Spain: Interprofessionals, the key to the revitalization of the fisheries sector

The General Secretary of Fisheries of the Ministry of Agriculture, Food and Environment (MAGRAMA)**, Andres Hermida, has claimed the role of Interprofessional Organizations as dynamic agents of the sector whose main purposes are essential issues such as the promotion of fishery products. Hermida has made these statements at the opening of the** 17th Congress of Sea Products**, organized by the** Spanish Association of Commercial Codification (AECOC) **in the French town of Bayonne.**

The General Secretary considers imperative the impulse to Interprofessional Organizations in the fisheries sector to face future challenges. Apart from the promotion, Hermida has referred to other objectives of the Interprofessional that determine fisheries, such as improving knowledge, efficiency and transparency in the markets, improving quality, response to market needs and consumers, the regulation of supply or training activities. "In fulfilling its aims are the solutions to many of the outstanding issues in the sector in terms of competitiveness, efficiency and sustainability", has referred.

General Secretary of Fisheries of MAGRAMA has advocated the promotion of marine products to boost consumption. In this regard, he stressed the need to adapt to consumers through greater service at the point of sale, better product information and adequate education on the nutritional and health properties of fish and how to cook it. "It is necessary, he indicated, fit a type of consumer with lack of time, who needs to do the easy things, both in purchasing and in the preparation and consumption."

Andrés Hermida has insisted in the evolution of consumption of fishery products, whose guidelines mark a downward trend, and has announced being made analysis on "Consumer Behavior Fishery Products" or "Buyer Preserves and preparations of Fishery Products" . Its purpose is, as explained, knowing the trends and motivations of Spanish consumers, from the analysis of their needs, and identify the emotional and rational factors that come into play in the final unleashing of the purchase decision.

In his view, these studies are extremely useful in guiding institutional actions to give greater dimension to an economically sustainable activity trade and consumption of fishery products.

Hermida has encouraged companies, both to develop individual actions, such as working sectorally to promote fish consumption as it is a matter that requires a joint effort, which should be extended to the promotion of good practice and the application of innovation to its industries to make them more efficient, sustainable and profitable.

In this regard he recalled the importance of the regulation of the European Maritime and Fisheries (FEMP) that highlights innovation as horizontal axis and the possibilities offered by the OP approved, which includes a series of measures and aid for innovation in extractive fishing, aquaculture and the processing of fishery products.

A socioeconomic importance marked sector

During this forum, Hermida has valued the socio-economic importance of the Spanish fishing sector which ranked first at the community level, both from the point of view extractives as a processor. Among the data that support the significant weight of this sector are the volume of catches recorded in 2014, more than 1.2 million tons whose value amounted to 2,750 million euros, and production of its processing industry. With nearly 912,000 tons and a value of 4,000 million euros, it holds more than 35,000 jobs, 18,000 of them in the processing and canning industry.

Also, Hermida has referred to the continuing work of Ministry in collaborate with AECOC in developing automated and standards to ensure traceability in seafood tools, and actions aimed at improving the situation in the extractive and commercial sector.

Source: Ministry of Agriculture, Food and Environment