

# Improvement of quality elements for the canning sector in the small pelagic industry

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European Fisheries Fund and opportunities for fishery and aquaculture product processing Conference

Latvia, October 2009

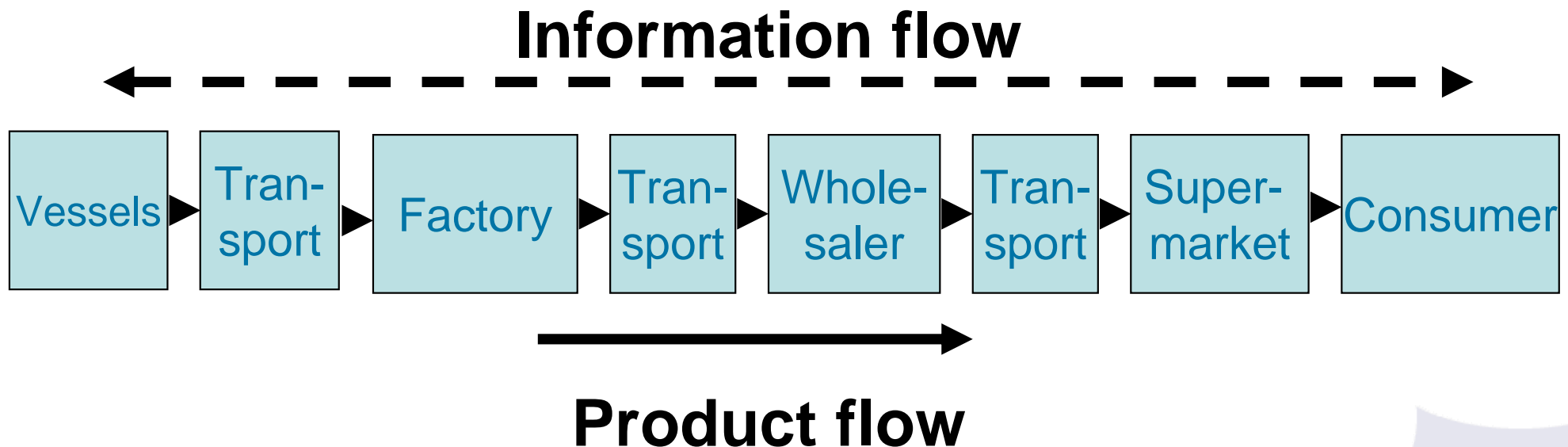
# Content:

- 1. Quality and cool-chain management**
- 2. Improved value by “Story telling”**
- 3. Free ware: Pelagic Information Program – PIP**
- 4. Background information Eurofish**

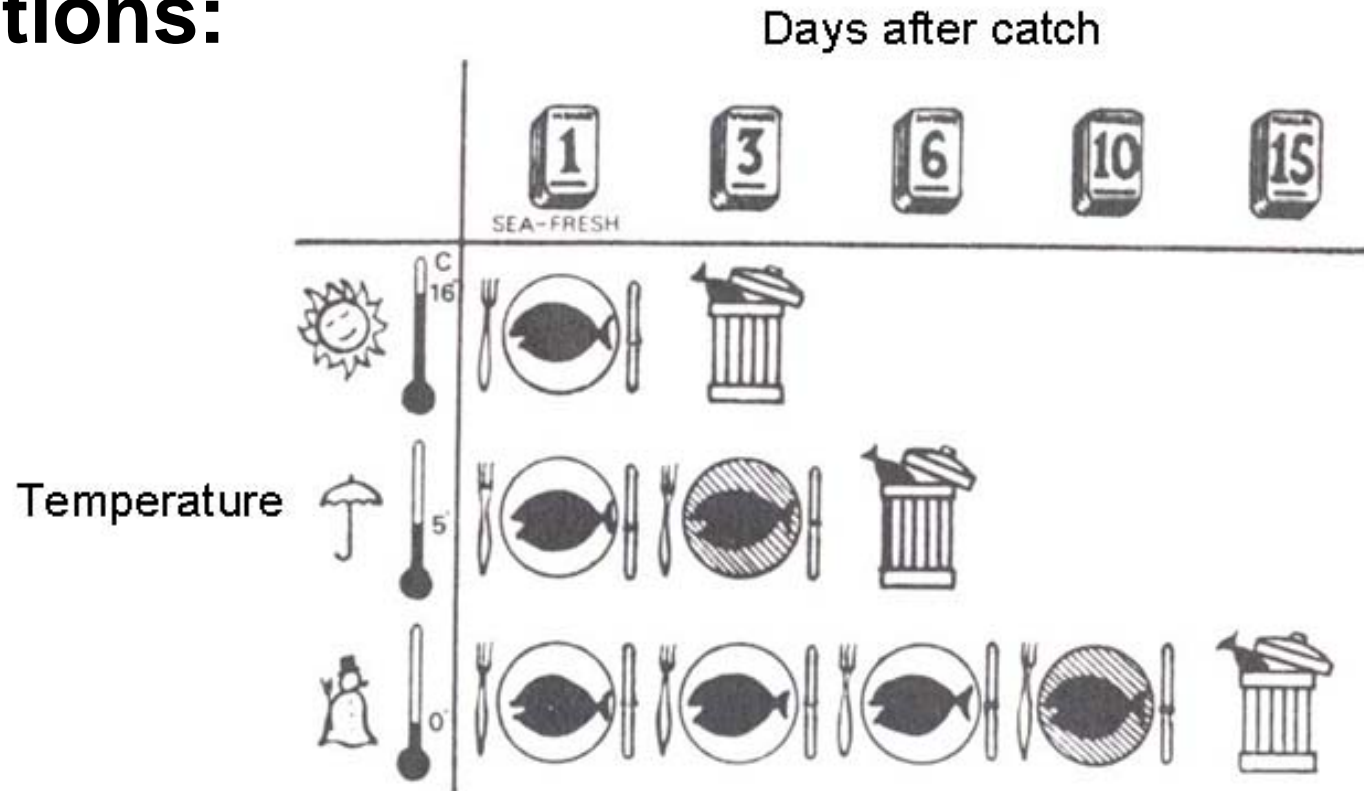
# 1. Quality and cool-chain management

The supply chain from catch to consumer:

The "pelagic fish chain for canned products"



## Basic conditions:



**Fast and gentle catch handling**

**Pre-chilling – use ice all year around**

**Changed working procedures and attitudes**

**Onboard – and on shore:**

**Intact cool-chain**

**Solutions for both small and big vessels**

**Payment for Quality?**

**Is quality rewarded (for the fisherman)?**

**Scheme for Quality payment**

**Chain communication:**

**What do the buyers want?**

**Do all fishermen and producers know?**

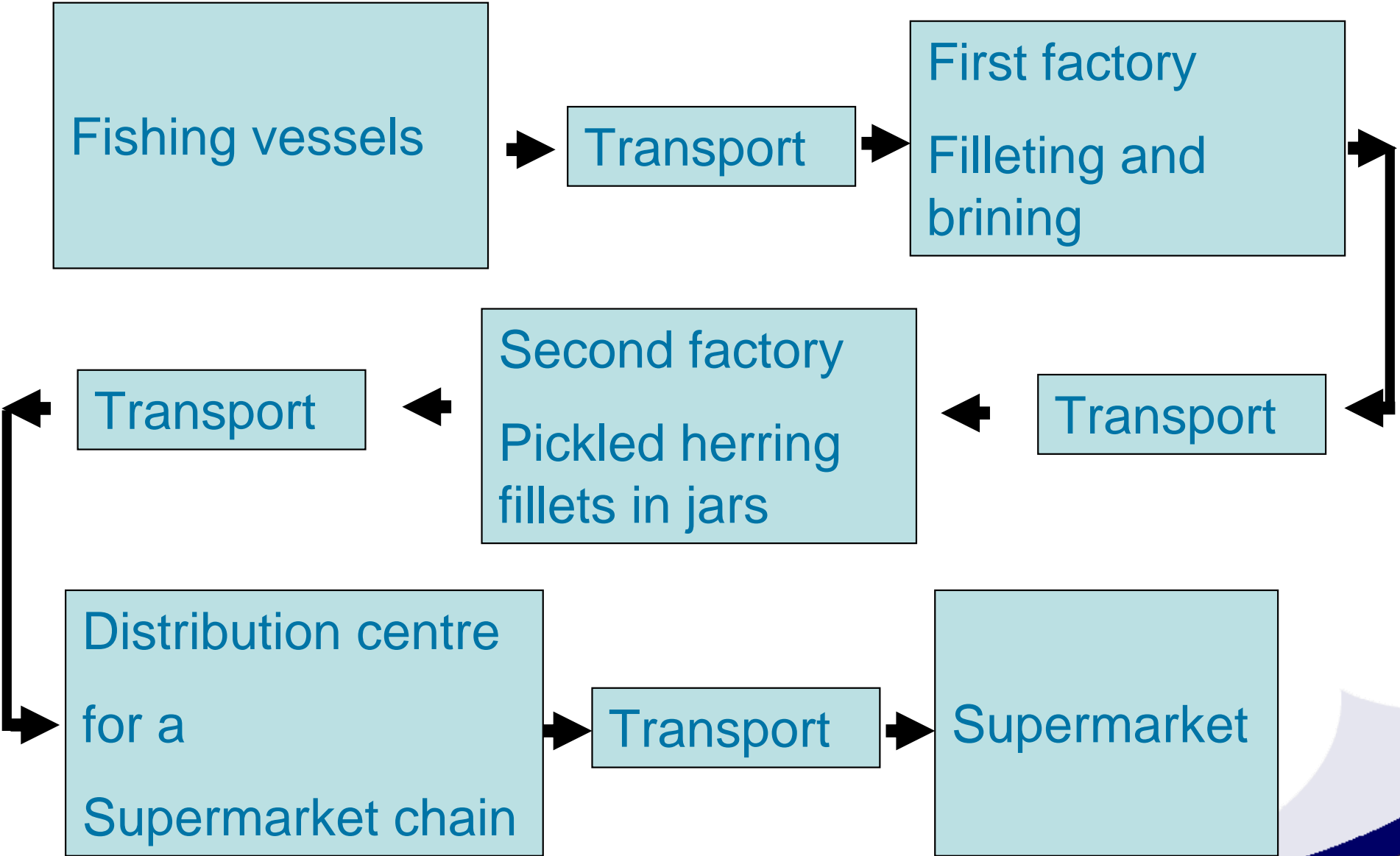
**An example:**

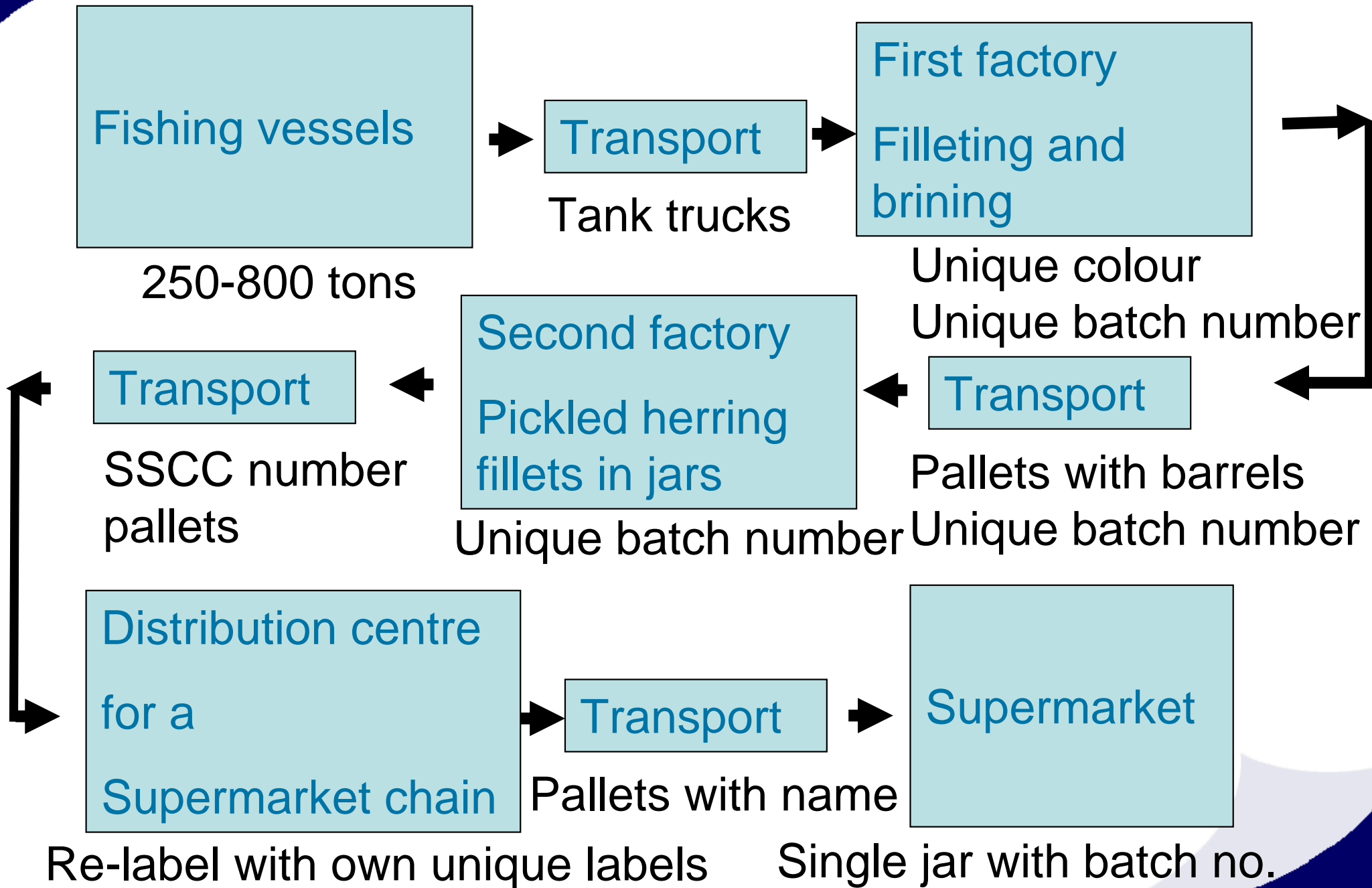
## **Herring chain survey**

**From the North Sea to marinated herring  
in jars**



# Herring chain







## 2. Increased value by “Story telling”

“Story telling”: Selected information for the end consumer. For a limited high value consumer segment.

Examples:

Origin of product (Riga is already used)

Fisherman's vessel and family

Production story

Sustainability

To make a “Unique” product description – The story



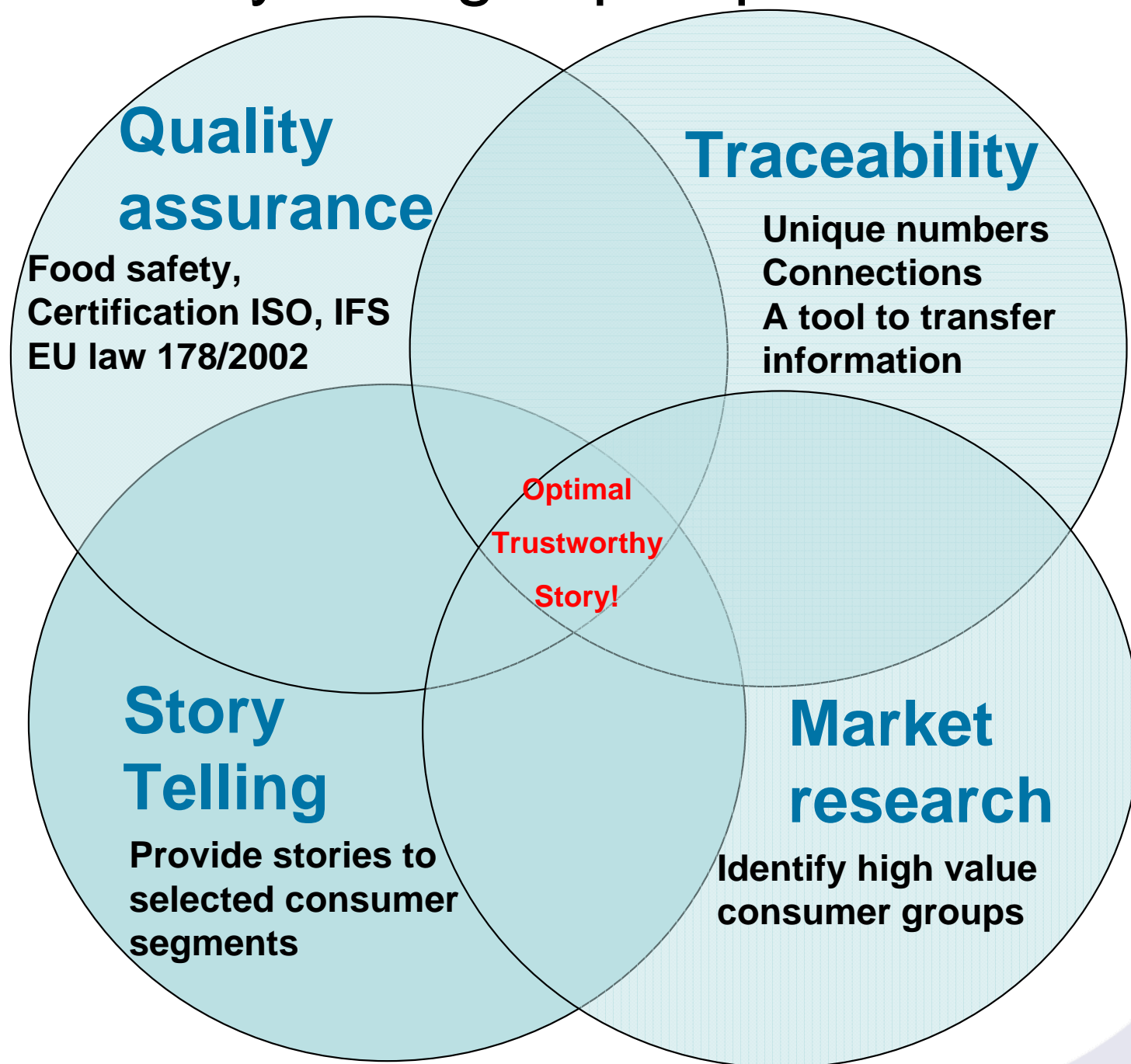
**The high value segment consumer wants:**

**Safe and High Quality products - is a default condition**

**An extra “quality” can be added – the story**

**Are “high end“ canned products an option?**

# Story telling in perspective :



# Story telling example:



"I just love catching quality fish and doing it sustainably so we preserve stocks and our industry for future generations. Thanks M&J Seafood for backing us and giving us the chance to make our Cornish albacore tuna fishery a success."

Quentin Knights  
"Nova Spero" co-skipper

## M&J seafood fresh fish specialist

Aylesbury	01296 310700
Broxburn	01506 863333
Chenchester	01285 650031
Elmwell	01359 242006
Farnham	01252 741900
Hinckley	01455 619991
Humberside	01472 267675
London - Docklands	0207 5404800
London - Park Royal	0208 9559999
Maldstone	01622 815100
Poteries	0191 5877880
Smethwick	0121 5656270
Warrington	01925 283600
Wimborne	01202 856500

www.mjseafood.com

M&J Seafood: The Gate House, Agency Road, Aylesbury, HP19 8DB. 01296 310700  
 part of the bakers group  
 M&J Seafood Ltd. Registered office: Enterprise House, Centre Business Park,  
 Addict, Kent TN25 5AL. Registered in England No. 1358888.

## Cornish albacore tuna

A British fishing success story



## M&J seafood fresh fish specialist

If the finest quality British fish 'fresh off the boat' is important for you and your guests, find out more about the [British Skippers Scheme](#).

Chef / contact name

Establishment name

M&J account number

Email Address


## M&J seafood fresh fish specialist

**Freepost**  
**RLZJ-ESLZ-EUBZ**  
 British Skippers Scheme  
 M&J Seafood  
 The Gate House  
 Aylesbury  
 Buckinghamshire  
 HP19 8DB

## Get daily updates on Cornish albacore (and more)

As well as working with Quentin, John and Shaun in Cornwall, we are doing similar work with many other boats and fisherman all around the coasts through our British Skippers Scheme. The scheme is all about giving chefs direct access to premium quality, responsibly caught fish.

To receive the daily British Skippers email\* featuring updates on the catch of albacore tuna as well as other British catches from the South Coast to Scotland, simply fill in your details (left), tear off and freepost back to us.



Call your local branch for our British Skippers Scheme brochure or visit [www.mjseafood.com](http://www.mjseafood.com) for more details.

\*You can unsubscribe easily and at any time. Alternatively, call your local branch for daily updates.

### **3. Freeware: Pelagic Information Program – PIP**

**For pelagic vessels only**

- To document the catch and quality**
- Overview of previous catches on the vessel**
- Trustworthy information for the buyers**
- Also a planning tool for the vessels**

# Pelagic Information Program – overview catch

PIP - Pelagic Information Program									
Trips		Catches		Samples		Settings		Data	
Vessel : Quality Fish		Total Catch : 0		Estimated Time of Arrival :				Port :	
<b>Tank 1 - Overview</b> Total catch --- Ton _____:_____ Temperatures (C°) 0 h: --- 16 h: --- 4 h: --- 24 h: ---		<b>Tank 4 - Overview</b> Total catch --- Ton _____:_____ Temperatures (C°) 0 h: --- 16 h: --- 4 h: --- 24 h: ---		<b>Tank 7 - Overview</b> Total catch --- Ton _____:_____ Temperatures (C°) 0 h: --- 16 h: --- 4 h: --- 24 h: ---					
<b>Tank 2 - Overview</b> Total catch --- Ton _____:_____ Temperatures (C°) 0 h: --- 16 h: --- 4 h: --- 24 h: ---		<b>Tank 5 - Overview</b> Total catch --- Ton _____:_____ Temperatures (C°) 0 h: --- 16 h: --- 4 h: --- 24 h: ---		<b>Tank 8 - Overview</b> Total catch --- Ton _____:_____ Temperatures (C°) 0 h: --- 16 h: --- 4 h: --- 24 h: ---		<b>Tank 10 - Overview</b> Total catch --- Ton _____:_____ Temperatures (C°) 0 h: --- 16 h: --- 4 h: --- 24 h: ---			
<b>Tank 3 - Overview</b> Total catch --- Ton _____:_____ Temperatures (C°) 0 h: --- 16 h: --- 4 h: --- 24 h: ---		<b>Tank 6 - Overview</b> Total catch --- Ton _____:_____ Temperatures (C°) 0 h: --- 16 h: --- 4 h: --- 24 h: ---		<b>Tank 9 - Overview</b> Total catch --- Ton _____:_____ Temperatures (C°) 0 h: --- 16 h: --- 4 h: --- 24 h: ---		<p><b>Catch in each tank/container</b>  <b>Catch position/date/time</b>  <b>Temperature records</b>  <b>Quality samples</b>  <b>Traceability</b></p>			

# Pelagic Information Program

## Catch samples, quality, size grades

PIP - Pelagic Information Program

Trips Catches Samples Settings Data

Sample

Select Catch

Catch Number

Please mark the actual tank for the sample

Sample amount (kg)

Bycatch (%)

Roe (%)

Ate (%)

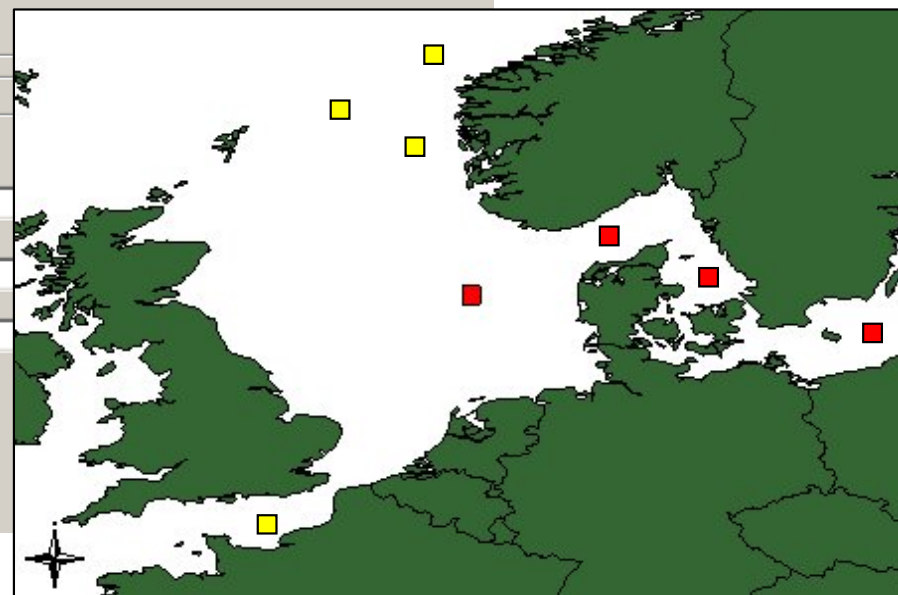
0-125

125-199

199-299

299+

Number of fish



Overview previous catches

# Pelagic Information Program

## **On the vessel:**

Planning fishery from historic catch

Collect all data with one program

## **On shore:**

Improved information

- easy overview of different qualities

- independent of the vessel

Same information format from all vessels

- data can be transferred to production systems

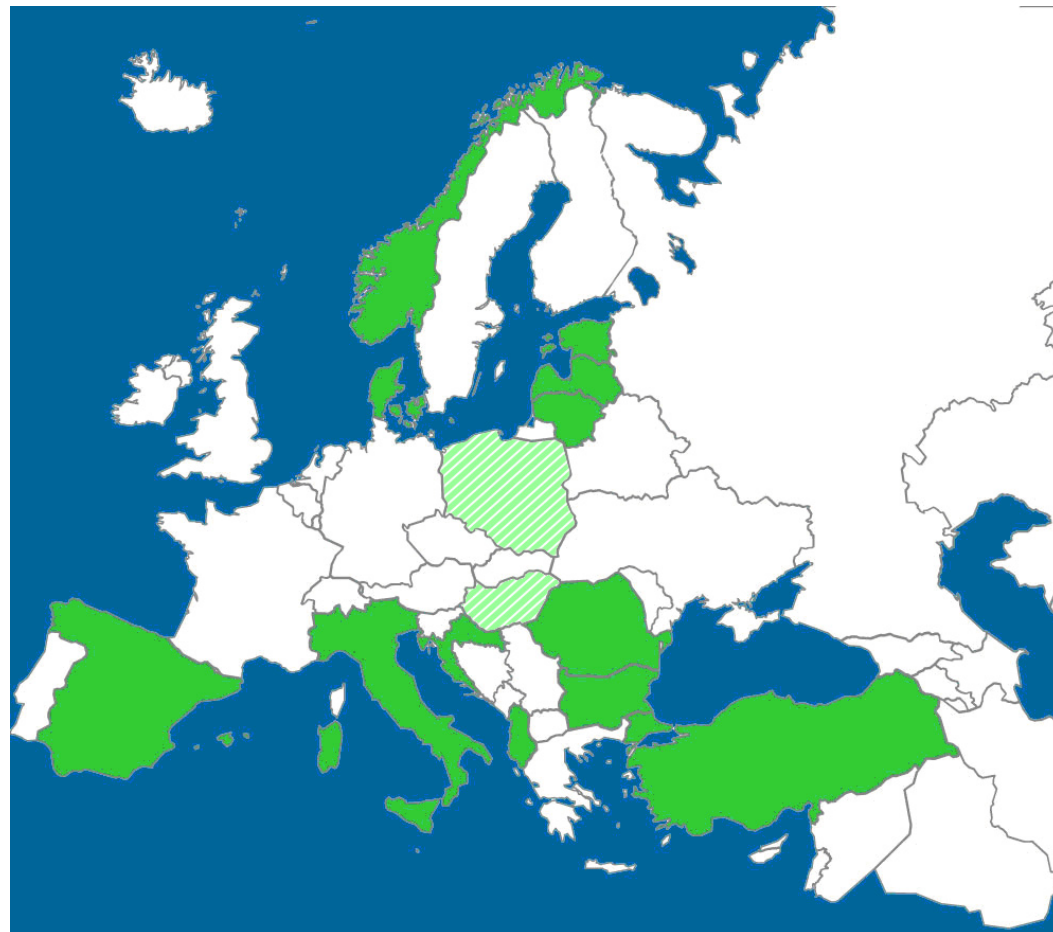
Is being developed at the moment and will be available from [www.Eurofish.dk](http://www.Eurofish.dk) in 2010

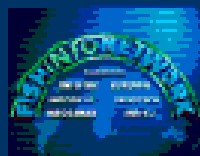


## 4. Background information Eurofish

### Member Countries

- |             |              |
|-------------|--------------|
| 1. Albania  | 8. Lithuania |
| 2. Bulgaria | 9. Norway    |
| 3. Croatia  | 10. Romania  |
| 4. Denmark  | 11. Spain    |
| 5. Estonia  | 12. Turkey   |
| 6. Italy    | 13. Poland*  |
| 7. Latvia   | 14. Hungary* |
- \*Signed but not ratified





# FISH INFO Network

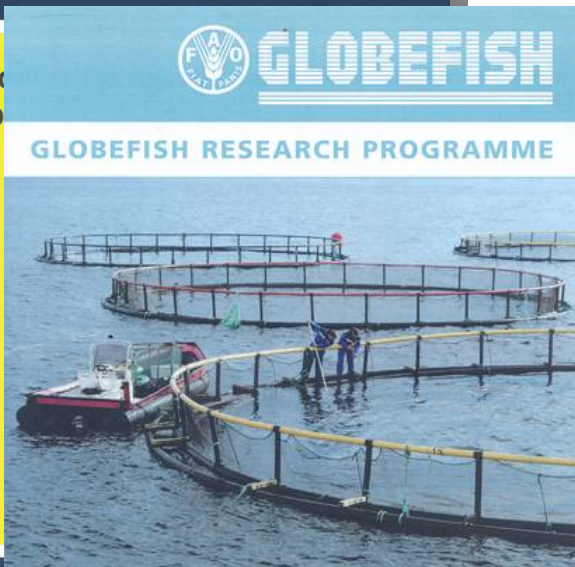


[www.fishinfonet.org](http://www.fishinfonet.org)

# Publications

Russian-English Dictionary  
of Fishing and Related  
Marine Terms

Рыб  
п



October 5/2009 C 44348  
**FISH**  
ZINE



Marketing of Aquacultured  
Finfish in Europe: Focus on  
Seabass and Seabream  
from the Mediterranean Basin

Volume 86

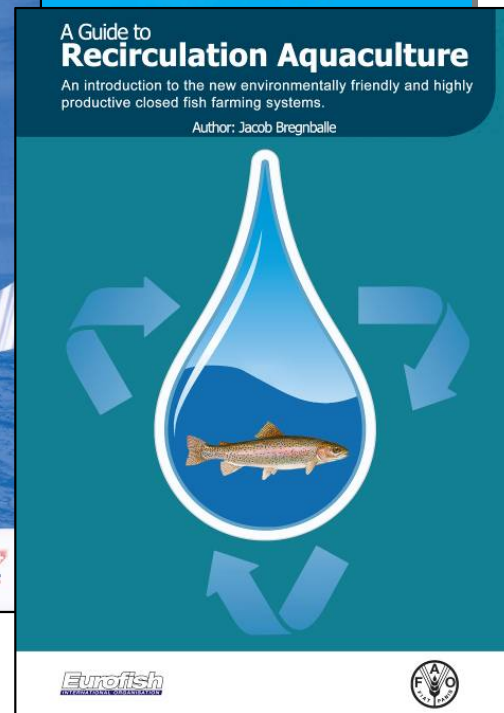
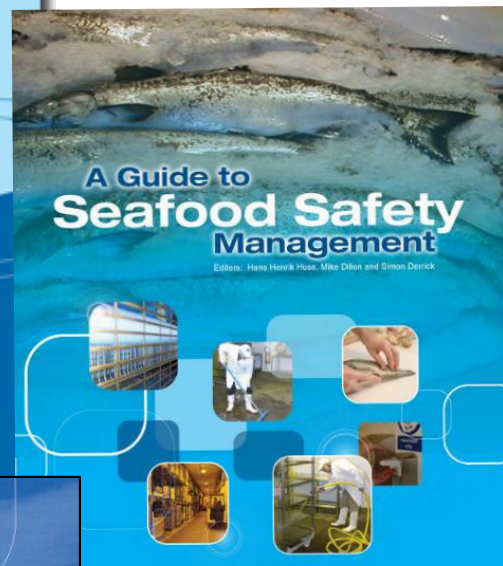
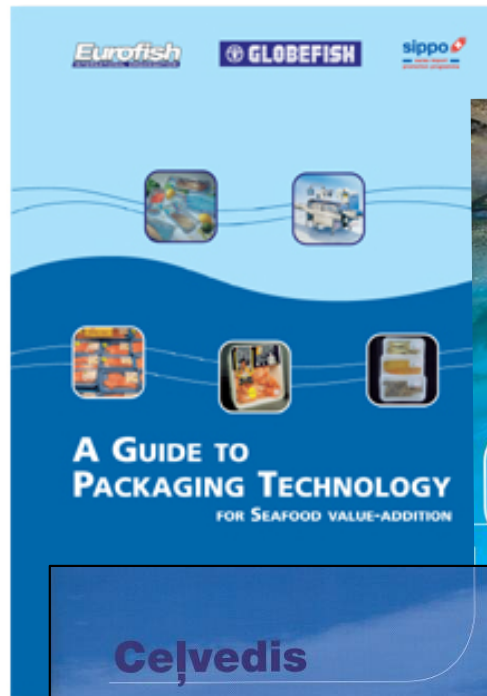
**Vichiunai Group**  
A global brand in the food industry

**USA:** Alaska prioritises sustainability and stock protection

**SustainAqua:** Project concludes with important results

**Lithuania:** Impressive growth in processing sector

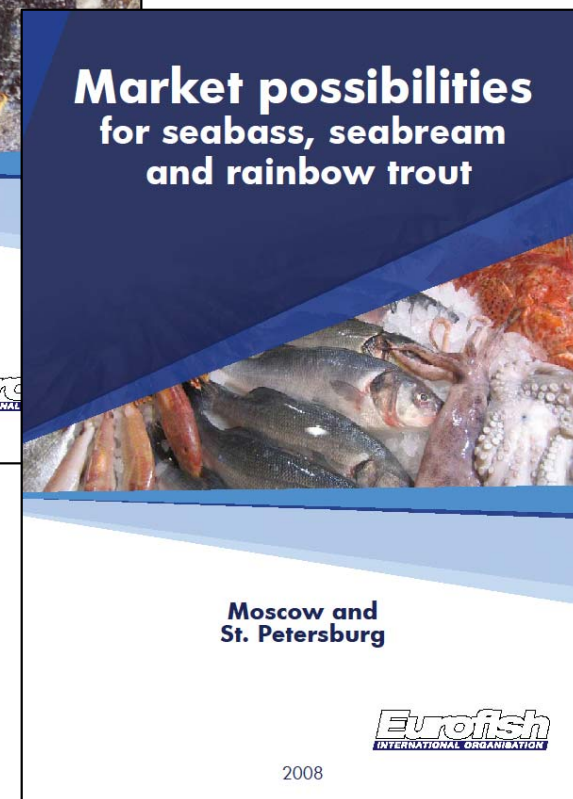
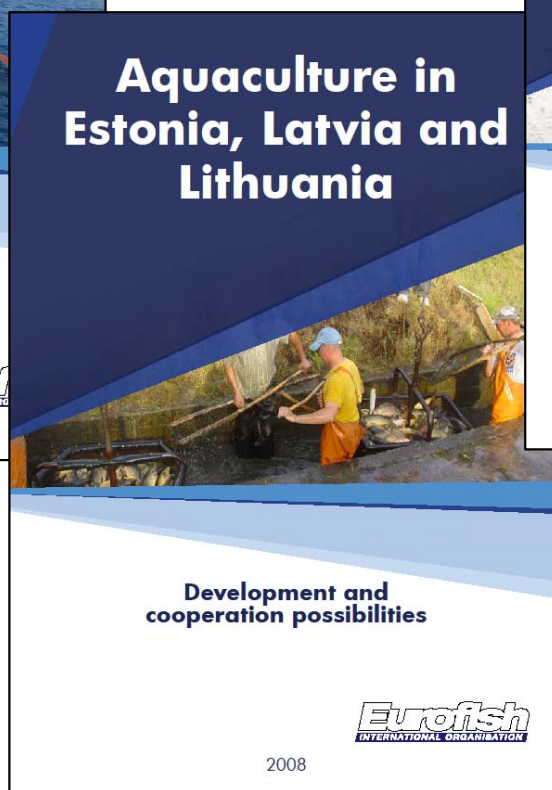
FISH INFOnetwork



New Aqua guide in the end of 2009!

# Publications

The latest market studies available at [www.Eurofish.dk](http://www.Eurofish.dk)



# Projects

## Key areas:

**All aspects of “post harvest” fisheries and aquaculture**

- Markets and trade
- Aquaculture
- Food safety and quality assurance

## Activities:

- Workshops and conferences
- Market and sector studies/surveys
- Transfer of know-how through training
- Promotion of consumption of seafood
- Organisation of business to business meetings

# Thank you for your attention



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