EURO FISHMARKET

UNA RISPOSTA AL SETTORE ITTICO · AN ANSWER TO THE FISH SECTOR

Catch areas: An added value

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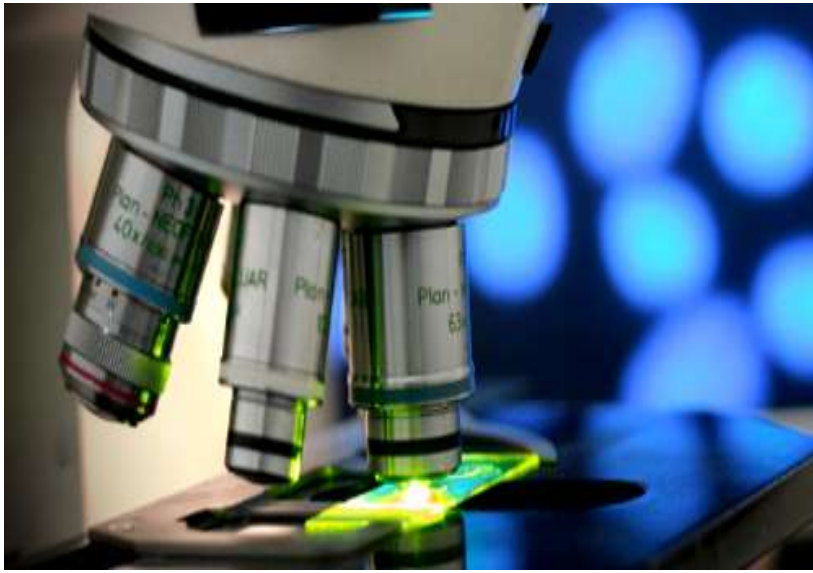

- 10 years
- www.eurofishmarket.it
- Consulting and training
- Collaboration with a number of EU Countries

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Regulation 1379 of 2013

Catch areas: an added value?

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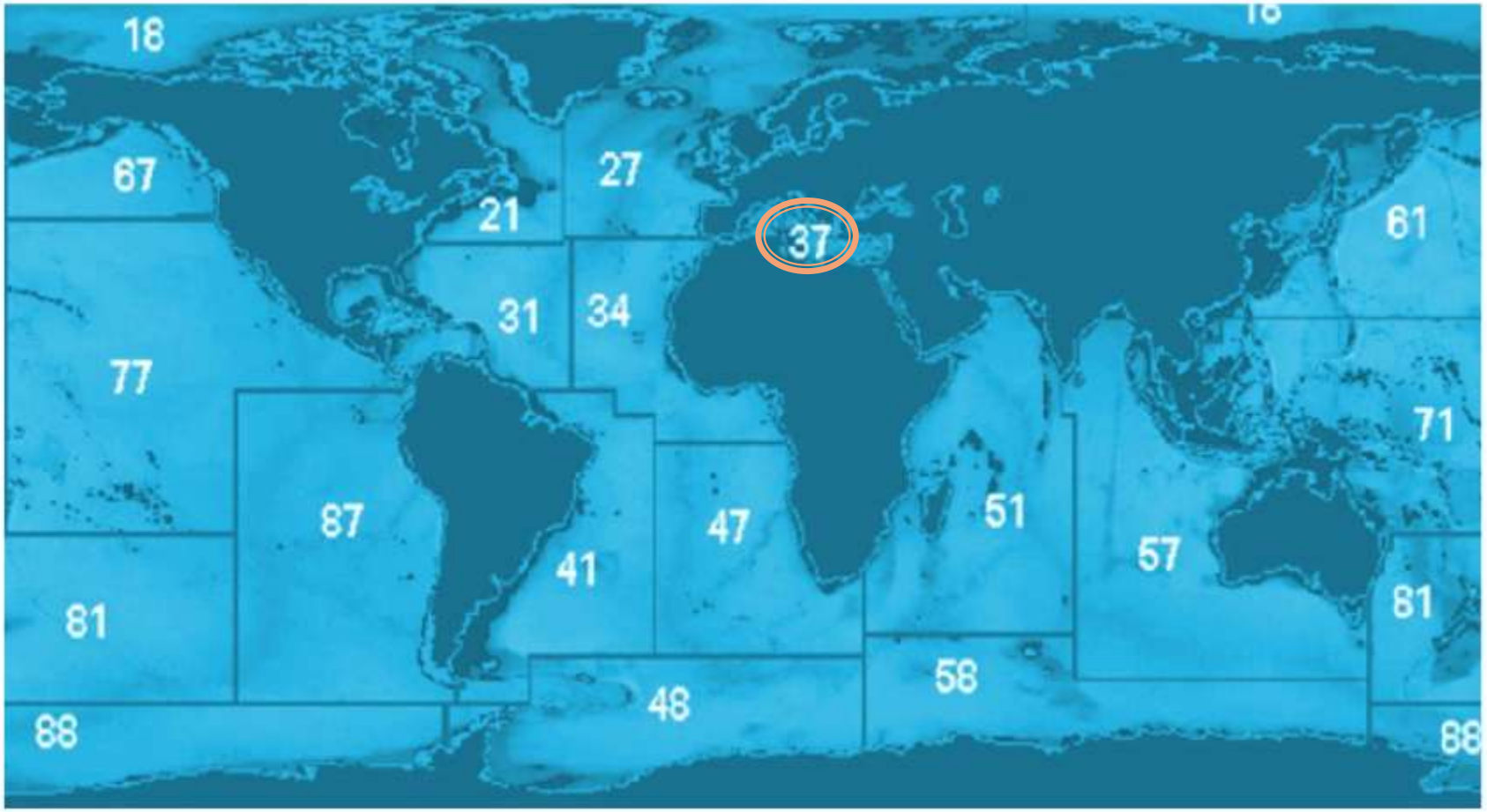
FAO area



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FAO Mediterranean Subarea

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Market research

- Consumers prefer fresh food products
- Fresh food is represented by local products

Source: Ismea 2010

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Market research

Local product

Strengths

- Glamour
- Nutrient content
- Taste

Weaknesses

- Price
- Safety

Source: Ismea 2010

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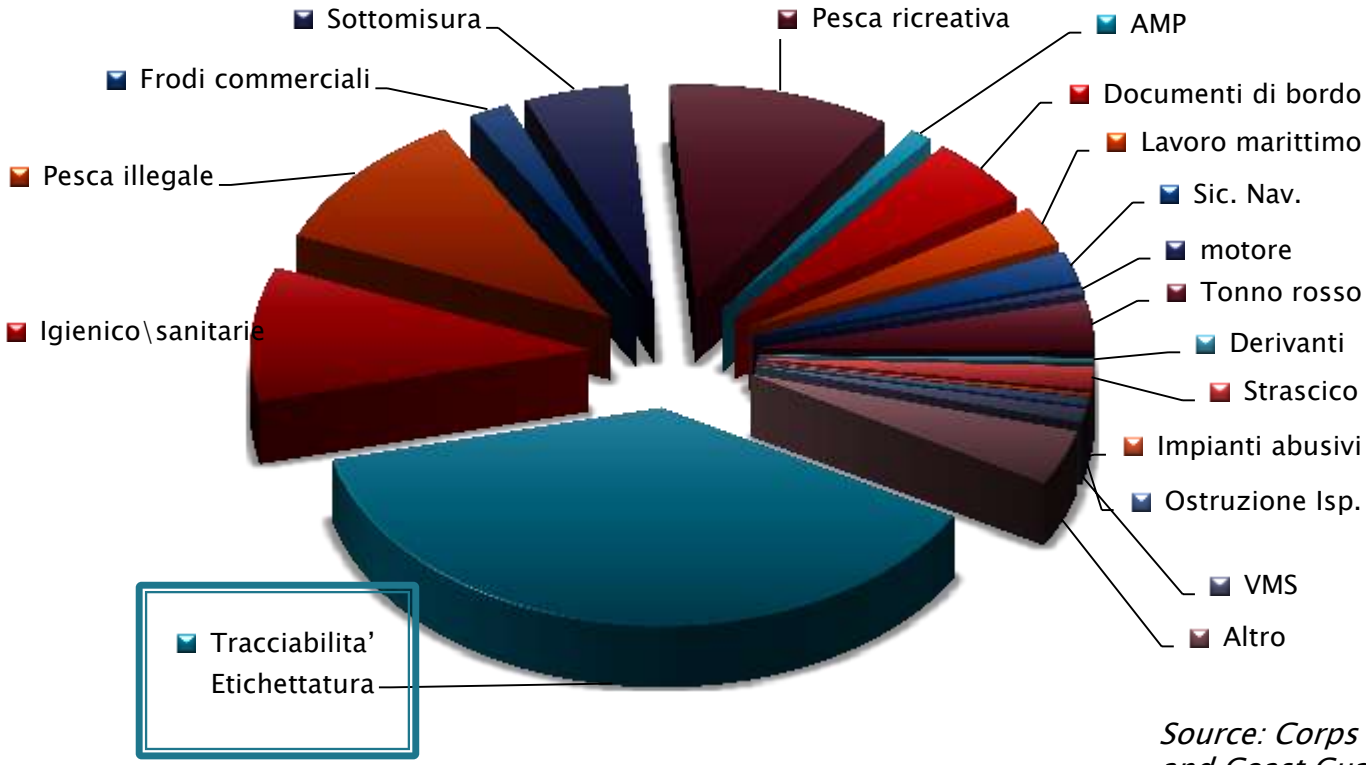
81.980 controls

5.863 Fines

Type of breaches

2.217 (38%) Supply Chain and food traceability



Source: Corps of Harbour Masters and Coast Guard 2013 Italy

Fight against unfair competition

Safety

Trading fraud

Health fraud

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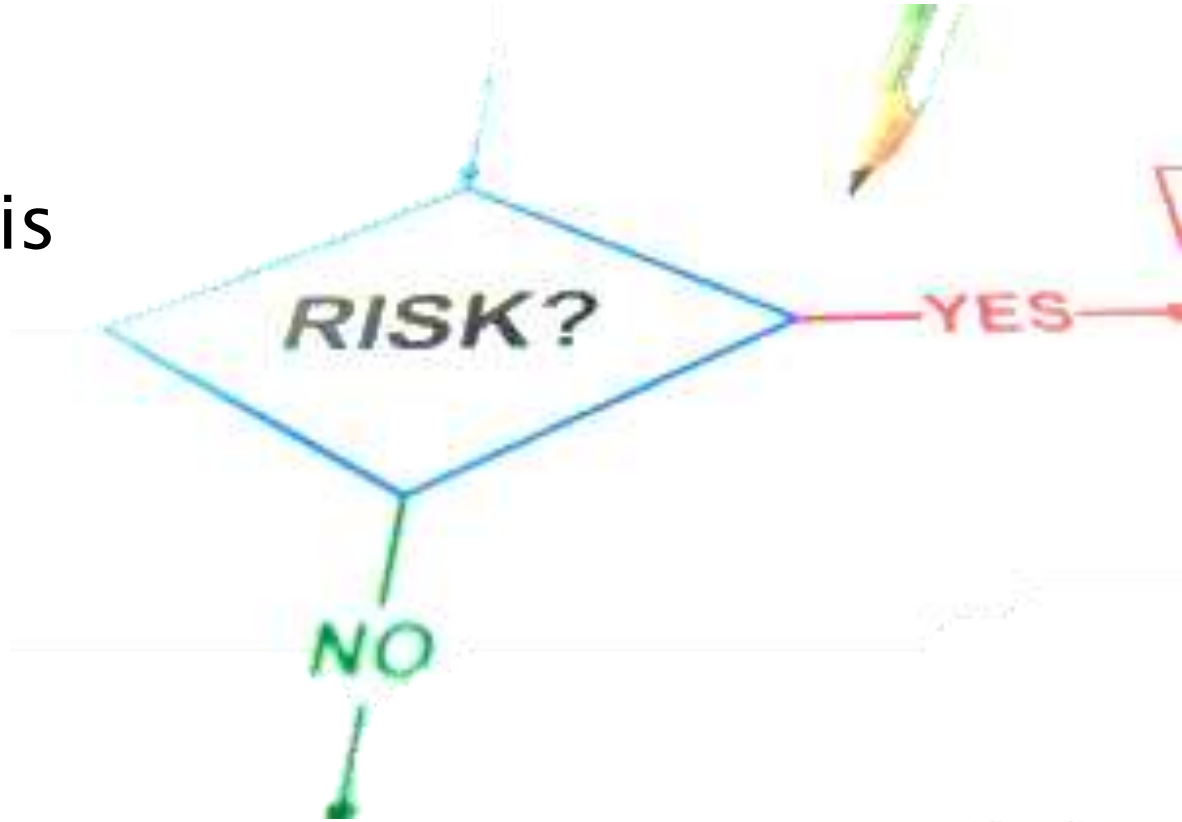
Commercial fraud becomes a health fraud

- Proper risk analysis



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Anisakis

Different studies show that the presence of Anisakis also depends on the fish area

Despite these measures are difficult to be implemented, since it is not possible to establish a "zero risk" in relation to the possible presence, though sporadic, of zoonotic Anisakidi larvae in wild fish species, the results of this survey and in the specific the detection of values of prevalence and intensity are very low for larvae of *Anisakis* sp. both in anchovies and in sardines fished in the north-western Adriatic Sea.

This may constitute a reassuring element for the consumer and a useful component to value, from a health point of view, small pelagic fish from these fishing areas.

Source: Joseph Scaturro1, Andrea Gustinelli1, Monica Caffara1, Prearo2 Marino, Maria Letizia Fioravanti1
1 Department of Veterinary Medical Sciences, Alma Mater Studiorum University of Bologna, Ozzano Emilia (BO)
2 Zooprofi lattico Sperimentale Institute of Piemonte, Liguria and Valle d'Aosta, Turin.

Heavy metals

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Nrdc mercury calculator

NATURAL RESOURCES DEFENSE COUNCIL
THE EARTH'S BEST DEFENSE

Your weight: 155 lbs	Estimated Mercury Intake (µg/kg/day)
3 Portions of Tuna (Yellowtail)	0.08
Total	0.08

Your Estimated Mercury Intake is Within the "Safety Zone"

Your mercury intake this week averaged 0.08 micrograms per kilogram per day. The maximum mercury intake that the Environmental Protection Agency considers to be safe is 0.1 micrograms per kilograms per day.

Because the EPA's safe level is designed to protect children and pregnant women -- who are the most vulnerable to the harmful effects of mercury -- this level is considered safe for everyone. **Remember that this calculation is only an estimate** and should not be considered definitive. **The estimate does not predict any risk** to you or your family. **If you are concerned about the calculator's results** or wish to get a more accurate reading through a blood mercury test, you should **talk to your doctor**.

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Resources protection

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Minimum size limit

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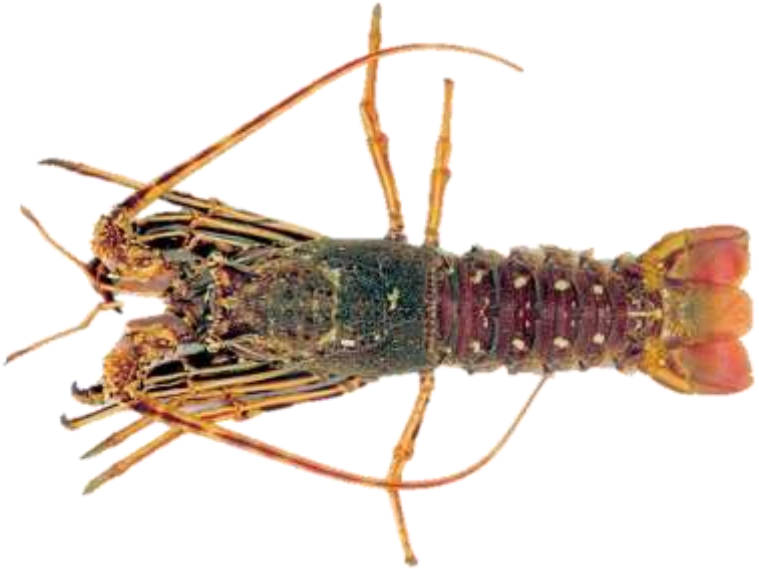

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The overvaluation of the national product

The overvaluation of the UE product

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Market protection

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Bélon Oyster

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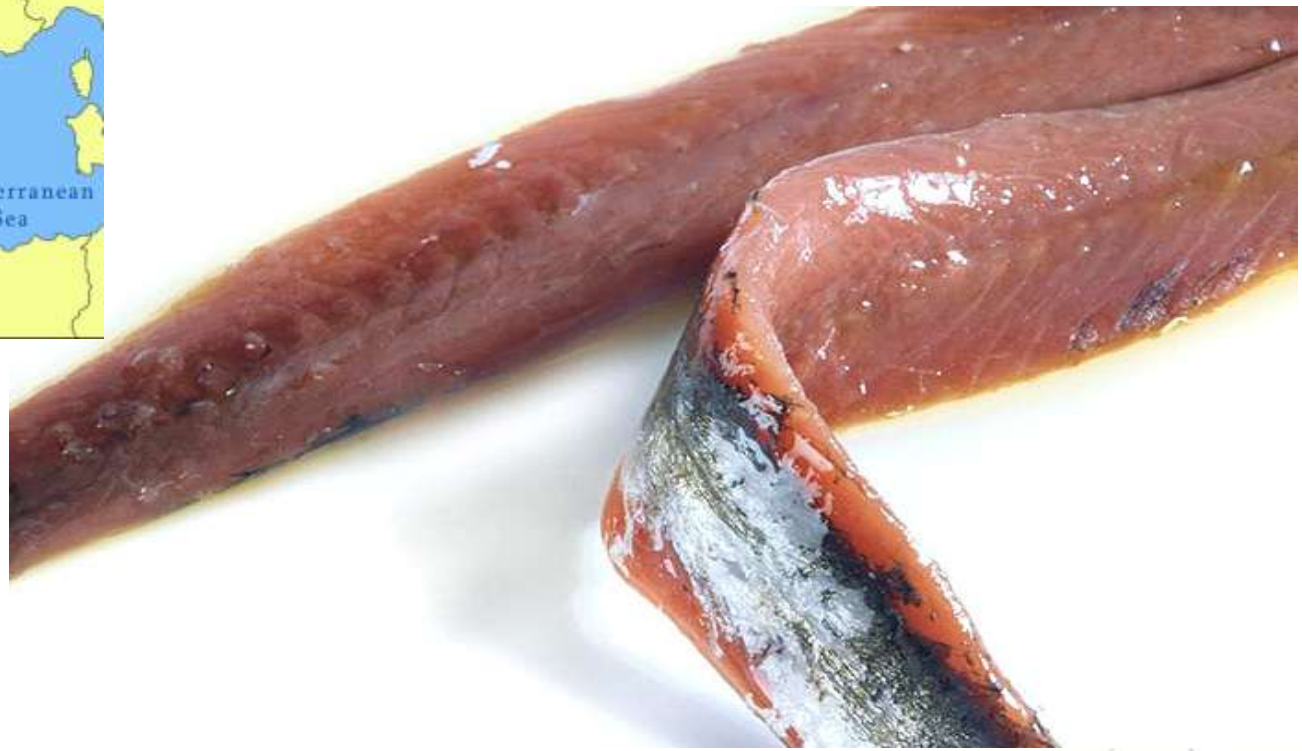
Cantabrian Anchovies



Recovery of traditions

Traditional recipes are disappearing because the local product is not longer in use

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Presidio Slow Food

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Ricco di
Filetto di Pesce
pronto in tavola
Il sapore della cucina italiana
BOSSON
FILETTO DI PANGASIO
PRECOTTO AL NATURALE
IL PESCE FA BENE, È UN ALIMENTO SANO E LEGGERO...MANGIATELO!
Ricco di
OMEGA 3
senza conservanti

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- Consumer safeguard
- Market protection
- Fraud reduction
- Proper risk analysis
- Recovery of traditions

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