

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

*A common aspirational path
towards achieving sustainable food systems*

- Annual Report – Check list for EU associations -

When signing the code, one of the commitments of EU associations is to provide “on an annual basis, a report of their activities in support of this Code, which will be published on an open dedicated website”.

In order to help EU associations to provide their annual report of activities, this document aims at providing a check list to guide associations.

- **General information**

Name in full + acronym	Federación de Asociaciones Provinciales de Empresarios Detallistas de Pescados y Productos Congelados (FEDEPESCA)
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N° in the transparency register*	959116714491-25
Date of signature of the Code	2/07/2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	Retail (Association representative of the retail sector)
Who do you represent? (e.g. number of members, companies, SMEs)	22 member associations 6.200 retail establishments selling fishery products employing more than 20.000 people

* if available

European Associations pledge to:

- *endorse the aspirational objectives set out in this Code (where applicable)*

Yes

- *promote and disseminate this Code with(in) their constituency/ies;*

Dissemination of the code through the Federation's social networks.

Promotion of the code through projects in which FEDEPESCA participates.

Promotion among FEDEPESCA's member associations.

Promotion in our magazine COMEPESCADO

- *encourage their members to align their sustainability actions and/or business practices to the aspirational objectives and targets of the Code and invite them, on a voluntary basis, to adhere to this Code, as appropriate;*

The values outlined in the code of conduct signed by FEDEPESCA are conveyed to the other member associations. These associations then pass on the objectives to the various retail establishments within their network to ensure compliance. Additionally, we include information about the Code in our training courses.

- *explore the possibility of developing sector-specific tools and resources in support of this Code;*

The Federation of Provincial Associations of Fish and Frozen Products Retailers (FEDEPESCA) is actively developing a range of projects and tools to help its members promote responsible consumption, zero waste, innovation and healthy lifestyles through fish consumption to their customers.

Additionally, FEDEPESCA aims to achieve sustainability by enhancing business practices. This includes promoting social cohesion, supporting local economies, maintaining services in neighborhoods and cities, and preserving culinary culture and lifestyle.

Activities undertaken by FEDEPESCA in 2023

- Promotional campaign to celebrate Valentine's Day under the slogan 'Celebrate it with Fish and Seafood' consisting of the publication of various specific materials for traditional fishmongers to promote their products.
- A prize draw among consumers for a seafood tourism experience in the Region of Murcia. In this experience, the winners were able to enjoy how the fish products of their region are caught.
- Promotional video 'Traditional fishmongers in the Region of Murcia. Close to you', made in collaboration with AMIPEMUR, the Association that represents traditional fishmongers in the Region of Murcia. It aims to show society all the advantages of buying fish products in traditional fishmongers, supporting local commerce and sustainable commercial formats that offer local and seasonal products.
- Promotional video 'La Pescadería Artesanal, your trusted Marketplace to buy fish products in traditional fishmongers'. Video to highlight the innovative nature of this commercial sector, which is committed to the online channel to offer more facilities to the consumer, but with the same professionalism and services as always.

- Participation of FEDEPESCA in the 36th edition of Salón Gourmets, the National Fair of Quality Food and Beverages, in the gastronomic space of the Ministry of Agriculture, Fisheries and Food in Madrid, which consisted of a showcooking by a master fishmonger, teaching consumers how to differentiate between different species of clams, as well as highlighting the new services offered by more and more traditional fishmongers such as tastings or ready or semi-ready-to-eat preparations.
- Collaboration agreement with the company COOMETAS to facilitate the purchase in the specialised trade of families in vulnerable situations and who receive food aid.
- Innovative artisanal fishmongers' seminar in Valencia, the aim of which was to address innovation in traditional fishmongers through new services and experiences for the end consumer, such as ready or semi-ready-to-eat products, tastings at the point of sale and the online sale of fish products, among other topics.
- Seminar on Fish and Extra Virgin Olive Oil in the Community of Madrid, aimed at the end consumer, guided by the founder of SENTIT, an initiative that seeks to enhance the value of local products, create a network and raise awareness of the operation and production methods of the agro-marine food industry among the public, through seminars and gastronomic experiences.
- Fourth edition of the fishmonger course where for one month the students learnt the practical and theoretical part of this profession. In addition, the students learned about the functioning of the fishing and aquaculture value chain, from marketing and communication to tax, labour and food safety issues.
- Promotional video for the Marketplace 'La Pescadería Artesanal', exclusively for traditional fishmongers', to promote fish consumption through the creation of 3 simple, quick and delicious recipes.
- Collaboration with Uber Eats for the delivery of fresh products through our Marketplace 'La Pescadería Artesanal'.
- Participation of FEDEPESCA in the FITUR Tourism Fair, where it presented the space 'Journey through the Network of Traditional Spanish Fishmongers', highlighting our gastronomy as a cultural asset of our country, and particularly the undisputed prominence of fish products in the Mediterranean Diet, which is intangible heritage of Humanity.
- Consultancy to the fish retail sector on new regulations related to sustainability and innovation in fishmongers together with ADEPESCA in the Community of Madrid.
- Information seminar together with ADEPESCA in the Community of Madrid on the Royal Decree on Point-of-Sale Preparations, which allows the sale of preparations in shops at national level.
- Development of an annex on food waste in the sector's good practice guide, which serves as a model that can be adapted to the needs and circumstances of each company. In this way, it promotes awareness of food waste reduction and contributes to a more efficient production system.

- Production of 100% biodegradable bags for 'La Pescadería Artesanal'. These 100% biodegradable bags fit in with the values of traditional fishmongers and the Marketplace La Pescadería Artesanal that are committed to responsibility in their activity, thus demonstrating that tradition, innovation and responsibility in the development of the activity can go hand in hand.
- Informative leaflet on how the new packaging legislation affects fishmongers following the entry into force of the recent Royal Decree on Packaging and Packaging Waste.
- Video tutorial on how to manage your own business in the exclusive Marketplace for traditional fishmongers 'La Pescadería Artesanal'.
- Seminar on 'Healthy taxation to guarantee the right to healthy food' together with ADEPESCA. The main objective of this seminar was to raise awareness of the importance of healthy eating, highlighting the fundamental role of fishery products in this, as well as the need for the government to promote a healthy diet among the population, supporting healthy taxation for foods that are essential in the diet, as is the case of fishery products.
- Communications to promote the consumption of fish products through the digital media of La Pescadería Artesanal and the Comepescado brand, aimed at the end consumer and owned by FEDEPESCA.
- Digitalisation of the commercial ecosystem of traditional fishmongers at national level, through the exclusive Marketplace for these establishments under the collective brand La Pescadería Artesanal (www.lapescaderiartesanal.es).
- *continue to engage in dialogue with other food chain/systems actors and EU and international policy-makers to forge (new) relationships, exchange good practices and discuss challenges encountered, learn from each other (studies, projects) and create better mutual understanding, and identify opportunities for collaboration and potential partnership.*

FEDEPESCA, together with the main Spanish organisations in the fishing, processing and marketing sector, continues to petition the Spanish government to eliminate VAT on fish products. This petition, which has been going on for more than 15 years, mainly seeks to encourage fish consumption among the population, given the decreasing trend since 2008, and to make this food more accessible, as it is crucial for a healthy diet.

In the current context of inflation, it was expected that the government would include the reduction of VAT on fish products in its anti-crisis measures. However, these products were excluded, despite their undeniable health benefits.

FEDEPESCA continues to insist on the urgency of this measure, providing the authorities with various arguments:

- Consumption of fish products in Spanish households has fallen by 32% in the last decade.

- In almost all EU countries, fishery products have a reduced VAT rate compared to the general rate. Most of them apply rates lower than the 10% in force in Spain. For example, Ireland, the United Kingdom and Malta do not charge VAT on fish. France charges 5.5%, Luxembourg 3%, Belgium 6%, Cyprus, Hungary and Poland 5%, Portugal 6% and Germany, which used to charge 7%, has reduced it to 5%.
- Regular consumption of fish (2-3 times a week) has been scientifically proven to reduce the risk of stroke by up to 45% and the likelihood of sudden death by 70% when grilled or baked. It also reduces the risk of acute myocardial infarction by 20%, and every additional 100 grams consumed increases this percentage by 5%.

FEDEPESCA continues to defend this cause, underlining the importance of facilitating access to fish to improve public health and support the Spanish fishing industry.

In addition to these actions carried out by the Spanish fishing sector as a whole, Fedepesca has also carried out the following actions during 2023:

- Permanent collaboration with the stakeholders of our fishing chain in Spain.
- Membership of the Observatory of the Spanish Food Chain, a body under the Ministry of Agriculture, Fisheries and Food, created with the aim of promoting transparency and rationality in the process of food price formation, becoming a consultative body between the administration and representatives of the sectors involved.
- Food Price Observatory.
- Executive Committee of the OMC and the AAC.
- Participation in activities, conferences, round tables, etc., in collaboration with other agents in the fishing chain:
 - Participation in the 1st Andalusian Trade Congress and in the 1st International Consumer Congress.
 - Participation in the 1st International Consumer Congress in Santiago de Compostela.
 - Attendance and participation in the XXVII Technical Conference for the dissemination of the fishing sector in Celeiro.
 - Attendance and participation in the III Meeting of Traditional Markets in Barcelona. ○ Attendance and participation in the III Meeting of Traditional Markets in Barcelona.
 - Attendance and participation at the Conference on new developments in health legislation in retail food establishments in Palencia.
 - Attendance at the International Fair of Frozen Seafood Products, Conxemar, in Vigo.
 - Participation in Technical visits and entrepreneurship session in the value chain of the fisheries and aquaculture sector in the Murcia region.
 - Attendance at the consumer observatory of the Spanish retail association.
 - Awareness-raising day on new digital sales media for the retail fishery products trade.
 - Attendance at the 1st Forum on fish and seafood products in Vigo.

- Attendance and participation in the Sustainable packaging for fishery products conference.
- Attendance at the seafood congress organised by AECOC in Baiona.
- Attendance at the conference on the presentation of Royal Decree 1021/2022.
- Attendance at the Interfish España congress in Vigo.
- 14th Plenary Session of the Food Chain Observatory in Madrid.
- Informative seminar on the new royal decree on packaging in Madrid.
- Conference on the presentation of the Royal Decree on packaging and packaging waste in Madrid.
- Conference on ensuring the traceability and authenticity of fishery products, organised by the Ministry of Agriculture, Fisheries and Food.