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!
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.

**Why innovate?**

**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 automated use of data to increase and simplify logistic processes to extend market horizons;
- Joint development of strategies and plans to enhance the flexibility of port facilitation 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-regional 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 fish 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
6. Port of Hanstholm

Institute for Agricultural and Fisheries Research, Ostend

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