

Adding Value to Seafood Products

Case study Europe (abstract)

Value Added Seafood Conference

2004 **INFOSAMAK** **إنفوسماك**

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Adding Value to Seafood Products

To create employment and increase revenues

- Adding value to seafood:
 - Why adding values?
 - What values to add?
 - How to add values?

- Adding Value to Seafood in Europe: What has been done in period 1980-2000

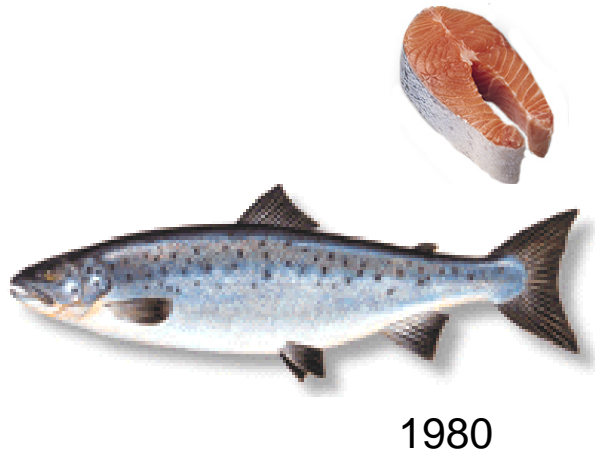
- 2000-2010: What will be done?

Cutting

| 1980-1990 | 1990-2000 | 2000-2010 | Value/service |
|------------------------------|-----------------------|--|-------------------------------------|
| Cutting into fillets, steaks | Fixed weight portions | Precise grading/ specific shapes (for food service + industry)/tailor-made items | Convenience + cost reduction |



From round salmon to fixed weight portions



2003

Adding value to Tuna



1980



1990



2003

Cooking

| 1980-1990 | 1990-2000 | 2000-2010 | Value/service |
|------------------------------------|-----------------------------------|---|---|
| Cooking: Boom in Fresh Ready Meals | Pre-cooking/less fat/new recipes/ | New recipes/ new species/ exotic inspiration/ less salt/ less acid/ no preservative | Convenience Time saving Culinary value + Dietetic/ health considerations |



From bulk to convenient fixed weight packs with sauce



2000-2010: More labels

| 1980-1990 | 1990-2000 | 2000-2010 | Value/service |
|-----------|----------------------|--------------------------------|---------------------------------------|
| | Collective Labelling | Collective & private Labelling | Information Assurance Marketing |



Labelling: What for?

- ❑ To offer a different product, to stimulate demand and restore pricing power

- ❑ To make the product match with values awaited by buyers (consumers/traders)
 - Safety
 - Good Taste
 - Health/ nutrition
 - Environment friendly

Branding

| 1980-1990 | 1990-2000 | 2000-2010 | Value/service |
|-----------|-----------|--|------------------|
| | | Branding/ Advertising/ communication | Creating loyalty |

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Seafood in the Future: Which Values to add?

- ❑ **Material values:** transforming raw fish into an easy/pleasant to eat item
 - To cut, skin, shell (shellfish), peel (shrimps), cook, assemble, batter, marinate...

- ❑ **Immaterial values:** making the product fitting with modern consumers values (healthy, secure, environment respectful...)
 - Traceability, quality assurance through private brand and /or quality mark/ collective label, communication