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Dear people,



Welcome to the 5th and last North Sea Fish Newsletter.

In this newsletter we look back at the year 2014 and highlight some results from North Sea Fish transnational cooperation, the successful final Conference in Hull and we look forward to the future with ongoing activities after the North Sea Fish project.

North Sea Fish had its final conference in September 2014 and our experiences so far have motivated us to search for a continuation of the international cooperation in 2015!

We wish everybody all the success and hope to see you again in the coming years.

Enjoy reading!

Mariette de Visser, Alderman of Municipality of De Marne

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## Final Conference

The North Sea Fish Final Conference took place on the 17th of September 2014. The event focussed at the prospects for North Sea fisheries including enhanced labelling, tourism initiatives, port developments and supply chain innovations.

The University of Hull hosted this special one-day conference to showcase the different approaches. Key note speakers and researchers were joined by delegates from seven different countries.

You can read the full conference report [here](#).



The conference provided a platform for discussion about sustainability from

many different angles – cultural and historical as well as the purely commercial. It gave the opportunity to address some important and often difficult questions: What do consumers want? Should we only be persuading them to eat more fish? Or should we be educating them to eat less fish but of a higher quality at a fairer price? And what does sustainability mean anyway? Attempting to answer these questions brought a high level of discussion from a truly representative audience. All the stakeholders within the fisheries supply chain were there – fishermen, processors, consumers and everything in between – and the speakers had to be at their very best to address the issues raised. These same delegates will now be able to take away what they have heard and apply them in their own regions and fishing communities. That is a legacy that the North Sea Fish project and its partners can truly be proud of.

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### **Municipality of De Marne, lead partner**



Mariette de Visser, alderman of the municipality of De Marne and Lead partner of North Sea Fish, explained at the conference why North Sea Fish has been important to her region. The Marne has worked hard to take steps towards a more sustainable perspective for the fishery in the North of the Netherlands. The cooperation with the North Sea Fish partners turned out to be very helpful in this respect.

At the start of North Sea Fish, De Marne established a contact point for the fishery sector and its local community. This “supporter of the fishery” is Mr Douwe Hollenga, and he took some important steps to increase the communication and mutual understanding between the different parties in the harbour of Lauwersoog, especially between the fishery and governmental organisations. He also organised a round table to discuss an innovation agenda for the port and the fishery sector for the coming years. One of the outcomes is the current investigation of the possibilities to develop a bio refinery based on waste of shrimps.



Linking tourism to the fisheries is another spearhead of the municipality De Marne, because explaining the circumstances and future possibilities of the fishery sector to people is an attractive way to involve them and convince them to eat more high quality and sustainably caught fish. An information point, cycle paths and walking routes and promotion of the coastal region support for the regional economy at the same time.

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### **North Sea Fish at North Atlantic Seafood Forum**

North Sea Fish partners Nick Riley (University of Hull), Kim Sys (ILVO) and Arne Kinds (ILVO) attended the North Atlantic Seafood Forum in Bergen, March 4-6 2014 to disseminate the North Sea Project and to learn about how the seafood industry perceives 'sustainability' and how they see the future for seafood businesses.

Conclusions from the meeting:

- Sustainability is mostly seen by the industry as a strategy to remain



competitive. Although the incentives may not be the right ones, we must recognize that it looks like the industry is increasingly taking up responsibility. This, combined with policy measures and a growing consciousness about sustainability among consumers, may benefit the environment.

- Aquaculture can help bridge the gap between demand and supply, but it should be evaluated in an appropriate context.

Several contacts were made for the North Sea Fish project which were followed-up.

Please find the take home messages [here](#).

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## European Maritime Day 2014



With a well attended exhibition at the European Maritime Days on May 19-20 2014 in Bremen the conference provided a great opportunity for the North Sea Fish project to present itself. All North Sea Fish partners were present and now and again on duty, explaining the project and talking to visitors. Some real good contacts have been made.

The partnership participated in several workshops and sessions relevant to North Sea Fish, e.g. on the future INTERREG programme and on drivers for innovation and improvements in fisheries, led by the Marine Stewardship Council (MSC).

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## Shrimp meeting in Lauwersoog

On the 31st of October 2014 a meeting was organised about the future possibilities of shrimps, and innovative ideas for the supply chain and the shrimp market.

A consortium of research institutes and the industry showed the possibilities for a novel bio refinery process in order to create a sustainable, low energy marine waste stream into high value chemical products, fungicide for agriculture, but also food and feed, especially from shrimps-waste.



In addition, North Sea Fish partner ILVO explained their Fish Information System on Sustainability (FISS), which has been developed for the Belgian fisheries industrial sector. Nowadays seafood buyers have trouble meeting consumer demands for sustainably caught fish. In the last decade, seafood guides have been developed to assist the consumer in the purchase of ecologically sustainable seafood. Based on the information including catch area and fishing method, a seafood product is rated as being a good, acceptable or bad choice. Within North Sea Fish, ILVO disseminates the FISS concept in a broader North Sea region context. To that effect, ILVO

contacted various relevant stakeholders (e.g. fish auctions, producer organizations and research institutes) to look for synergies between different initiatives and to create insight on how to develop a standardized system for the whole North Sea. The stakeholders in the Netherlands are interested in FISS and they were invited for this conference.

Last but not least, the meeting was also about the opportunities and benefits of a cooperative for fishermen, followed by a short discussion about the future of the innovation network BluePort and how to continue working on the results of NSF in Lauwersoog (De Marne).



## **Sustainable fish**

In the North Sea Fish regions, new ways to add value to the supply chain of fish by focusing on sustainability and high quality were organised. Some pilots use short, transparent supply chains, others promote the taste, exclusive dining and special occasions to eat fish. And telling the story behind the catch can raise awareness on sustainable fishing methods. Information on sustainable catching and quality labelling systems on fish packaging are starting to address some of these issues, but this will take time before its use is widely spread. [Read more](#) about the approaches in the six North Sea Fish regions on how to achieve added value to

sustainable fish.

ILVO set up an inquiry amongst all project partners in order to complete the 'Database on Sustainable Seafood Systems'. The survey deals with national, regional and local initiatives to valorise the sustainability and/or quality of fish and has been used to contribute to the 'Inseparable: eat, buy and sell sustainable fish' campaign of the European Commission. The [inseparable](#) campaign provides information to help people choose sustainable seafood.

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## Finalisation

North Sea Fish produced some good [results](#) which are suitable for broader application in the future. The finalisation of the project concerns the transfer of lessons and results regarding broadening and specialisation. Please find our results in the latest [flyer](#).

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## Continuous communication



After two years of cooperation, North Sea Fish has contributed substantially to increase chances for the fishery sector and sustainable approaches. And although North Sea Fish is coming to an end, the good news is that we will keep our website for at least another two years and our results and activities are now used as starting points for several follow up projects, which you will hopefully hear more about in the near future.

So keep in touch with North Sea Fish and the partners and check our website [www.northseafish.eu](http://www.northseafish.eu) regularly!

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More news can be found on the North Sea Fish website.

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