FISH MANAGEMENT

Hyacinthe Cloarec, Global Director Fish Management

YOU & METRO

PART 1

GLOBAL FISH MANAGEMENT

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METRO CC : SEAFOOD FRESH AND FROZEN

Cash & Carry*

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makro

- **25** countries

Volume:

- 160.000t of Fresh/Frozen

Total sales:

- 1.2b € sales in Seafood

How to secure the access to the resources and secure our market

Less resources

Traceability

Price Increase

Transparency

Food safety

Open book/cost optimization

Direct sourcing

Supply chain management

Own expertise

Long term Sustainable

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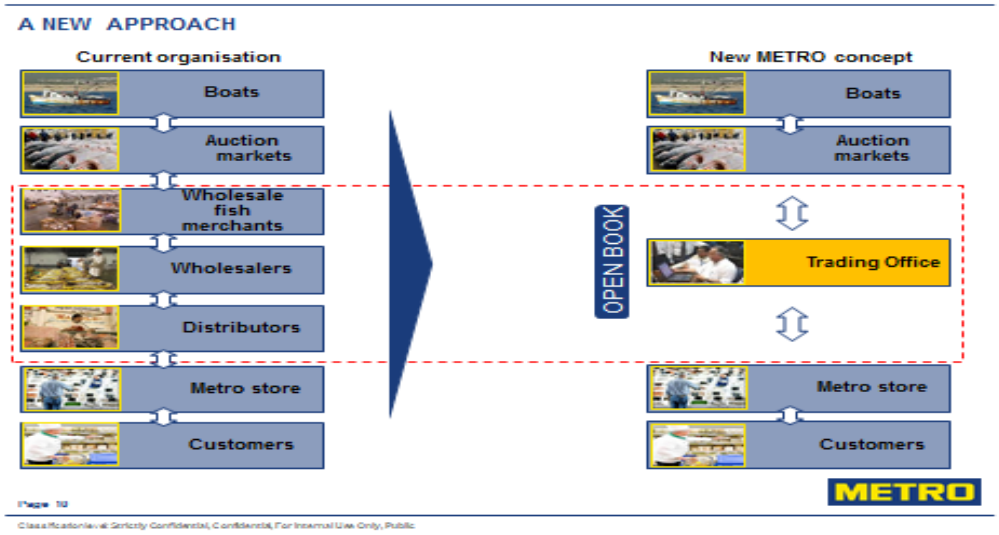
INTERNATIONAL SOURCING STRATEGY



Simplification

From farm to fork

Supply Chain solution

Product focus

Controlled quality from the source

Full and permanent availability

Unique offer

Sustainable source

Community development

Expertise of “product specialists”

Know-how of host sourcing countries

Secure individual countries requirements

Common sourcing/Fish Policies

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FISH MANAGEMENT 360° VISION/SPIRIT

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PART 2

FISH SUSTAINABILITY & POLICY

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SUSTAINABLE FISH & SEAFOOD STRATEGY - 3 STEPS TO OUR COMMITMENT

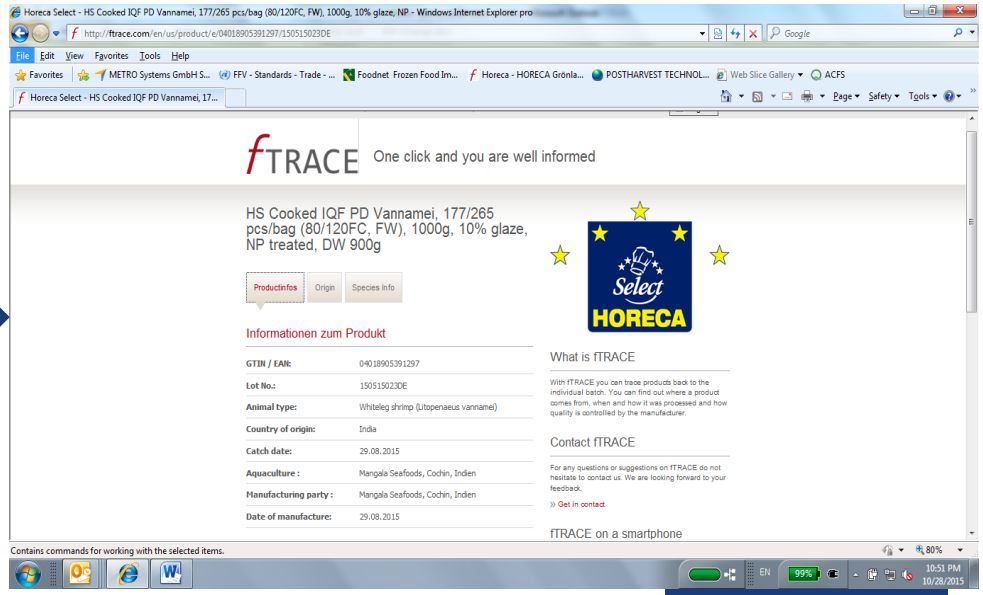
1. Definition of endangered species which we don‘t want to sell or sell under defined circumstances

2. Assessment of MCCs top fish species (€ / Hotspots)

3. Definition of criteria for selected top specie and definition of targets and KPIs

EXAMPLE OF FTRACE – FROZEN SEAFOOD HK TRADING OFFICE

- Extended barcode (EN 128) launched in August 2015
- **18 SKUs** will be ready for on shelf in **Jan 2016** for DE, SK, CZ, AT, HU, RO



PART 3

CHALLENGES AND OPPORTUNITIES FOR AQUACULTURE

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KEY CHALLENGES AND OPPORTUNITIES

Image of Farmed Fishes (Quality, Production, ..)

Innovation in Production (off shore, Fish ratio)

Market of Price sensitive(Promotion,Competition..)

Transparency in Certification/Quality/labelling

Lake of communications along Fish supply chain (Sillos, transparancy)

Vertical Integration (transparency along the chain, Nutrition)

Work closer and together for :

Our Common Future

Our Common Success

Thank you

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