



NorthSeaFish

Innovation from catch to plate

North Sea Fish: innovation from catch to plate

North Sea Fish Final Conference, Hull

September 17 2014

Mariette de Visser

Municipality of the Marne

Lead Beneficiary

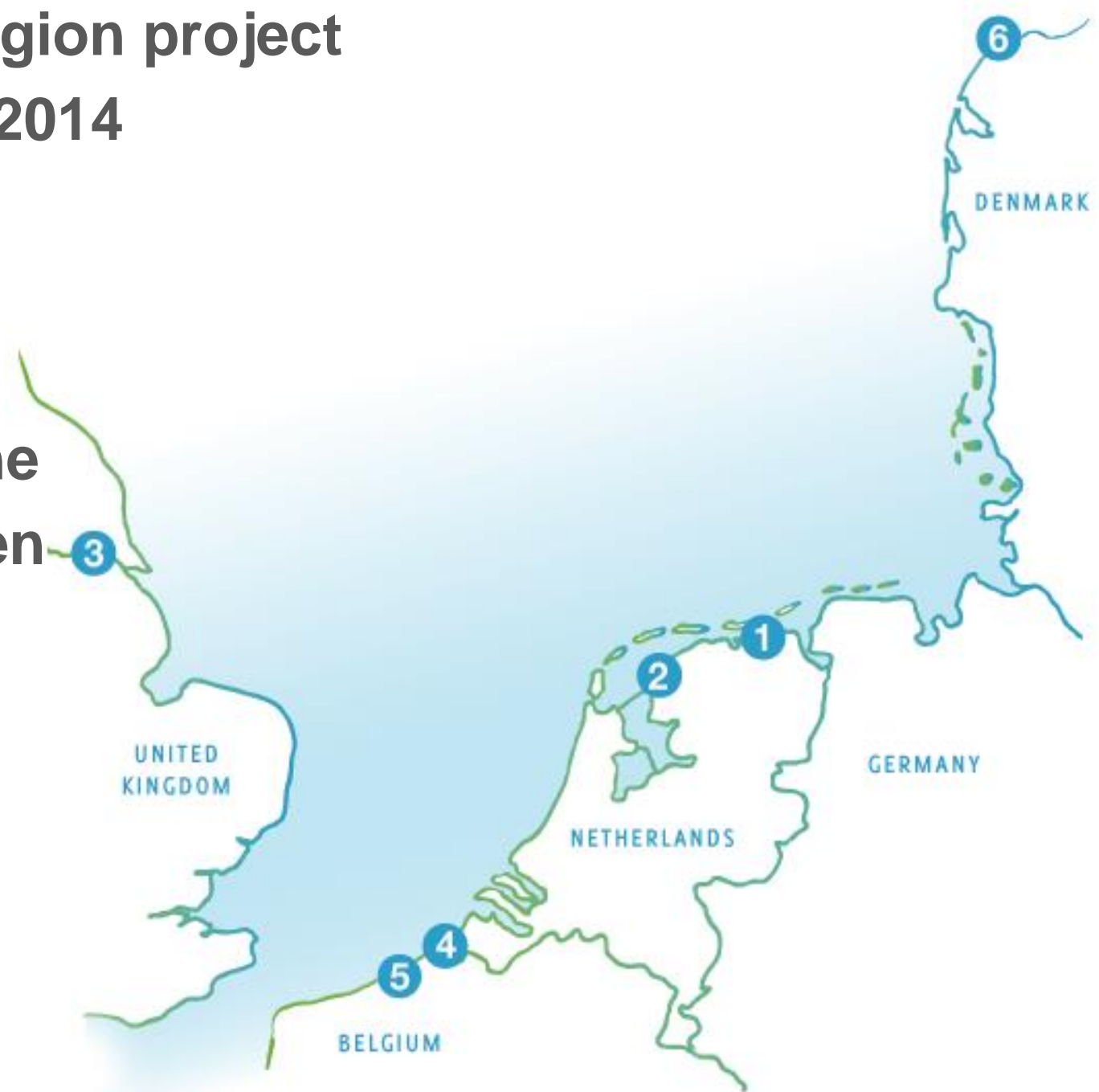




Interreg IVB North Sea Region project
September 2012 – end of 2014
Almost 1.8 million EURO

Partners:

- 1. Municipality of De Marne**
- 2. Municipality of Harlingen**
- 3. University of Hull**
- 4. Municipality of Sluis**
- 5. ILVO**
- 6. Port of Hanstholm**



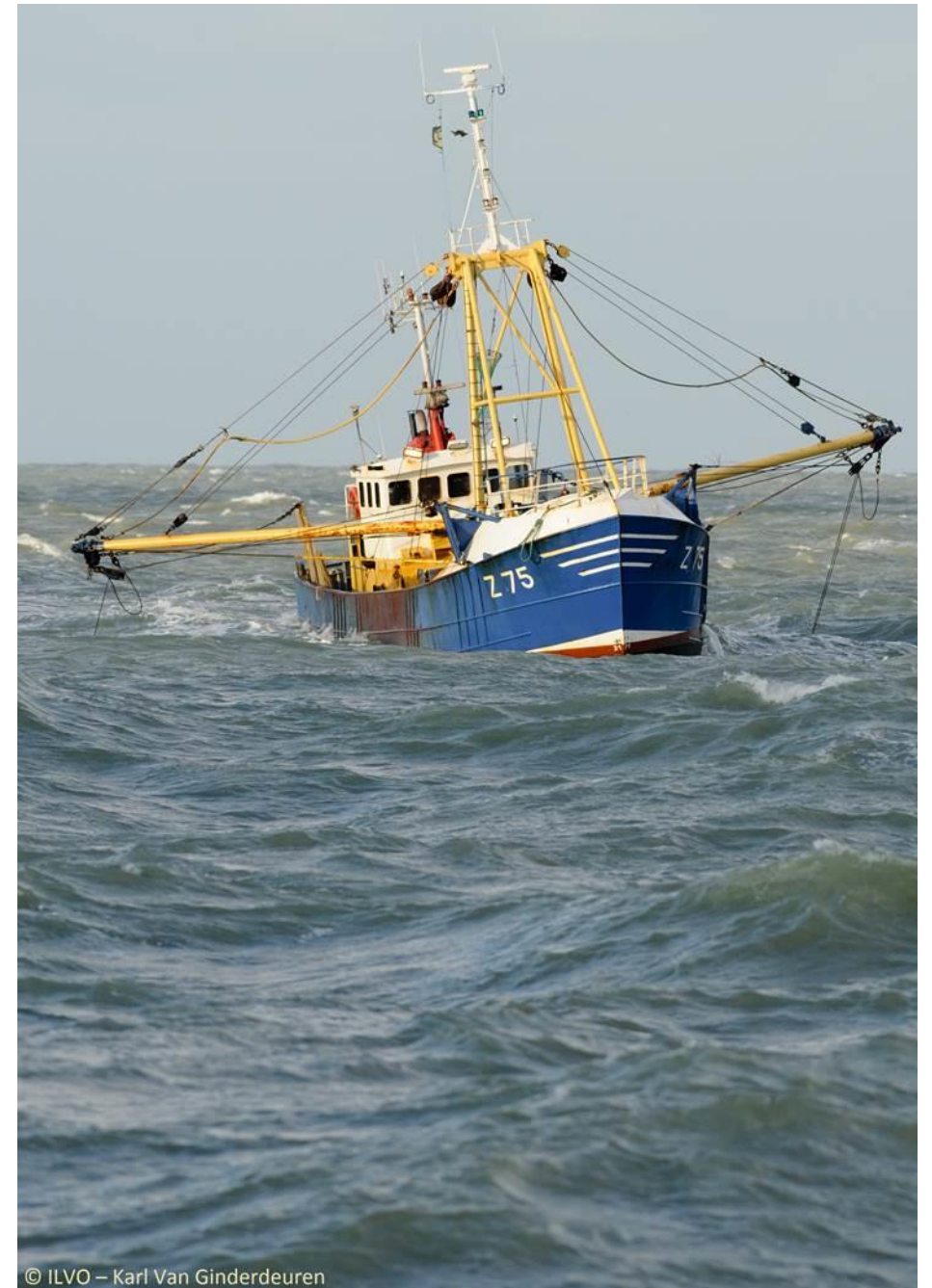
Context

- International competition (price, production methods)
- Increased consumer demand for quality and sustainability
- Renewal of the EU Common Fishery Policy (CFP): changes fishing fleets, quota, regulation, fishing grounds
- Overfishing, environmental concerns
- Challenges of the regional economies
- Limited funding possibilities

Aim/objectives:

- to increase the innovative capacity of fisheries, fishery ports and fish based regional economies around the North Sea.
- to promote sustainable solutions by means of specialization and broadening within the whole supply chain:

from catch to plate!



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HOW?



Transnational cooperation (1)

Increase the innovative capacity of fish based regional economies by means of specializing within the supply chain

- Understanding current and future trends of NSF countries/regions
- Mapping fish supply chain data flows
- Adjustment of port facilities for flexible and sustainable fisheries
- New methods for scoring and visualizing the sustainability of landed fish

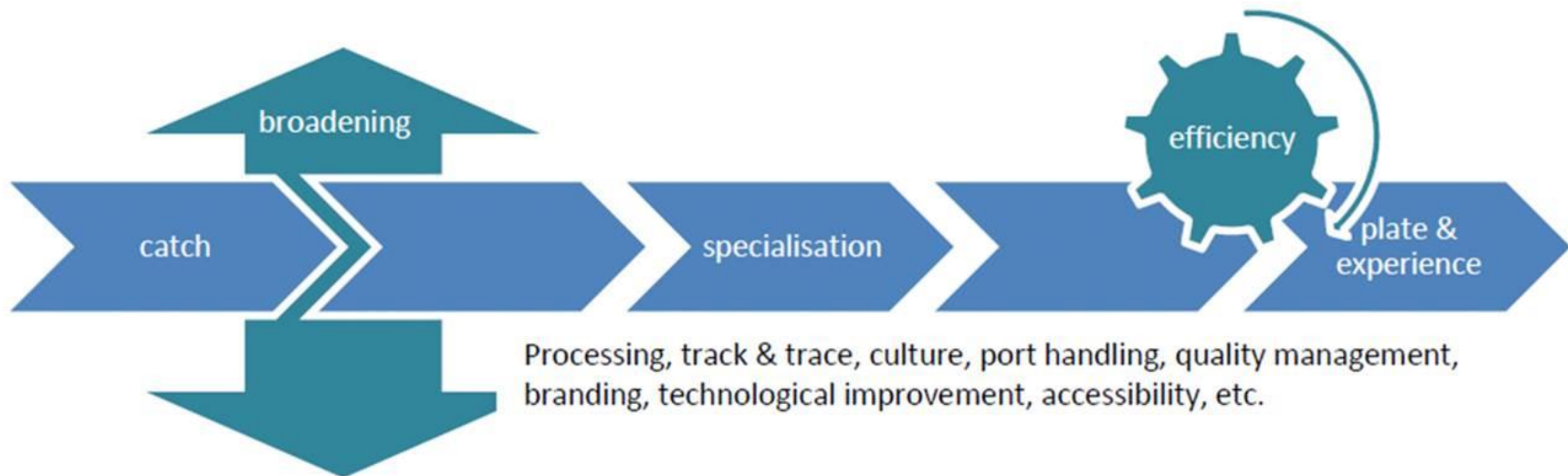


Transnational cooperation (2)

Increase the innovative capacity of fish based regional economies by means of broadening the supply chain

- Expanding and strengthening the network in the supply chain
- Exploring new market combinations for North Sea fisheries
- Connecting consumers and fishery economies

Transnational cooperation (3)





Innovation from catch to plate



Contribution to the EU initiative **INSEPARABLE**



**Eat, Buy and Sell
Sustainable Fish**



After North Sea Fish

- North Sea Fish website: www.northseafish.eu
- New project ideas for 2014-2020!
 - FUTU Fish
 - Traceability and sustainability in North Sea region fisheries
 - North Sea Seafood Route
 - And more...!

I wish you a very fruitful conference!

Thank you.

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