



Video of how we produce a
local and quality product





PRESENT :

Who & where are we now?

Food and quality

Brussels, Hotel Renaissance
29th November 2018



CHALLENGE: Impossible to produce more quality seafood

- We have the know-how, we have the customers and we have the money to **double our production of local and quality farmed fish.**
- But is quite **impossible to build a new farm in less than 6/10 years**
- Only solution actually: **to buy competitors** (it is not a good solution to increase the European production...)



CHALLENGE: Quality, dedicated to fresh market only?

- Like quite all the other European producers, I sell today **100% of my production on the fresh or smoked European market**
- The **canning or frozen markets are quite impossible to reach** because European processors are buying the imported raw material at a very low price.



CHALLENGE: Quality, how to inform consumers

- We respect all the **European rules** (and there is a lot....)
- We have clearly a **good quality product** farmed in sustainable conditions
- Our « local » products are sold on the European market with the **same labels than products from importation** (ASC, Organic, Global Gap...)



FEAP has done a huge job during the last years to convince European and National administrations/politics that we have to:

- develop the EU aquaculture production
- solve the administrative burden
- promote the concept of Level Paying Field



ROLE OF
FEAP

FEAP has now to convince the local administrations/politics because at a local level nothing has changed.

FEAP has also to continue to push through the AAC and the MAC:

- To transform intentions in actions concerning the Level Playing field
- To give a better information to the consumers concerning the traceability of all the seafood products



ROLE OF
FEAP

What we need:

- **More communication** at a global level on the fact that Aquaculture is part of “the solution”. It is important to convince the citizens and the local public and administrative.
- To **convince the European administration** to reduce the subsidies to European countries which are not achieving their goals in their own national strategic plans for aquaculture.



Farmed in EU

“Farmed in EU” has to be the only brand for the European consumers for sustainable and quality products in the seafood sector

