

Innovation from catch to plate

The main aim of North Sea Fish is to increase the innovative capacity of fishery ports and fish based regional economies around the North Sea by promoting the development of efficient, effective and sustainable logistics solutions by means of specialization and broadening within the whole supply chain: from catch to plate!

www.northseafish.eu



European Union  The European Regional Development Fund

**The Interreg IVB
North Sea Region
Programme**



*Investing in the future by working together
for a sustainable and competitive region*

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NorthSeaFish

Innovation from catch to plate



Why innovate?

Towards competitive and sustainable fishery regions

Reduction of overfishing of fish stocks is one of the main objectives in the EU Common Fisheries Policy as well as the Integrated Maritime Policy. The change towards a competitive and sustainable supply chain within the fishery sector is challenging but of great importance. The North Sea Fish project seeks to contribute to that, in an innovative way that also boosts regional economies.

North Sea Fish objectives

The coastline of the North Sea Region is dotted with regional fishery ports. A number of fishery ports have become specialists in handling fresh fish and seafood. The European fishery culture has been alive for centuries and is currently under pressure due to competition from industrialized fish production, the need for sustainable changes and foreign markets. North Sea Fish aims to promote the innovative capacity of these ports and regions through specialization and broadening within the whole supply chain: innovation from catch to plate.

Exchange on promotion, specialisation & broadening

The North Sea Fish international partnership implements activities on promotion, specialisation and broadening.

Specialisation in the supply chain from catch to plate to foster sustainable fishery regions:

- Understanding current and anticipating on future trends as catalysts for the transition towards sustainable North Sea fisheries;
- Study and exchange knowledge on the development and increased use of data transfer for identification and tracking for logistical processes to extend market horizons;
- Joint development of strategies and methods to enhance the flexibility of port facilities and achieve sustainable fisheries;
- Facilitate the transparent exchange of information about wet fish products by means of standardization and transnational quality rating.

Broadening activities in the supply chain of wet fish to promote competitive fishery economies:

- Expanding and strengthening the network of organizations and businesses in the supply chain and supporting sectors for intra-sectorial cooperation;
- Expanding market horizons for North Sea fisheries by developing new market combinations;
- Developing forward thinking, demand orientated business attitudes by connecting consumers and fishery economies.



NSF Partners

The North Sea Fish partners and all stakeholders in these regions represent the entire supply chain from catch to plate. More experienced partners take the lead and share their experiences and expertise, while others create new development areas.

- 1 Municipality of De Marne**
- 2 Municipality of Harlingen**
- 3 University of Hull**
- 4 Municipality of Sluis**
- 5 ILVO** Institute for Agricultural and Fisheries Research, Ostend
- 6 Port of Hanstholm**