

Traceability, labelling and certification of fish products. & Spanish consumer market choices.

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General comments

The EU has one of **the most stringent regulations** on food safety principles and the protection of consumer's interests.

Our food law is aimed at the reduction, elimination or avoidance of any **risk** to health.

The **free movement** of safe and wholesome food is an essential aspect of the internal market and contributes significantly to the health and well-being of citizens, and to their social and economic interests.



Traceability

[**Regulation 178/2002** laying down the general principles and requirements of food law, establishing the European Food Safety Authority and laying down procedures in matters of food safety]

Traceability: Ability to trace and follow a food through all stages of production, processing and distribution.

Food business operators shall be able to **identify** any person from whom they have been supplied with an ingredient or substance intended to be incorporated into a food.

Food business operators shall have in place **systems and procedures** to identify the other businesses to which their products have been supplied.

Traceability

[**Regulation 178/2002** laying down the general principles and requirements of food law, establishing the European Food Safety Authority and laying down procedures in matters of food safety]

Operators shall have in place systems and procedures which allow for this information to be made **available to the competent authorities**.

Food which is placed on the market in the EU shall be adequately **labelled** or identified to facilitate its traceability, through relevant documentation or information.

→ The responsibilities on food lie on **food business operators**.

Traceability

[**Regulation 853/2004** laying down specific hygiene rules for on the hygiene of foodstuffs]

Food business operators placing on the market a product of animal origin must include:

(a) A health mark.



(b) Or an identification mark.

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Information to consumers

In order to achieve a high level of health protection for consumers and to guarantee their right to information, it should be ensured that consumers are **appropriately informed** as regards the food they buy & consume.

EU food laws provide a basis for consumers to make **informed choices** in relation to food they consume and to prevent any practices that may mislead them.

The general EU labelling requirements are **complemented** by a number of provisions applicable to all foods in particular circumstances or to certain categories of foods. In addition, there are a number of specific rules which are applicable to specific foods.

→ The rules on food labelling and information to consumers are complex!

Information to consumers

[**Regulation 1169/2011** provision of food information to consumers]

Provides the basis for the assurance of a high level of **consumer protection** in relation to food information, taking into account the differences in the perception of consumers and their information needs whilst ensuring the smooth functioning of the internal market.

Establishes the general principles, requirements and responsibilities governing food information, and in particular food **labelling**.

It lays down the means to **guarantee the right of consumers** to information and procedures for the provision of food information.

Applies to food business operators at all stages of the food chain, where their activities concern the provision of food information to the final consumer.

Information to consumers

[**Regulation 1169/2011** provision of food information to consumers]

List of **mandatory labelling information**:

- (a) the name of the food;
- (b) the list of ingredients;
- (c) any ingredient causing allergies or intolerances used in the manufacture or preparation of a food and still present in the finished product, even if in an altered form;
- (d) the quantity of certain ingredients or categories of ingredients;
- (e) the net quantity of the food;
- (f) the date of minimum durability or the 'use by' date;

...



Information to consumers

[**Regulation 1169/2011** provision of food information to consumers]

...

- (g) any special storage conditions and/or conditions of use;
- (h) the name or business name and address of the food business operator;
- (i) the country of origin or place of provenance;
- (j) instructions for use where it would be difficult to make appropriate use of the food in the absence of such instructions;
- (k) with respect to beverages containing more than 1,2 % by volume of alcohol, the actual alcoholic strength by volume;
- (l) a nutrition declaration.

Information to consumers

[**Regulation 1169/2011** provision of food information to consumers]

VISIBILITY

- Mandatory information shall be **marked in a conspicuous place** in such a way as to be **easily visible** and, where appropriate, indelible.
- It shall not in any way be **hidden, obscured**, detracted from or interrupted by any other written, pictorial matter or intervening material.
- Printed on the package or on the label in such a way as to ensure **clear legibility**, in characters using a font size where the x-height is equal to or greater than 1,2 mm.

Steak & Mushroom Casserole

Chunks of steak, mushrooms and carrots in a rich sauce, accompanied by mashed potato, broccoli and mashed carrot



Ingredients: Potato, carrot, beef (17%), water, broccoli, mushrooms (10%), onion, vegetable oil, swede, modified potato starch, butter (milk), parsnip, sugar, salt, dried whole milk, tomato puree, burnt sugar syrup, yeast extract, maltodextrin, potato starch, natural flavouring, pepper, caramelised sugar powder, onion powder, beef extract powder, dried mushroom, acidifier (E330), spice extracts, dried onion, dried parsley, clove. Made in a factory that does not handle nuts. Not guaranteed free of nut trace.



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Best Before: 26.12.13

Cooking guidelines (all ovens may vary): Pre-heated oven 160°C/325°F/Mark 3-4. If fan assisted 140°C/275°F. Typically 35-40 mins or until piping hot. Cook from frozen.

Cook from frozen Position the plastic container in the centre of the microwave oven FULL power.

Price £2.95 360g

Frozen Food Keep Stored at -5°C

Nutritional Information

Protein	18.1g
Fat	16.2g
Of Which Saturates	(5.2g)
Carbohydrates	26g
Of Which Sugars	(7.2g)
Sodium	0.468g
Salt	1.2g
Potassium	906mg
Fibre	4.7g
kCalories	322 kCal
kJoules	1347 kJ



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Information to consumers

[**Regulation 1169/2011** provision of food information to consumers]

LIST OF INGREDIENTS

- The list of ingredients shall be preceded by a suitable heading which consists of the word 'ingredients'.
- It shall include all the ingredients of the food, in descending order of weight, as recorded at the time of their use in the manufacture of the food.
- Ingredients shall be designated by their specific name, where applicable.

Information to consumers

[**Regulation 852/2004** on the hygiene of foodstuffs]

DEFINITIONS

Processing: any action that substantially alters the initial product, including heating, smoking, curing, maturing, drying, marinating, extraction, extrusion or a combination of those processes.

Unprocessed products: foodstuffs that have not undergone processing, and includes products that have been divided, parted, severed, sliced, boned, minced, skinned, ground, cut, cleaned, trimmed, husked, milled, chilled, frozen, deep-frozen or thawed.

Processed products: Foodstuffs resulting from the processing of unprocessed products. These products may contain ingredients that are necessary for their manufacture or to give them specific characteristics.



Information to consumers

[**Regulation 853/2004** laying down specific hygiene rules on the hygiene of foodstuffs]

DEFINITIONS

Fishery products: All seawater or freshwater animals (except for live bivalve molluscs, live echinoderms, live tunicates and live marine gastropods, and all mammals, reptiles and frogs) whether wild or farmed and including all edible forms, parts and products of such animals.

Prepared fishery products: Unprocessed fishery products that have undergone an operation affecting their anatomical wholeness, such as gutting, heading, slicing, filleting, and chopping.

Information to consumers

Fishery products



Prepared fish. products



Processed fish. products



Information to consumers

Other voluntary information: **Nutritional & Health claims**

→ Provisions on nutrition and health claims in order to ensure the effective functioning of the internal market whilst providing a high level of consumer protection.

→ Applies to nutrition and health claims made in commercial communications, whether in the labelling, presentation or advertising of foods to be delivered as such to the final consumer.

Nutrition claim: claim which states that a food has particular beneficial nutritional properties.

Health claim: claim that states that a relationship exists between a food and health.



[Regulation 1924/2006]

Information to consumers

[**Regulation 1379/2013** common organisation of the markets in fishery and aquaculture products]

→ Fishery and aquaculture products referred to in Annex I to this Regulation which are marketed within the EU, irrespective of their origin or of their marketing method, may be offered for sale to the final consumer or to a mass caterer **only if appropriate marking or labelling indicates:**

The requirements set by Regulation 1169/2011

+ More...



Information to consumers

[**Regulation 1379/2013** common organisation of the markets in fishery and aquaculture products]

List of mandatory labelling information:

- (a) the commercial designation of the species and its scientific name;
- (b) the production method, in particular by the following words "... caught ..." or "... caught in freshwater ..." or "... farmed ...";
- (c) the area where the product was caught or farmed, and the category of fishing gear used in capture of fisheries;
- (d) whether the product has been defrosted;
- (e) the date of minimum durability, where appropriate.



Information to consumers

[**Regulation 1379/2013** common organisation of the markets in fishery and aquaculture products]

The **commercial designation** of the species and its scientific name;

(a) the scientific name for each species, in accordance with the FishBase Information System or the ASFIS database of FAO;

(b) the commercial designation:

(i) the name of the species in the official language or languages of the Member State concerned;

(ii) where applicable, any other name or names that are accepted or permitted locally or regionally.

2. All species of fish which constitute an ingredient of another food may be designated as "fish", provided that the name and presentation of such food does not refer to a specific species.



Information to consumers

[**Regulation 1379/2013** common organisation of the markets in fishery and aquaculture products]

Whether the product has been **defrosted** → does not apply to:

- (a) ingredients present in the final product;
- (b) foods for which freezing is a technologically necessary step in the production process;
- (c) fishery and aquaculture products previously frozen for health safety purposes (parasites).
- (d) fishery and aquaculture products which have been defrosted before the process of smoking, salting, cooking, pickling, drying or a combination of any of those processes.

Certification

Standards and certification schemes in aquaculture address critical issues about **quality, environment, social and animal welfare** matters as these are increasing stakeholder concerns.

Certification schemes are **especially useful where there is information asymmetry** on safety and quality as well as sustainability issues, that is, where buyers and consumers cannot easily judge certain quality aspects of products or production processes.

The **pressure on fish farmers and processors** of farmed fish to comply with private standards depends on the market, how that market is structured, and on the type of product being sold.



Certification

Classification

- Baseline private standards and certification schemes, for example ISOs, BRC, IFS, GLOBALGAP. These set basic requirements often about production processes and processing (B2B).



GLOBALG.A.P.



- NGO-driven standards and certification schemes: for example BAP-GAA, ASC, Friend of the Sea, etc. that focus on the farm level (B2C).



Certification

Classification

- Private in-house standards and certification schemes of large retail firms, for example Carrefour Quality Lines (B2B).

- EU standards and certification schemes: Organic.



- Other standards such as *Label Rouge* (France) and producer standards and certification schemes, such as *Crianza de de Nuestros Mares* (Spain) (B2C).



Certification

Chain dynamics. Private standards and certification schemes are increasing their impact on trading practices in aquaculture marketing channels.

Although private standards and certification schemes by definition are voluntary, they may in practice become de facto mandatory where compliance is required for entry into markets.

Cost. The costs of compliance can be disproportionately high, specially for small operators.

Geographical differences in the EU. Considerable geographical differences exist throughout Europe in the importance of private standards and certification schemes, especially with respect to sustainability.

In general, large retailers and food service companies in North-West Europe have more requirements than in countries in Southern Europe, where sustainability issues are less dominant, or work indirectly through quality and origin of the product

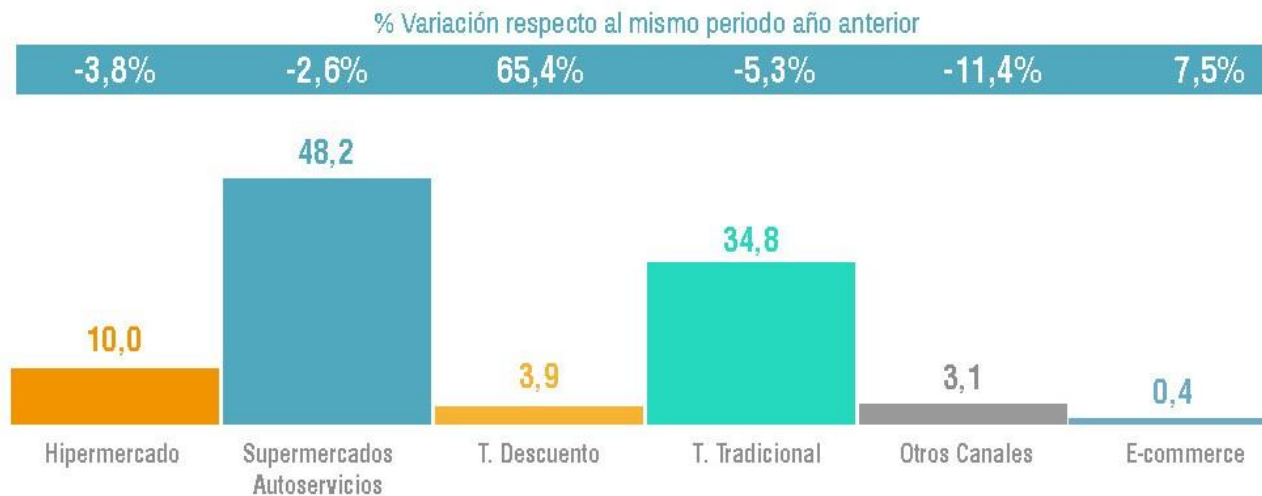
Spanish consumer market choices.

Compra de **productos acuáticos** en España (2016) por tipo de establecimiento
(Fuente MAPAMA)



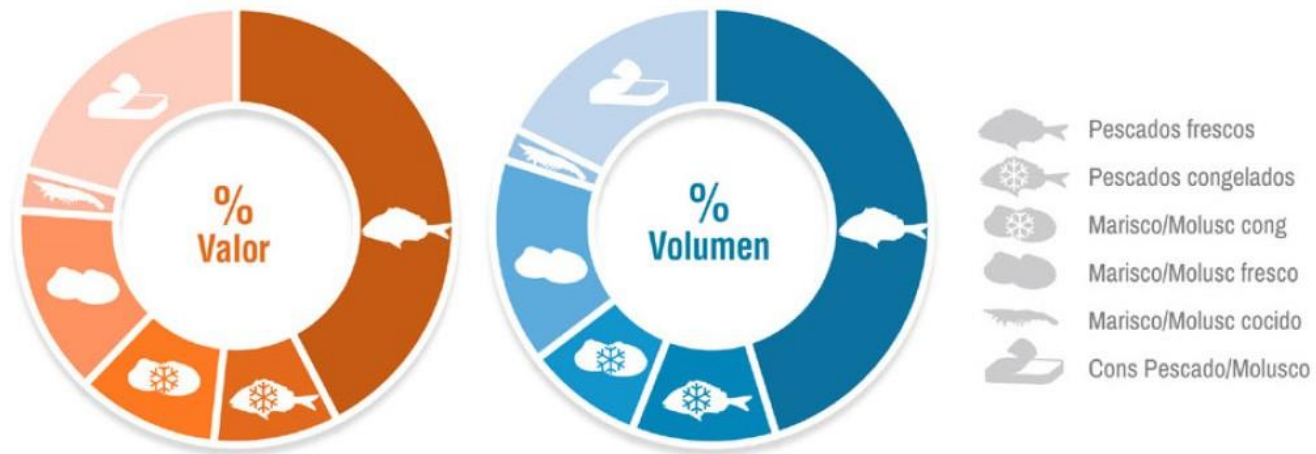
Spanish consumer market choices.

Compra de **productos acuáticos frescos** en España (2016) por tipo de establecimiento (Fuente MAPAMA)



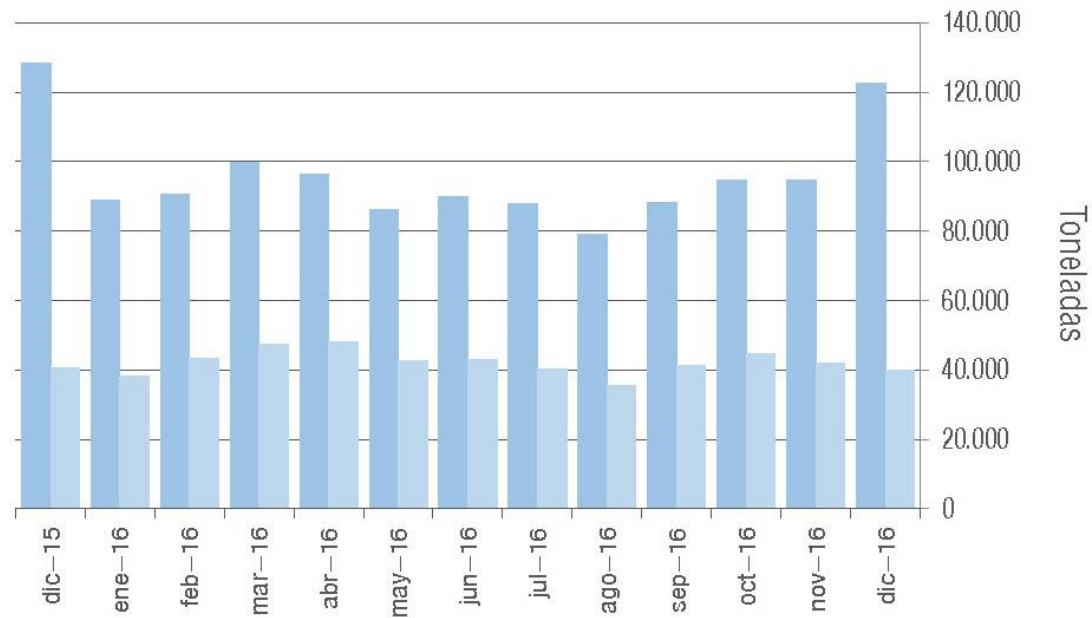
Spanish consumer market choices.

Preferencia de compra de productos acuáticos en España (2016) por **tipo de presentación** (Fuente MAPAMA)



Spanish consumer market choices.

Evolución mensual de la compra de productos acuáticos en España (2016), diferenciando el total frente a los frescos (Fuente MAPAMA)



Traceability, labelling and certification of fish products. & Spanish consumer market choices.

Thanks for your attention!

I hope you found this presentation interesting.

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www.diversifyfish.eu



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