of our products globally



LAMAR BLUTOPIA

Practises looking at the future

The development of a synergy as such, combining fish farming whilst promoting and preserving the health of the surrounding natural ecosystem is something unique

- Education of the public regarding aquaculture sustainable farming practises
- Offer an in-situ live experience
- Develops thoughtful consumers
- Showcases the importance of combining food production and ecosystem integrity
- Raises environmental awareness of the public regarding threats to the marine environment (e.g. climate change)





Thank you



BLUTOPIA