

# SEAFOOD

22 years

INTERNATIONAL

Spicing up sales with  
in vogue flavours

Flood of investors join  
Chile's mussel rush

Cashing in on soup's  
great renaissance

Deepsea dilemma – eating  
further down the food web

## KING OF FISH THRIVES



# Tuna men win eco awards

VITO Gulli of Generale Conserve and Hagen Stehr of Clean Seas have become the first recipients of Friend of the Sea's sustainable seafood award for their efforts in responsible tuna production, writes **Jason Holland**.

Gulli is CEO of Italy-based Generale Conserve, which produces the Aso do Mar premium range of pelagic products – tuna, mackerel and sardines – all of which are sourced from Friend of the Sea-certified fisheries.

According to Friend of the Sea director Paolo Bray, Gulli understands the ethical and economical added-value of sustainability and has made it the company's flag: importing, processing and distributing only sustainable products certified by the NGO.

Generale Conserve's tuna comes from company Cofaco in the Azores. Fishermen from these Portuguese islands, half-way between Europe and the US, use the pole and line method to catch tuna.

'We are proud to have been the first company to trust in this concept,' says Gulli. 'And the tuna products have inspired many other sustainable projects.'

Stehr, CEO of Australia-based Clean Seas, has seen his company become the first in the world to naturally close the lifecycle of southern bluefin tuna (*Thunnus maccoyii*) held in captivity on March 2 this year (see April 2008 issue).

'We will run the breeding cycle another two or three times this year and then we will take the next step,' reveals Stehr. 'The propagation of southern bluefin is a fact of life and it will happen sooner rather than later.'

'We created a completely new industry when we closed the lifecycle of kingfish a few years ago, and we are going to do it again with southern bluefin.'

According to Bray, Stehr's achievement shows the potential of the farming industry for improvement towards sustainability and should motivate others in the seafood business to follow.

'It gives hope to the future of this industry,' he says. 'Hagen Stehr has pushed his company to achieving the highest environmental standards.'

In a further environmental move, Clean Seas was expecting to announce it had become carbon neutral by the end of last month.

Friend of the Sea introduced its new award at the recent Tuna 2008 conference in Bangkok, Thailand. The accolade is aimed at encouraging and motivating seafood companies to lower their impact on the environment and on exploited stocks.

As *Seafood International* went to press, Friend of the Sea announced the sustainable certification of Calvisius Caviar of Agrotica Lombarda and its farmed white sturgeon (*Acipenser*



**Vito Gulli of Generale Conserve (pictured left in main image) and Hagen Stehr of Clean Seas (inset) are presented with their awards by Friend of the Sea director Paolo Bray.**

## PEOPLE MOVES



**Malcolm Smith**

KONA Blue Water Farms, of Kailua-Kona, Hawaii, appointed **David Valleau** vice-president of sales. Valleau has 18 years experience in seafood sales, marketing and management. In his new role, Valleau is responsible for managing the company's sales team and working with CEO Michael Wink in developing and implementing strategic sales plans for Kona Kampachi.

MARINE Harvest has announced **Arne Sorvig** will become vice-president of communications next month. Sorvig has been director for the Norwegian Seafood Export Council in Spain for the last six years and is a major contributor to the recent success Norwegian seafood has had in the Spanish market. The Norwegian salmon giant says Sorvig's culinary and marketing experience will be a



**Thomas James**

valuable asset in the furthering its marketing approach.

NEBRASKA, USA, based Integrated Aquaculture International (IAI) has appointed **Malcolm Smith** as director of breeding and hatchery operations. Smith will be located in Brunei Darussalam, overseeing selective breeding and hatchery production of specific pathogen-free *Penaeus monodon* and *Penaeus stylirostris* shrimp in IAI's joint project with the Department of Fisheries of Brunei Darussalam. He will be responsible for managing quarantine, nucleus breeding, broodstock production, and hatchery facilities to produce large, fast growing monodon.

**Thomas James** has joined IAI as the director of pond production. James will manage the joint project's biosecure, intensive ponds.

## Young's starts future on fa

LEADING UK retail brand Seafood has set out its stall in unequivocal terms regarding the importance of fish farming for the security of future supply with a policy document entitled 'We believe fish farming is a good thing'.

Covering all firms in the group – Young's parent company, whom aquaculture represents all fish purchases – the policy states the fact that fish farming will become even more important in the coming years, given escalating world demand, the increased cost of wild fisheries and the limited availability of wild fisheries are a limited resource. 'We felt it was important to emphasise our positive approach to aquaculture at a time when the food industry is facing some challenges and fish is under pressure,' says Foodvest's director executive Mike Parker. 'Fish farming is a healthy and natural source of protein and the only way for it to remain available to everyone is through increased use of responsible aquaculture.'

Foodvest/Young's has also seen 'Fish for Life' sustainable approach honoured, scooping a Tick award in the UK's annual Community Awards. Young's and Foodvest entries were shortlisted as one of four finalists to go forward into the BITC Examples of Excellence winners of which are announced next month.

Budding fish chefs were rewarded by Young's in June with the final of the Young's-support Seafood Championship – a competition, now in its 15th year, which aims to encourage students to get inventive with fish. It reached its conclusion at the Institute of Further & Higher Education.

The winning team, Martin and Matt Campbell of Ken's received a cheque for £100, a sculptured trophy, a champion medal, cook book, carving knife and one-week training placement at the Young's development Mitch Tonks restaurant.

## Fiji slams EU ban

Fiji's Chamber of Commerce is criticising the European Union for being unfair towards Africa, Caribbean and Pacific (ACP) countries after its recent decision to ban Fiji's seafood.

'I fail to understand why compliance is so stringent for these countries,' Chamber president Maharaj was quoted saying in the *Times*.

Nevertheless, Maharaj acknowledges there is little a country can do except attain its standards.



◀ retail segment. Grupo Amasua's Getafe factory in Madrid, which manufactures products sold by Krustagroup, was awarded International Food Safety (IFS) certification in June. This is the first seafood factory to be awarded IFS certification, Casellas says. 'We're very happy because it is very difficult to get.'

## Gel Pêche boasts a new eco-label

Gel Pêche of France, which has been exhibiting at Conxemar for the past six years, will again have wild-caught frozen Madagascan shrimp on display on its stand. However, this year the boxes should be displaying the Eco-Pêche label to show that the shrimp have been caught in an environmental friendly fashion.

The tropical specialist was undergoing certification as we went to press. 'The last audits are going to take place in weeks 28 and 29 on our various sites in Madagascar, and we shall have the validation at the end of July or beginning of August,' says Katia Bosseboeuf.

Gel-Pêche is committed to responsible fishing, according to Bosseboeuf. 'Our declared intent is to conserve this wild ocean wealth provided by nature, for ourselves and future populations. Today, we are affixing this label to our products to inform and guide consumers in making a responsible choice.'

The company is concentrating on three main themes:

- commitments towards the environment and sustainable fishing;
- fair trade commitments; and
- quality commitments.

Gel Pêche already has Friend of the Sea approval for the commercial



**Royal Greenland's stunning Red lumpfish roe is used to garnish dishes (see page 59).**

fishing of Madagascan shrimp. It says it targets stocks which are not overexploited, uses fishing methods which don't impact the seabed and generates less than average (8%) discards. Gel Pêche claims that freezing onboard the catching vessel, ensures that the shrimp retain their optimal flavour and inimitable firm texture.

Says Bosseboeuf: 'This process preserves all the freshness and original quality of the products because the shrimp are processed rapidly and the continuity of refrigeration is not broken. All the packaging takes place aboard ship.'

## Langoustine leader

Exhibiting on the BIM stand (see panel on page 52), Glenmar Shellfish Ltd claims to be Ireland's leading processor of *Nephrops norvegicus*, which it calls prawns but which are usually named

langoustines on the European continent.

'Sourced from our own boats under strict HACCP conditions and full traceability, and with the Glenmar brand, customers are sure of a reliable and consistent high quality product,' says the firm's Martina Hill.

In addition to its factory in Skibbereen, Co Cork, Ireland, Glenmar Shellfish also has a factory in Fraserburgh, Scotland. The company processes prawns/langoustines, scallops and shrimp.

Says Hill: 'Twice a week we are delivering fresh fish from our boats directly to the markets in Spain, France and the UK. We have also recently established an office in Cape Town, South Africa, successfully sourcing and producing frozen at sea squid, John Dory fillets, peeled prawns and scampi meat, and hake fillets, which complement our exports to Europe.'

Glenmar Shellfish has a member sales team based in Spain.

## New frozen trout packs

The Tres Marc Group, which claim to be a world leader in the trout market, will launch new packs of frozen fillets – white and red – in 1kg and 750g bags at Conxemar. They will join the existing 250g and 400g cartons. Says the firm's Raquel Rodriguez: 'We are developing our packaging to wider offer with more attractive products for consumers: easy to cook, clean and boneless fillets.'

Since the group launched its own frozen trout brand 'Tres Mares' in 2005, which successfully entered foreign markets such as Russia, Poland, the UK and Germany – Europe's top frozen fish consumer, according to Rodriguez – the company has progressively broadened its



**The Eco-Pêche label: Gel Pêche already has Friend of the Sea approval for the commercial fishing of Madagascan shrimp.**

## Focusing on Europe's needs

The New Brunswick Department of Fisheries will be highlighting products from the Atlantic province's seafood producers on its stand at the Canadian pavilion.

Species featured will include lobster, salmon and coldwater shrimp.

'New Brunswick has long been known for its outstanding seafood products,' says Anita Landry, trade executive, 'and client customised products and services are New Brunswick producers' specialty. Their compact but adaptable processing capabilities make it possible to focus on each European

produces a range of frozen raw lobster products – whole, split, meat and barbecue tails, as well as frozen whole cooked lobster – will be on the stand. 'We have the facility to process with the newest high pressure technology available,' says Marie-France Thibodeau.

'The benefits are evident in the texture and juicy taste, the same as for live lobster. Other benefits are convenience, maximum yield and constant quality.'

During the last 25 years, New Brunswick has become one of the most significant

in New Brunswick, such as on-vessel and dry land holding facilities, plus the measuring of lobster THP (Total Hemolymph Protein) levels with stringent health and safety regulations, ensure that our lobsters are of prime quality making them the first choice for buyers and their customers.

'The natural tidal pounds of the Bay of Fundy and inland seawater holding tanks guarantee market supply year-round.'

While the province is known for its live lobsters, companies there are branching out into new frozen specialty products such as



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22 years

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## WE ♥ CRAB

Meet the new darling of mainstream consumption

PLUS

■ France prepares ■ Greenland on a full preview



## NEWS IN BRIEF

### Push for lobster sustainability laws

IT IS time for regulators to adopt a minimum size requirement for spiny lobsters harvested from the Caribbean, Gulf of Mexico and the South Atlantic, according to the USA's National Fisheries Institute (NFI) in a letter sent to the NOAA. A minimum size would allow a higher percentage of lobsters to reach sexual maturity before they are harvested, says NFI.

### Norwegian fisheries enter MSC certification

THE Norwegian Seafood Export Council has entered Norway's North East Arctic cod and haddock fisheries into full assessment for Marine Stewardship Council (MSC) certification. If successful, 174,000 metric tons of Norwegian cod and 76,500 metric tons of Norwegian haddock will be allowed to bear the MSC eco-label. The fisheries take place inside the Norwegian Exclusive Economic Zone.

### Holland Shellfish renamed Lenger

HOLLAND Shellfish has changed its name to Lenger Seafoods. Acquisitions, new activities and expansion of the firm's product range means the original company has changed significantly, with steady growth in activities in Europe and new branches in Vietnam, Mauritania, Morocco and Costa Rica. The Lenger family has been a part of the fishing industry for over 80 years.

### Leroy farmed cod is Friend of the Sea

ECO-LABEL Friend of the Sea's presence in Scandinavia continues to grow, with the news of the completion of the certification of a Norwegian and world leader in cod farming – Nærøysund AS – which sells sea farmed fish through Hallvard Lerøy. In 2008 Nærøysund AS will produce 2500 tonnes of edible fish, making it one of Norway's leading companies.

### UK chippies comp reveals shortlist

THE top fish and chip shops in each area of the UK have been announced in the National Fish & Chip Shop of the Year competition 2008. The highest scoring shops will be whittled down to 19 area winners in October, and the top 10 shops in Britain will progress to the grand final held in London in 2009.

## Indonesian exports get American

THE US Food & Drug Administration (FDA) rates Indonesian seafood as safe for consumption after wrapping up an inspection of fisheries in four provinces.

In a report that appeared in *The Jakarta Post*, fisheries and marine affairs spokesman Saut Hutagalung says: 'They say that our fishery

processing and quality has met US standards. On a zero to ten scale, they said we got an eight.'

FDA had checked on farms and processing units in east Java, north Sumatra and west Nusa Tenggara and examined laboratories in Jakarta.

'They advised us on how to improve systems for keeping, processing and

checking on our seafood products to enhance their quality,' Saut.

One piece of advice was 'traceable principle' by recording where fish are fed, what is fed to them, where supplies came from, adding the Americans offer ministry assistance in understanding expectations for the seafood.

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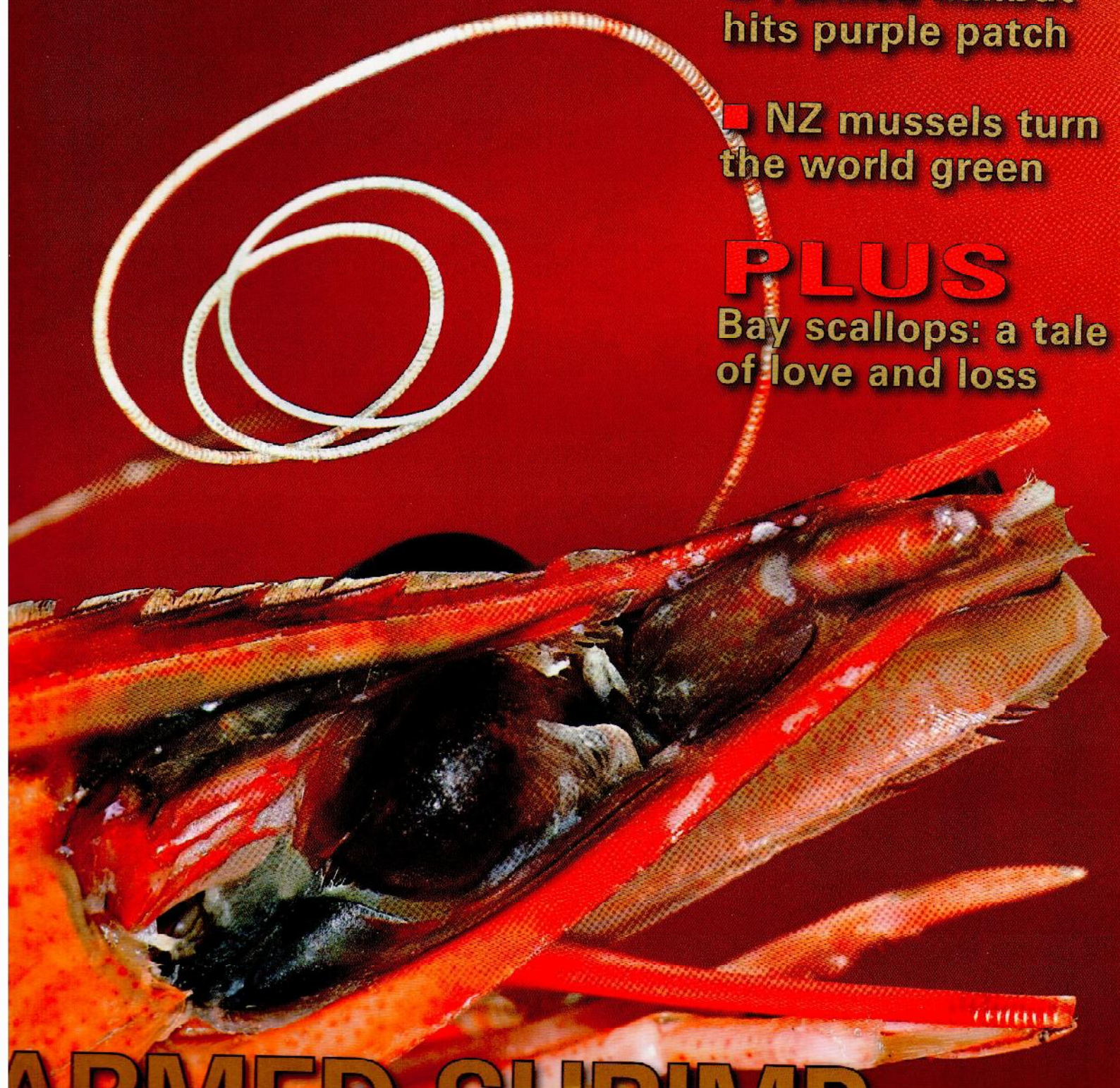
## INTERNATIONAL

■ Farmed halibut hits purple patch

■ NZ mussels turn the world green

**PLUS**

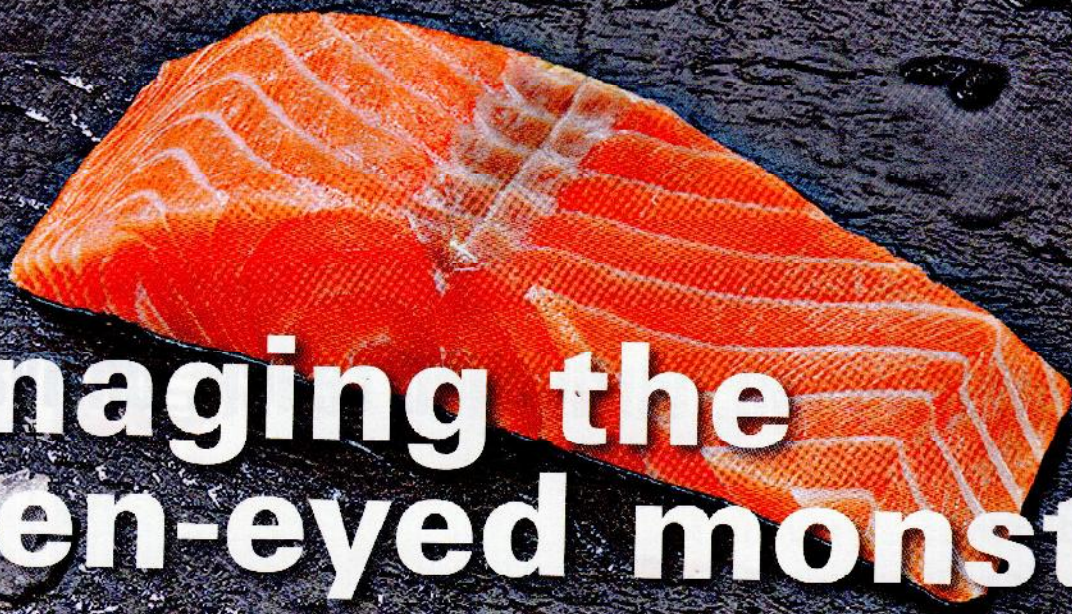
Bay scallops: a tale of love and loss



FARMED GLIDING



Another piece of Australia's sustainability puzzle: farmed salmon, the country's biggest volume-selling retail species at retail level, falls outside MSC jurisdiction.



# Managing the green-eyed monster

**O**ut of the blue, green is the new black in the land of green and gold. It's a while since we last discussed the issue of sustainable seafood and the Australian scene in this column, and in that time a veritable tsunami of interest has washed over all areas of the industry, from catchers to cooks and – most importantly – consumers.

The Australian seafood industry has a long and robust history of operating to world's best environmental standards, however it has only been over the past 24 months that environmental awareness at consumer level has transformed from awareness to activism. Seafood sustainability has become the dish du jour for both opinion formers and opinion leaders among the food community. Frankly, being seafood green in Australia is cool.

Yet it is this sudden awakening to the environmental issues relating to seafood supply by Australian consumers (and, importantly, by the media) that has caught many in the industry unawares and unprepared. Where stakeholders in Europe and the US have been evolving strategies and developing practices to accommodate consumer concerns for well over a decade, it is such a contemporary issue in Australia that an air of confusion prevails.

In the 25 years I have been working in the seafood industry in this country, no issue has raised so much public debate. It seems everyone has an opinion; and there are so many claims and counter claims in regards to sustainability being bandied around, it's hard to know what's the truth and what is simply greenwash.

The consistent thread within all of the discussion, however, is that the sustainability of wild-caught fisheries in Australia is paramount – the



**What's hot  
down under  
with John Susman**

consensus across the community is that this is a non-negotiable imperative for every stakeholder. However, this primary principle seems to have become lost amongst fashionable marketing hype at menu level, where the foodservice industry, as much as the seafood industry, is setting the agenda for consumers in the sustainable seafood concept.

All of a sudden, fashionable restaurant parlance – terms like day-boat, line-caught, ike-jime handled – have been replaced by 'sustainably caught' on menus in the finest dining rooms around the country. As the food media in particular picks up on this broad-brush marketing, the message is being broadcast loud and clear to consumers, even though there is often no relevance or reality to many of the claims.

## Uniquely green

Australia is one of the most highly governed commercial fisheries on the planet. Our Commonwealth Environment Biodiversity Protection Act is one of the most robust pieces of marine legislature in the world – effectively, this law guarantees the sustainability of both wild and farmed fisheries. In addition, Australia is actually a fairly minimal producer of seafood by global standards, and should thus be a relatively simply model to manage. However, with no single touch-point for communication between catcher and consumer, the task of presenting a balanced, independent and authoritative view is a tricky challenge for the average Australian fisherman.

Further compounding this situation, the three largest retailers of seafood in Australia share one consistent theme in regards to seafood and the sustainability debate – none has a clearly defined strategy or protocol in place. And while Australia can proudly boast home to the first certified Marine Stewardship Council (MSC) fishery in Western Rock Lobster, the organisation and its quirky blue fish logo are still widely unknown outside of select fisheries circles.

A significant issue faced by the MSC in Australia lies in the fact that the biggest volume-selling species in retail, farmed salmon, is not covered by the organisation's jurisdiction. However a rising swell of support at government, agency and retail levels in Australia augurs well for the immediate future for the MSC, along with the rampant consumption in Australia of English food media, which is giving the label a significant imprimatur across the professional and consumer food communities.

Friend of the Sea (FOTS), the other eco-label outfit that has become so popular in Europe, has recently arrived

on these shores. The South Australia-based Clean Seas Aquaculture has both its Hiramasa kingfish and Summulmulloway certified by FOTS. While not currently a marquee which has recognition within the trade or consumer markets in Australia, it is interesting to see how Australia takes to the FOTS proposition.

FOTS has already captured the imagination of the local catching and growing industry through its utilisation of existing fisheries data from government and industry agencies. The appeal to catchers and growers is that this makes the audit and certification process simpler and less costly than the MSC's. However, FOTS will need to make some fast running to assume the preferred status position MSC appears to be gaining with the major retailers down under.

Several other third party sustainable seafood programmes have been developed in-house within Australian fisheries, such as the Clean Green programme created by the Southern Rock Lobster Fishermen's Association, while some have plumped for the internationally recognised (yet almost universally misunderstood) ISO14000 standard.

Therefore while the current basket of 'certified' seafoods available in Australia is limited, if the growing consumer trend is any indication there is a real and urgent need in this country for a clear and simple message. If you are a producer or exporter to Australia, consider that while the Australian consumer has been a late adopter of the sustainable trend, their level of expectation ranks among the highest outside of Europe. ■

**John Susman is a leading seafood marketing consultant, based in Sydney, Australia.**



**ngle' protection**  
**LD Wildlife Fund is calling for**  
**it protection of the South**  
**c 'Coral Triangle' after the**  
**I Conservation Union's (IUCN)**  
**list of threatened species**  
**ed that several species from**  
**awning grounds are**  
**tened with extinction. Three-**  
**ers of the world's coral**  
**ies are contained within the**  
**, which includes Malaysia,**  
**esia and the Philippines.**

**ottish smokehouse**  
**ns top-20 status**  
**of Skye Smokehouse has**  
**named as one of the top 20**  
**ood producers in the UK at**  
**augural Country Living/**  
**ose 'Made in Britain' Food**  
**ds, for its unique and**  
**ctive smoked salmon. One of**  
**individual food suppliers from**  
**s the UK who entered the**  
**etition, judges praised Isle of**  
**Smokehouse's entry for its**

**and doles out**  
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**IDING some welcome relief**  
**financial headaches, the**  
**Icelandic fishing awards**  
**ony took place last month in**  
**alind. Thirteen awards were**  
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**tuals, both from Iceland and**  
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**utions to the commercial**  
**g industry. Winners, who**  
**ed Valka, 3X and Ishida**  
**e, are permitted to display**  
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**ials.**

**trout supplier**  
**ns acquisitions**  
**WING its recent acquisition**  
**it Trout and Salmon, leading**  
**supplier Dawnfresh Seafoods**  
**operate as a fully integrated**  
**ess from farming through to**  
**ssing. Dawnfresh has also**  
**ed Scot Trout Farming (with**  
**ut farms), plus the hot and**  
**oking business of R&R**  
**& Daniel's Sweet Herring,**  
**g to its previous purchase of**  
**Trout.**

**st Oz plays cupid**  
**n Lovers Club**  
**Western Australian Fishing**  
**ry Council (Wafic) is to**  
**the Seafood Lovers Club in**  
**ber, as part of a five-year**  
**gic plan to drive the West**  
**ilian fishing industry forward.**  
**ub will provide information**  
**location for the local seafood**  
**mer on all elements of the**  
**ry and create a membership**  
**proactively interested in the**  
**'s seafood.**

**WES L&A Australia's A\$500 million**  
**(\$251.4 million) rock lobster fishery is**  
**facing a dire future, with new studies**  
**finding almost no baby lobsters left in prime**  
**fishing locations, according to a report in**  
**the West Australian.**

**At a time of year when many areas would**  
**normally be awash with newborn lobster**  
**stocks, the Department of Fisheries says**

**surveys taken over the past two months**  
**found nearly no larval-stage lobsters, the**  
**report says.**

**'Unless there is conclusive evidence to**  
**demonstrate that the low count won't lead**  
**to record low catches, there has got to be**  
**serious doubt about the industry's ability to**  
**maintain anywhere near long-term average**  
**catch levels in the near future.'** Western

**Rock Lobster Council chairman Dexter**  
**Davies was quoted as saying.**

**Researchers say they are unsure whether**  
**climate change or overfishing is to blame for**  
**the baby lobster's disappearance, or if larvae**  
**are simply settling into new areas.**

**The Department of Fisheries predicts that**  
**the total catch in 2010-2011 will fall to its**  
**lowest level in 40 years.**



**NORWAY**  
**PRAWNS**

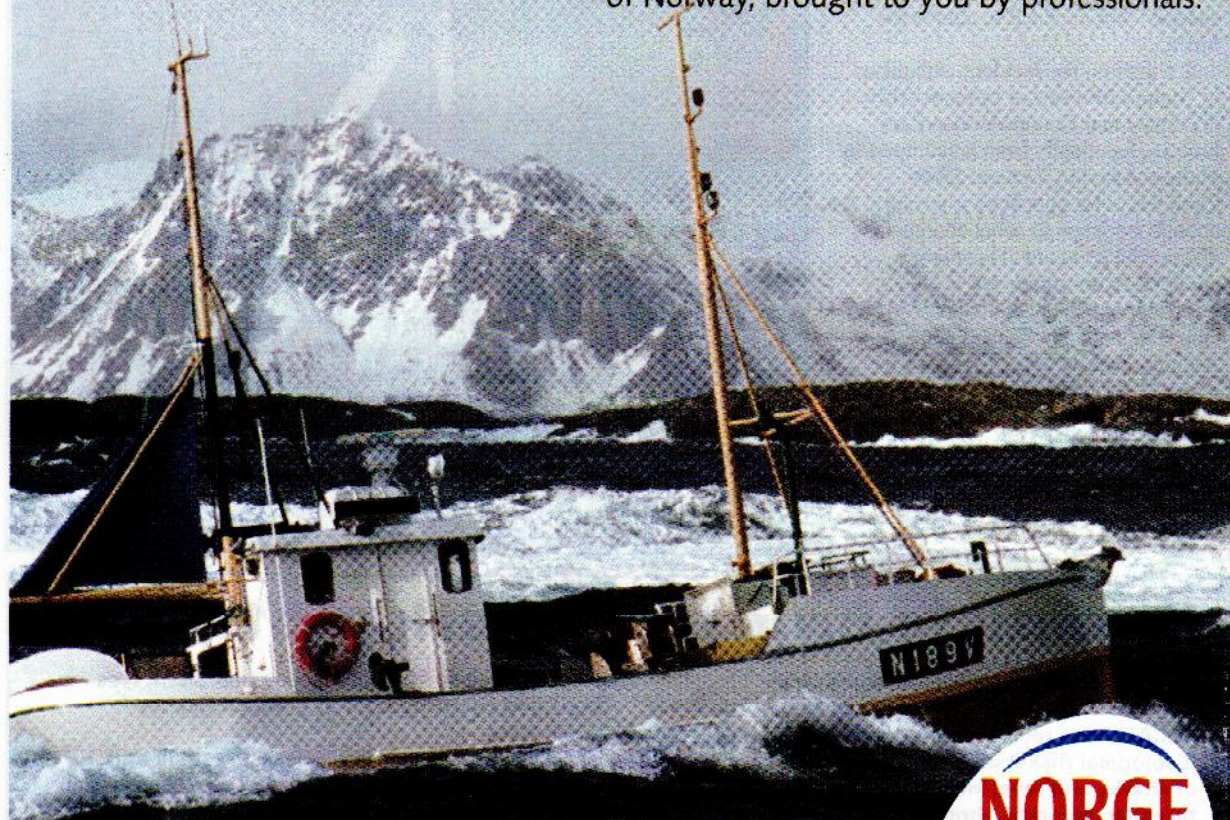
## **Sustainability** **Norway's commitment**

The Norwegian Cold Water Prawns are sourced only from sustainable fisheries according to National and ICES recommendation.

Norway Prawns are proud of being the very first processor given the FRIEND OF THE SEA accreditations for sustainable cold water prawn fishery.

We are happy to share our delicious Norwegian Prawns with companies looking for high quality prawns from sustainable sources.

Norwegian Prawns - from the cold clear waters of Norway, brought to you by professionals.



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