



Reykjavik 1.-2.10.13

## Group work – Session 3

### Questions to address:

1. Pointing out the three most important challenges within each thematic area
2. How can we solve these challenges
3. Project cooperation? R&D focus areas.



## Session 3: Improve fishing gear to minimize cost and improve quality

### Group 1:

#### Most important challenges?

- Important that it is easy to use the gear and understand what is happening.
- Loyal customers are important so the quality has to be constant. Double frozen fish that has been processed in China is variable in quality.
- Improving quality from 80% to 90% quality may not be cost efficient.
- We are trying to keep the fish fresh for longer time. Chilling the fish fast, keeping a constant chill-chain and increasing shelf life is important.
- Regulations can be hindering



## Session 3: Improve fishing gear to minimize cost and improve quality

### Group 1:

#### How can we solve these challenges?

- Better monitoring systems for what is in the trawl. Too much catch at once is difficult to handle. HB Grandi is using window to release fish when you catch too much.
- Avoid using grids, rather focus on making the cod end and the trawl as a whole better. Escape window is an alternative.
- Traceability and telling the story behind the product so that people know that they are not buying double frozen Chinese fish.

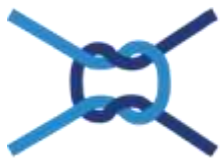


## Session 3: Improve fishing gear to minimize cost and improve quality

Group 1:

Project cooperation and R&D focus areas?

- ?



## Session 3: Improve fishing gear to minimize cost and improve quality

### Group 2:

#### Most important challenges?

- Poor bleeding
- Regulations can give negative effects
- Large catches



## Session 3: Improve fishing gear to minimize cost and improve quality

### Group 2:

#### How can we solve these challenges?

- Slagughter line onboard
- Regulations for quality or avoid regulations?
- New materials in fishing gear/
- Better sensors for regulating maximum catch



## Session 3: Improve fishing gear to minimize cost and improve quality

Group 2:

Project cooperation and R&D focus areas?

- ?



## Session 3: Improve fishing gear to minimize cost and improve quality

### Group 3:

#### Most important challenges?

- Time
- Traceability
- Don't mess with the fish unnecessarily, weight fish on board
- One is responsible to keep the 1 kg caught and present it as 1kg to the consumer, so quality is environmental issue





## Session 3: Improve fishing gear to minimize cost and improve quality

### Group 3:

#### How can we solve these challenges?

- Let quality control price
- Respect the raw material, environment and consumer
- Transferring knowledge from north to south regarding quality
  - Possible to keep fish on ice for longer time in Northern Africa than in the Northern Europe
- Include quality in Eco-labelling
- Increased communication
- Quality based fisheries or quantity based fisheries



## Session 3: Improve fishing gear to minimize cost and improve quality

### Group 3:

#### Project cooperation and R&D focus areas?

- Spread the sensation of quality of product
- Education involving scientist in informing fishermen with quality focus- triple helix?
- Let fishermen to rotate between crews in order to increase quality awareness
- Chain approach with information on quality aspects
- Distribute informative DVD with videos on proper handling and quality issues to the crews