



EUROFISH MAGAZINE

Spain

Associations play a critical role in the seafood sector



Infofish **World Tuna Conference** focuses on sustainability



Seafood Expo Global 2018 breaks several records



Industry and government work together to rebuild **Romanian aquaculture**





Quality and sustainability define hake from Celeiro

Over the past 20 years the Puerto de Celeiro SA Producers Organization 77, supported by the know-how of the almost 1,200 workers that operate the fishing fleet and the market of Celeiro, has worked to strengthen the marketing of its members' fish and seafood products. The PO highlights the quality of hake of Celeiro – certified to carry the *Galicia Calidade* label – and the environmentally sustainable hook and longline fishing gear – recently certified by Friend of the Sea (FoS).

It was only two years ago when the PO established a multi-year plan for the complete certification of the hook and line fleet that operates from its fish market and harbour. The organisation had decided it would use the FoS standard, as it was more in line with the PO's philosophy and spirit and because it took into account the selectivity of the fleet, with strict and rigorous criteria in terms of discards, as well as the social dimension, guaranteeing European standards to all our crew members. These elements were essential for the PO.

Certification was straightforward thanks to a history of sustainable fishing

The fleet has been working for years with scrupulous environmental and social sustainability criteria. The objective: to maintain activity and profitability in the long term. This has greatly facilitated the certification because, in many cases, it was only necessary to document what was done and implement protocols, such as for the prevention of accidental catches of birds using "tori lines" or for the correct management of plastic waste on the high seas.

Celeiro's longline hake is a product of acknowledged and accredited quality, sustainability and origin. This has been acknowledged, for example, by the *Galicia Calidade* label; the "Quality and Origin" brand of Carrefour; IEO (Spanish Institute of Oceanography) studies, which estimate discards at less than 4% (half the FoS requirement); the international prize "Great Challenge Suppliers for the Climate" of Grupo Carrefour; and

the internal audits carried out to verify that all the requirements for sustainable fishing are fulfilled.

All the fish caught are individually labelled as "Friend of The Sea", and this information and what it implies is transmitted to the final consumer. Only if the hake carries the FoS label, it is Celeiro's sustainable longlined hake. This commitment to the FoS certification is also a marketing strategy.

It shows that not all fish are the same – they are not treated with the same care along the value chain nor with the same commitment to social and environmental responsibility. It is necessary, therefore, for the PO to differentiate its activity and product at the point of sale, as well as to accommodate the preferences of the consumer and, above all, to acknowledge the good practices of the fleet.



The hake is also certified to the Galician quality standard, *Galicia Calidade*. The PO is implementing a project to further improve handling and primary processing of the fish on board.



Innovative projects to improve quality and environmental friendliness

In October 2017 the PO signed an agreement with Anfaco-Cecopesca as another step towards environmental excellence and improved product quality. Innovation is in our DNA, says Eduardo Míquez López, deputy director of Puerto de Celeiro, who intends with this initiative to improve processes and technologies linked to the handling carried out on the vessels. In particular, the hook and

line hake, which is caught one by one, can be treated individually and with the utmost care. In addition, the agreement reflects the PO's commitment to the environment in which it conducts its activity and supports its efforts to contribute to the achievement of cleaner and healthier oceans.

The agreement consists of three phases:

- Specific and practical training to improve hake cleaning (cleaning of other species will be considered in later stages).

It is directed at the crews, and specifically those in charge of handling the fish immediately after bringing it on board. The crew are instructed on improvements in cutting and eviscerating: how the cut is to be made for evisceration, how to remove the viscera, and the subsequent cleaning of the abdominal cavity. This training is being carried out in the facilities of the fish market by Anfaco-Cecopesca staff and in collaboration with Novomar, a company of the Puerto de Celeiro Group.

- The second phase consists of finding a simple technology, which does not affect the day-to-day work of the crew, nor disrupt the living conditions on board the vessels. The technology should allow the by-products generated on board to be treated and returned to the sea without affecting the environment and without increasing the workload of the crew.
- The third phase consists of the implementation and validation of this technology on board.

Committed to garbage-free oceans

Puerto de Celeiro SA Producers Organization 77 is committed to achieving healthier and more sustainable seas and thereby to the fight against marine litter and plastics. In the case of plastics, the PO works with owners, crews, associated companies to ensure that all the disposable plastic used by the crew is collected and brought to land to be managed properly. In addition to this material, the plastic sheets used to cover the hake before adding ice, is also delivered to the port for

recycling. Fifteen years ago, the PO joined the Industrial Group Plastics Ferro in the search for a new waterproof container, which met all the sanitary requirements and was also reusable. The synergies between Plásticos Ferro and Puerto de Celeiro gave rise to the company TEPSA, in which Puerto de Celeiro is a shareholder, and from which it is supplied with 100% recyclable high density polyethylene boxes. Damaged or broken boxes are collected by TEPSA and recycled.

Puerto de Celeiro won the *Alimentos de España* 2017 award from the Ministry of Agriculture and Fisheries, Food and Environment, thanks to its selective fishing methods. These methods have also had collateral benefits. Environmentally, the specialization in hook fishing has meant a significant reduction in the average fuel consumption and generation of CO₂ emissions by the fleet. Discards are at a very low level and the fleet has been certified to the Friend of the Sea sustainability standard. Socially, Celeiro is a traditional fishing community which has progressed in parallel with its fishing sector. Celeiro's longlined hake festival is the best example of Celeiro's joy and pride in fishing.

Consumers in Spain have shown a willingness to pay a higher price for Celeiro's longlined hake, which enjoys enormous prestige thanks to its quality and sustainability certifications, *Galicia Calidade* and Friend of the Sea.

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Hake caught with the hook and longline fishing gear by the Puerto de Celeiro SA Producers Organization 77 has been certified to the Friend of the Sea environmental standard.



AECOC/GSI suggests ways to increase seafood consumption

Seven challenges for seafood products

By implementing long term measures to tackle the issues raised here the seafood industry can contribute to increasing the consumption of fish and seafood in Spain.

AECOC/GSI is a trade association with more than 2,000 members representing the seafood industry supply chain. Its aim is to deliver greater efficiencies along the chain by encouraging the adoption of the GSI Fish, Seafood and Aquaculture Traceability standards among distributors and other parts of the industry (processors, fishmongers, fish markets, and wholesalers). The association also studies trends among consumers of seafood products and combines this information with training on sales and marketing so that its members can adapt their product development and sales strategies. Among other activities AECOC/GSI organises a congress on seafood products to discuss markets, sales, strategies, and prevailing trends in consumption, value-addition, and sustainability.

The support from AECOC/GSI does not eliminate all the challenges its members face. Companies in the seafood chain must confront different issues that tend to weaken the performance of the sector. Àngels Segura Unió, who is responsible for seafood products at AECOC, has drawn up a list of seven points that demand continuous action if companies are to succeed on the market.

1 Better understand the consumer

The sector is becoming increasingly professional and we are gaining a better understanding of both consumers and non-consumers of seafood products. However, this remains an item of unfinished business that companies must take into account. In events such as the AECOC seafood congress, one of our focus areas has been on helping to understand the consumer so that companies can better adapt to their needs. We must know who they are, what products they consume, through which channels, and which levers can trigger their consumption.



2 More promotion

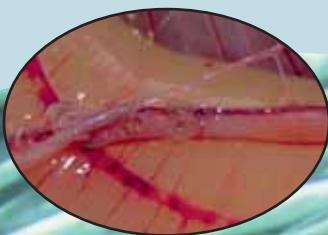
Promoting greater consumption of seafood products should continue to be a strategy to develop. Several initiatives have already shown us that this aspect can really be improved, but we still need a lot of sector coordination to undertake promotional actions that communicate the benefits of eating fish, tell the consumer about the product, and encourage them to consume it.



3 Improve the shopping experience in chilled and frozen food sections

Manufacturers and distributors must continue to cooperate at the point of sale to improve the classification and product location on shelves for chilled and frozen fish. They must also improve the communication, positioning and merchandising of the product.

International examples can indicate the way. In other countries such as Germany, we see large sections of frozen products perfectly positioned, identified and communicated. In the United Kingdom, given the large number of items in the chilled food section, there is a very well defined product classification that allows the product to be easily found at the counter leading to a much clearer feeling of order, and a consequent improvement of the shopping experience.



4 Anisakis

Management throughout the chain. Without a doubt, anisakis is one of the main problems the sector must deal with. Each company in the chain must accept responsibility for applying good practices to minimise and diminish the impact of anisakis on the product. Good practices are obviously fundamental at the source, but this does not exempt the rest of the chain, since there is also a need to apply preventive actions at each of the links. In addition, it is essential to effectively coordinate communication throughout the chain.

5 Sustainability and efficiency

Actions to improve sustainability and efficiency in resources and processes. Today, the shortage of raw materials is a reality. Companies take action to ensure the sustainability of resources through good practices and agreements with suppliers. In addition, agents throughout the chain must look for measures that promote sustainability through savings. For example, using greener packaging (pool of boxes), improving waste management, eliminating plastic bags, researching plastic trays that are more environmentally friendly, etc. The health of the planet and its resources improve if these actions are carried out globally rather than individually. Innovation and research in efficiency improvements can reduce waste, energy usage, and pollution, resulting in an improvement of the resource.



Guía de consumo responsable de pescado



6 Traceability all the way to the consumer

As a result of Regulation 1379/2013 on the Common Organisation of the Markets, for the last few years there has been a legal obligation to transmit data on the product to the end consumer (catch or breeding area, category of fishing gear, etc.). Companies are obliged to transfer traceability information along the entire chain. The way to transfer these details correctly to the signs on the fish counter at the point of sale or to the final consumer continues to be a challenge which companies must tackle.

In a product such as fish, which has extremely complex trade flows, when it comes to large companies with multiple suppliers, platforms and points of sale, the transfer of this information requires a great deal of coordination and automation to avoid errors. At GS1 Spain, we continue working to ensure that information management is carried out through GS1 standardised transmission and labelling systems for products.

7 Training

The proper training of professionals so that they know about the product and understand how to handle it, both at the point of sale and in supplier companies, is still one of the most important points when it comes to selling the product. In this regard, we need to continue the progress we have made with training plans for the workers in the sector, allowing them to offer excellent service to consumers and ensuring efficiency in production lines.

