



SUCCESS

Renforcer la compétitivité et la durabilité économique des secteurs européens de la pêche et de l'aquaculture en saisissant les opportunités offertes par le marché

Strategic Use of Competitiveness towards Consolidating the Economic Sustainability of the European Seafood Sector

Editorial : SUCCESS tied in with Blue Growth

Blue Growth is the long term strategy to support sustainable growth in the marine and maritime sectors as a whole. Seas and oceans are drivers for the European economy and have great potential for innovation and growth. It is the maritime contribution to achieving goals of the Europe 2020 strategy for smart, sustainable and inclusive growth (European Commission). The Blue Growth strategy can boost the growth of the European fishery and aquaculture sector and ensure its sustainability.

The objective of the Workshop Blue Growth organized by the University of Cantabria and Menéndez Pelayo International University (UIMP) and held in Santander in September 2017 was to propose a meeting place for various stakeholders (public institutions, partners and practitioners, among others), and raise issues related to the policies related to the Blue Growth Strategy, as well as promote innovative tools and technological development through multisector projects and fisheries diversification, promote new technologies applied to the fishing activities funding, analyse the impact of certifications and quality labels as a way to guarantee the sustainability of fishery resources, and foster perspectives for organic aquaculture (implementation, development and restrictions) as well as CSR issues in the value chain.



A meeting place for Blue Growth actors

Representatives of institutions highly involved in Blue Growth, such as Ministerio de Agricultura y Pesca, Alimentación y Medio Ambiente (MAPAMA), Oceanic Platform of the Canary Islands (PLOCAN), Coastal Ocean Observing and Forecasting System (SOCIB), IDES-UC, National Association of Sea and Fish Canned Food Producers (ANFACO-CECOPECA), Xunta de Galicia, MSC, Grupo Consorcio, Thünen Institut, EU- DG MARE, AND International, Cantabria Confederation of Cofradías and Office of Food Quality of Cantabria (ODECA) attended the event.

There were 8 conferences imparted by experts, and 4 discussion panels during the workshop (Generation of spaces of knowledge, Sustainability and Social Responsibility, Implementation of certifications and labels in seafood products, and Strategies for the sustainable development in the seafood sector in Cantabria), as well as a continuous dialogue among the attendants.

A video of the European project SUCCESS was released to the attendants that were not involved with the project.

Highlights and conclusions of the workshop

The rich exchanges between the participants were given rise to remarkable conclusions on the Blue growth strategy and the future of the sector:

- The Blue Growth strategy can boost the growth of the European fisheries and aquaculture sector and ensure its sustainability.
- Most effective tools for improving competitiveness, efficiency and sustainability of activities in fisheries and aquaculture sector are technological innovation, differentiation strategies based on development of new products and processes and the generation of shared knowledge spaces for stakeholders and the sector.
- Information systems can become a driver of Blue Growth strategy in the fisheries and sustainability sector. These information systems can be used to create a benchmark price index for risk management and/or control of costs of production.
- Ecolabels and quality certifications give a good image to the product, but they entail costs that are not compensated with their impact on sales. However, this situation may improve due to the increasing demand of responsible products in Europe.
- Spanish seafood canning sector is a modern sector that focuses on the conservation of fishery resources and technology. However, maturity of this industry is a barrier to the implementation of innovations in this sector.



More details and conclusion are available [here](#)

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SUCCESS innovates to improve the shelf life of seafood products

De-Shelled mussel is a product well consumed in Greece, where the demand is high. However, the commercialization is hampered by the shelf life: indeed the current shelf life (preserved in plastic bags with potable water) is about 5 to 6 days, the taste is deteriorating and the water takes a brownish colour. SUCCESS partners ATEITH (alexander technological educational institute of Thessaloniki) developed innovative processing methodologies to improve the shelf life by taking in account the sanitary, taste and appearance aspects. Different recovery processes were tested and the effect of some preservatives, like vinegar or salt, was assessed. Microbial assessment and sensorial tests allowed to identify the best combination. And the results are impressive: the methodology allows to extend the shelf life until one month and the brownish colour disappeared.

Now the project is entering the promoting phase. Several new recipes using the “longer shelf life” mussels were elaborated by the team and tested. Currently, two events are organized in Greece in order to present the results to cooks chefs and they have the possibility to taste these new recipes. The first event took place in Heraklion on 26 October 2017 and the next event will take place in Thessaloniki on the 11 December 2017.

At the same time, the SUCCESS partner UNIPA (University of Palermo) is also developing innovative processing methodologies to improve the shelf life of wild and farmed fish.



More details on the events are available [here](#) (October event in Heraklion) and [here](#) (December event in Thessaloniki)

NEWS AND UPCOMING EVENTS

PAST SUCCESS' EVENTS...

- SUCCESS workshop “promoting an innovative and tasteful domestic mussel product with longer shelf life” (October—Herakion) ([More information](#))
- SUCCESS workshop “Blue Growth: Sustainable Development of the Fishery and Aquaculture Sector ” (September—Santander) ([More information](#))
- SUCCESS workshop : “Impacts of BREXIT, free trade agreements, and looming shifts in international trade policies affected through Non-Tariff-Measures” (October — Bruxelles) ([More information](#))

UPCOMING SUCCESS' EVENTS...

The next events organized by SUCCESS is the SUCCESS workshop “promoting an innovative and tasteful domestic mussel product with longer shelf life” - 2nd edition (11 December—Thessaloniki) ([More information](#))

SUCCESS WAS THERE...

Team members attended and presented the results in:

- The Seafood Conference Iceland (November—Reykjavik) ([More information](#))
- The Spanish regional Conference “new opportunities for value creation” (November—Madrid) ([More information](#))
- MARE Conference “People and the Sea IX” (July—Amsterdam) ([More information](#))
- Aquaculture Europe (October-Dubrovnik) ([More information](#))
- XVI Congreso Nacional de Acuicultura (October-Zaragoza) ([More information](#))
- World seafood congress (September—Reykjavik) ([More info](#))
- SUCCESS team participate in a meeting with the H2020 project MedAID (increase sustainability and competitiveness of the Mediterranean marine fish-farming sector) in association with the FAO (November—Rome)

PROJECT PROGRESS

LAST RESULTS AND OUTCOMES...

- In October 2017, the scientific journal *Marine Policy* published the article “Impacts of current EU regulation on the UK whitefish value chain” (Mardle and Metz, 2017), presenting the results of the workpackage 4 for the Whitefish case study. The summary is available [here on the SUCCESS website](#) and the full article is available [here on Science direct website](#).
- The Spanish journal “Ipac acuicultura” published an article on price transmission in the EU, written by Dr José Manuel Fernández Polanco and Dr Ignacio Llorente García for the SUCCESS partners University of Cantabria. More details and the access to the article are available on the “Press release” section.
- These last month, SUCCESS present numerous results in events and conferences dealing with several topics (price transmission, value creation, labelling, value chain, consumers perception ...). All the presentation support are available in the new section “[Presentation supports](#)” or in the page of the events in the “[Event and conferences](#)” and “[workshops](#)” sections.

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