



EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

Concrete Contributions (Sector Guidelines, Roadmaps, Sutides...)





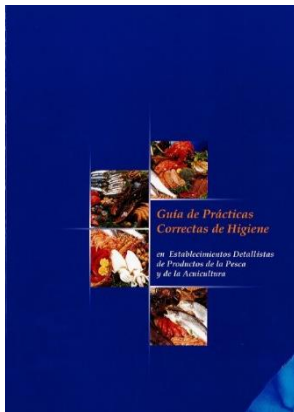
FEDEPESCA

Federación Nacional de Asociaciones
Provinciales de Empresarios Detallistas
de Pescados y Productos Congelados

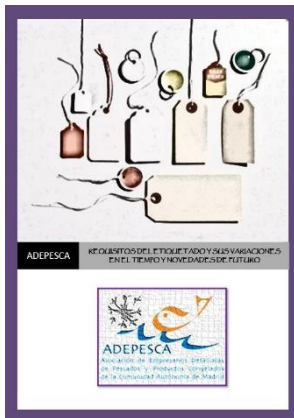
The Federación Nacional de Asociaciones Provinciales de Empresarios Detallistas de Pescado y Productos Congelados (FEDEPESCA), was founded in 1978, and currently **represents more than 7,000** retail establishments selling fresh and frozen fish and aquaculture products, **employing more than 23,000 people**.

Our main objective is the defense of the sector's interests, the improvement of its conditions, as well as the promotion of the adaptation to the new legislative obligations and the orientation of its companies towards business excellence, with the priority intention of helping them to achieve, among others, a clear objective for every food businessman: food safety.

For more than 40 years of history, FEDEPESCA has developed numerous actions:



Guide of Good Hygiene Practices in Retail Establishments of Fishery and Aquaculture Products validated by the AESAN: It was the first Guide of these characteristics in Spain, and has recently been approved with an extension to include point-of-sale preparations.



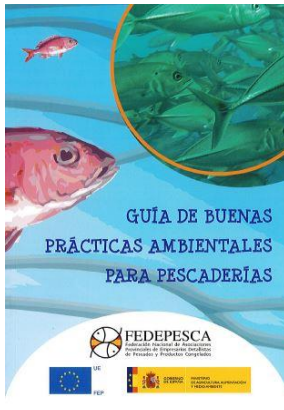
Guide for the Application of a Traceability System in Fishmongers: This module allows to customize the Guide of Good Hygiene Practices for the activities carried out by each company and to edit the personalized records and thus be able to implement a self-control system according to their specific facilities and the activity they carry out.

Coordination for the elaboration of the UNE Service Quality Standard for Fishmongers: The first of its kind in Europe for a food retailer.

Elaboration of Notebooks for Self-control in Fishmongers and the development of a computer program for the implementation of HACCP: Mandatory for all food businesses, the objective of this formation is for fishmonger establishments to have a food safety and hygiene system in accordance with current legislation, in addition to developing specific knowledge, attitudes and skills so that fishery and aquaculture product businesses are facilitated in the design and implementation of Food Safety and Hygiene Systems in accordance with current legislation, especially with the compliance of implementing specific self-control systems.



Guide to Responsible Consumption and Sustainable Recipes: To raise awareness of marine biodiversity and the resources found in it.



Guide to Good Environmental Practices in Fishmongers: This guide was the result of the sector's concern about the impact that its activity generates on the environment, and the growing concern of consumers about the sustainability of resources. The aim was to facilitate compliance with environmental regulations through knowledge of the fundamental issues of European, national, regional and local legislation affecting specialists and the requirements for their compliance.

Study on Working Conditions of Women in the Fishing Trade: The purpose of this study was to investigate the socio-labor situation and the working conditions, safety and occupational health of women workers in the retail trade sector specialized in fish and seafood, from a gender perspective.

In recent years, materials of special interest to our sector have been published:



Guide on anisakis and tuna: In this way they can have a better knowledge of these matters so common in the press and be able to better inform consumers.



Guide on Microplastics: In order for our sector is prepared for this matter of great repercussion nowadays.



Guide "Cómo elaborar en el punto de venta": Where all the requirements to be taken into account to be able to process in the establishment are explained in more detail.

Likewise, a series of projects related to sustainability have been carried out, which are **included in the Pescaverde web page** (<https://pescaverde.org/>), in addition to promoting formation, education, new marketing methods, resource management, among other matters. In the same way, FEDEPESCA has been one of the coordinators of the **European e-Fishnet Project**, related to formation for adults.

Year after year these projects have increased in number, guaranteeing the commitment of retailers of spanish fishery and aquaculture products to quality, food safety, equality and the environment, which has earned them the **Plaque of Merit in Commerce 2015**, the **Food of Spain Award 2015** in the category of Fisheries and Agriculture and the **ATA Award 2016** for the promotion of associationism.

PROYECTOS PESCAVERDE

PESCAVERDE: The Pescaverde project is the first of 9 projects carried out by FEDEPESCA, to date, and that are collected on the website that bears his name. This project starts with the initiative to carry out a series of collective actions and measures joining the efforts of the fishing sector and public administrations in pursuit of fishing sustainability, promoting the development of aquatic flora and fauna. In the same way, it also aims to keep professionals and consumers informed about the Common Fisheries Policy, the sustainability applied in fishing activities and the labeling requirements that fishery products must have.



Materials: Guide on Common Fisheries Policy and Sustainability, Guide on Fishing Gear, Guide on traceability and food information provided to consumers, information leaflets and two educational videos.

Activities: Conferences in Andalusia, Galicia, Principality of Asturias and Region of Murcia.

Web: <https://pescaverde.org/home/>

LA PESCADERÍA EN VERDE: It was created as a formation program to improve the competences of the people who participate in it in order to help them to promote new business lines in the commercialization of fishery products, promoting aquaculture and sustainable fishing and including formation in new elaborations, presentations and services to be incorporated in the establishment. In addition, without forgetting topics such as energy efficiency, environmental improvement, eco-innovation, waste management, transportation and sustainable mobility.



Activities: Formation of 471 students in traceability and information for the end consumer, sustainability, common fisheries policy, fishing control regulations, responsible use of resources, environmental impact, efficient water management, transport and sustainable mobility, packaging, food waste, digital skills and equal opportunities, Red Natura 2000, and concepts such as the Circular Economy and the Blue Economy, in the towns of Granada, Córdoba, Cádiz, Zaragoza, Asturias, Burgos, Valladolid, Soria, Barcelona, La Coruña, Madrid, Vizcaya, Murcia and Valencia.

Web: <https://pescaverde.org/empleaverde/>

KNOW TO PROTECT: Continuing with the work started with the Pescaverde Project, Know to Protect continues with the objective of promoting sustainable European fisheries and aquaculture, as well as raising awareness and promoting sustainable aquaculture fishery products through activities such as the preparation of a guide on sustainable fisheries and aquaculture in Europe, leaflets to raise awareness of biodiversity and recipe books with sustainable species. The project also includes pilot experience for the introduction of sustainable fish and aquaculture species in the marketing chain.



Materials: 50,000 leaflets on biodiversity aimed at the end consumer, 10,000 recipe books with "species to discover", a guide on "Sustainable Fisheries and Aquaculture" and 3 videos on good practices in sustainability.

Activities: 4 pilot experiences for the introduction of sea anemones in traditional fishmongers in Madrid. Survey on a possible European seal of sustainability carried out by 501 people.

Web: <https://pescaverde.org/home-knowtoprotect/>

FISH 4 KIDS: As its name suggests, Fish 4 Kids is a project focused on future generations, on the importance of teaching them values based on the protection and recovery of marine biodiversity that will allow a future consumption of sustainable fish. All this, of course, without giving up eating fish and informing about the benefits and consumption patterns of these products so nutritionally and organoleptically rich and in a fun and enriching way.



Materials: 7,000 game books for children between 6 and 11 years old.

Activities: 6 face-to-face sessions in schools. Race for adults and children to promote sustainability. Contest on Instagram.

Web: <https://pescaverde.org/home-fish4-kids/>

GASTRONOMY IN GREEN: This project was created to improve competences in the field of commercialization of fishery products, promoting new lines of business such as elaborations, presentations and services, highlighting within these aspects issues such as environmental, social and economic sustainability. To achieve these objectives, we studied in depth issues such as artisanal processing, the promotion of new product presentations and new forms of service, and the offer of tastings sessions, among others. Distance counseling was also provided, an interchange of innovative initiatives of a gastronomic nature was carried out and formation courses were held at the Pescadería en Verde.



Activities: Formation in innovative gastronomic initiatives. Counseling for more than 60 people on food safety requirements, market trends, communication and sustainable aspects. Social Innovation Day in Valladolid.

Web: <https://pescaverde.org/home-gastronomia-en-verde/>

THE BLUE ROBOT PROJECT: Raising awareness among consumers of fishery products and the general public on issues of protection and recovery of marine biodiversity, Red Natura 2000 and conservation of biological resources is of vital importance, without forgetting issues such as the limitation of fishing in the marine environment and its adaptation for the protection of marine species. On this basis, The Blue Robot Project pursues this objective through a learning robot, being able to display teaching material prior test that evaluates the user's knowledge.



Activities: Interactive robot to raise awareness about the protection and recovery of marine biodiversity; this robot has traveled to different places in Spain such as Valencia, Colmenarejo, Valladolid, Galicia and Madrid interacting with 350 people.

Materials: Interactive questionnaire, creation of a video on sustainability, 10,000 posters on the importance of protecting marine biodiversity, highlighting fisheries and aquaculture and marine protected areas.

Web: <https://pescaverde.org/home-blue-robot-project/>

VENTANILLA EMPRENDEDOR: Following the line of Pescaverde, Ventanilla del emprendedor offers comprehensive and innovative counseling to workers and / or unemployed, with the aim of promoting the creation of new businesses and self-employment initiatives and having on the horizon the sustainable blue economy with special emphasis on the Red Natura 2000, in addition to promoting entrepreneurship and skills.



Activities: Face-to-face session for the promotion of new businesses and work initiatives. Telephone counseling to more than 90 people.

Web: <https://pescaverde.org/home-ventanilla-unica/>

FISHMONGERS 4 SEALIFE: As in previous projects, FEDEPESCA continues to raise awareness of the importance of protecting and recovering marine biodiversity, as well as promoting the conservation and use of biological resources. This project has evaluated the viability of utilization initiatives related to marine spice recovery centers through donations from traditional fishmongers, with the aim of improving management and maximizing the use of resources.



Activities: Pilot experience for the donation of fish products in good condition and that for market reasons are not marketed by traditional fishmongers to the CRAM Foundation, marine biodiversity recovery center, with a total of 100 kg of donated product.

Materials: Viability study of the donation and shipment of fish products to marine animal recovery centers in Spain.

Web: <https://pescaverde.org/fishmongers/>

ENVAPES: The study of packaging currently used in the fishing chain and especially in the fishing retail sector is important to ensure good sustainability and environmental protection, so through this project and with the formation of a network between different entities related to packaging and the fishing chain, the current situation has been studied



in terms of materials, uses, composition, legislation, new packaging and management. Thanks to this study, documents have been obtained that serve as a guide for the sector.

Activities: Formation of a Network of Collaborators for the study of packaging, comprising PTEPA, ANAPE, AECOC, ECOEMBES, PACKNET, Mercacórdoba and La Rula de Avilés.

Materials: Study of packaging in the fishing chain: Analysis of materials, use, composition and management, Guide on packaging placed on the market by the retail sector of fishery products: Legislation, packaging management and new packaging.

Web: <https://pescaverde.org/envapes/>

FEDEPESCA's commitment to sustainability continues to grow with the creation of new projects. Likewise, **we also want to state our strong commitment as an organization against food waste with the various initiatives in pursuit of zero waste**, a key element to ensure full utilization of resources to achieve greater sustainability. In addition, FEDEPESCA carries out collective projects aimed at promoting fish consumption among the population, in order to encourage a healthier diet. Among them are: **Fotofish, Fishfan...**



In recent years, in addition to promoting and encouraging the consumption of fish, activities have been carried out to innovate in fishmongers, so that our sector can introduce new line of business, such as the elaborations made at the point of sale ready or semi-ready to eat or tasting in the fishmonger's shop. In this case we can highlight the **PESCATAS project**.

Several conferences have been held in which the main theme has been innovation in fishmongers or activities to promote fish consumption.

PESCATAS

At the same time, FEDEPESCA continues to work on improving the formative aspects of the fisheries and aquaculture marketing sector. In collaboration with the UNED, FEDEPESCA organizes an annual Professional Expert Diploma Course for the Marketing of Fishery and Aquaculture Products, the first of its kind in Europe. It is mainly oriented towards professionals who develop their activity in the sector, as well as for those who want to entrepreneurship or start a business, offering a complete formation to the professional of the sector, enhancing their knowledge in all those areas of fundamental interest for the management and success of the different business formats for the commercialization of fishery products, both in terms of profitability and positioning and competitiveness in the market.

FEDEPESCA INITIATIVES IN THE FIGHT AGAINST WASTE FOOD

- 1. Integration since its creation in the Monitoring Committee of the “ESTRATEGIA MÁS ALIMENTO, MENOS DESPERDICIO” of the Ministry of Agriculture, Fisheries and Food, created in 2013.**

Monitoring Committee

Integrated by the Administration and the main stakeholders.

Its objective is to monitor the development of the actions foreseen in the Strategy, reporting periodically on aspects such as the degree of execution of the actions proposed in the Strategy “*Más alimento, Menos desperdicio*”, the difficulties encountered during its development, the results achieved and the corrective actions to be introduced.

The **main functions** of the Monitoring Committee will be the following:

- Evaluate the degree of compliance with the objectives set out in the Strategy.
- **To constitute Working Groups** for each of the Strategy's areas of action, to address specific issues related to the development of the actions contemplated in each action and to coordinate the actions undertaken by the Administration with those carried out by the



agents of the chain within the framework of the "*La alimentación no tiene desperdicio, aprovéchala*" Agreement.

- **Propose** to the Ministry of Agriculture, Fisheries, Food and the Environment any **specific modifications for the permanent updating of the Strategy** in the light of the progress made by the Working Groups, as well as the information or studies that are submitted to the Commission for evaluation.
- **To validate the methodology** to be applied for the determination of food waste, and the objectives pursued by the studies foreseen within the framework of the Strategy.
- **To specify the model of indicators** to be developed and to propose indicators for the monitoring of the fulfillment of objectives, in development of what is foreseen in the Strategy.
- **Redefine the indicators** to be established when the results of the partial evaluations of objectives so advise.
- **Analyze the technical and economic viability of the different possible alternatives for valorization and prevention proposed** within the framework of the action to promote the design and development of new technologies.
- **Knowing and analyzing the results of the studies developed** within the framework of the Strategy.
- To prepare an **annual report** on the actions carried out and the progress achieved.
- **To prepare an annual work program**, taking into account the proposals made within the Commission and the work carried out within the framework of the Working Groups.

2. AECOC'S STRATEGY "[LA ALIMENTACIÓN NO TIENE DESPERDICIO](#)", A COLLABORATIVE INITIATIVE TO REDUCE FOOD WASTE LED BY AECOC. THE PROJECT HAS 3 MAIN OBJECTIVES:

- **Establish prevention and efficiency practices throughout the food chain** that maximize the use of resources.
- **Maximize the use of the surplus produced** throughout the different stages of the value chain (redistribution, reuse and recycling).
- **Raise awareness and sensitize society** to this problem and the need to reduce food waste.



Fedepesca has been involved in this strategy since its creation.

3. FEDEPESCA SUBSCRIBES TO THE EUROPEAN UNION CODE OF CONDUCT ON AGRI-FOOD COMPANIES AND RESPONSIBLE MARKETING PRACTICES AND BECOMES THE FIRST SPANISH ORGANIZATION TO DO IT. 2021

On July 5th we attended the telematic presentation event of the European Union Code of Conduct on Agri-Food Companies and Responsible Marketing Practices, on July 27th we were in the Conference co-organized by FoodDrinkEurope and the Directorate General for Health and Food Safety of the European Commission to explain this Code, which is one of the first publications of the "farm to fork" strategy and proposes actions that the different actors of the food chain may voluntarily implement to improve and communicate the actions they carry out in relation to the sustainability of their field of activity.

This Code of Conduct is part of the initiatives of the Farm to Fork Strategy of the European Green Pact, and aims to encourage the different companies or organizations in the food chain to carry out actions to promote healthy and balanced diets for European citizens, and to prevent and reduce food waste, work towards a climate-neutral agri-food chain by 2050, promote a resource-efficient and circular European food chain, focus on the sustainability of resources or participate in an inclusive, sustained and sustainable economic growth that favors fair employment, among other aspects. All these actions are part of the mission of FEDEPESCA, so we do not hesitate to request our membership.

The Federation that represents traditional Spanish fishmongers, **FEDEPESCA**, has been one of **the first 65 entities to sign this Code, THE FIRST SPANISH, which makes clear our commitment in relation to the objective of continuing to work for a more responsible activity, committing to implement activities that promote the achievement of the objectives of this Code of Conduct.**

We are proud to be committed to **responsible consumption, a healthy diet, the reduction of food waste and local development.**

4. LATEST DATA, FISH IS THE PRODUCT WITH LOWEST PERCENTAGE OF FOOD WASTE (published in our magazine Comepescado)

The Minister of Agriculture, Fisheries and Food, Luis Planas, recently presided over the presentation of the awareness campaign "*Aquí no se tira nada*" which aims to promote responsible consumption and **reduce food waste.**

In response to this waste, the Ministry considers it appropriate to propose a bill to prevent it. This bill, which will contribute to sustainability and the circular economy, will affect all links in the chain, including catering industry. The aim is that, before food is wasted, priorities will be established for its destination, with human consumption being preferred over animal or industrial consumption.

According to the Report on Food Waste in Spain, in 2020, each person will have wasted 31 kg/liters, with total household waste amounting to 1,364 million kilos/liters of food. Although the rate of wastage of total purchases has improved slightly to 4.3% compared to 4.7% the previous year, too much food is still being wasted.

Breaking down the data and referring to the fishery product, it is the one that is least wasted in households, with **2.2% of the total**, and whose **decrease in waste is higher**. In addition, **as for the volume of waste, fish and seafood are among the highest in decreasing, going from 26.4 kg to 23.1 kg, being 12.3% less than the previous year**. In summary, fish represents a very low percentage of wastage of unprocessed products.



While it is true that less was wasted in unprocessed products, the opposite is true for cooked products, where it increased by 17.5% over last year. Fish productions also represent a small percentage in this section, with 5.7% of processed fish-based products, although compared to last year it has increased by 1.5%.

According to the data, fish products are the least likely to be wasted, either because of the conditions of these products, the recommendations of prompt consumption or other reasons.

The Ministry of Agriculture, Fisheries and Food intends to promote and enhance the value of Spanish agri-food products. Both the campaign "*El país más rico del mundo, aquí no se tira nada*" and "*El país más rico del mundo. Un país infinito en productos del mar y recetas*" seek to raise awareness of the need for responsible food consumption.

FEDEPESCA, for its part, is very committed to reducing food waste. A good example of this is the **Fishmongers 4 Sealife** project, which aims to protect marine biodiversity through the use of fishery resources. This project aims to improve the management and maximum utilization of those resources that for market reasons cannot be commercialized, promoting the recovery of species and the protection of marine biodiversity. In addition, FEDEPESCA supports multiple initiatives related to reducing food waste, such as the "*Más alimento, menos desperdicio*" initiative of the Ministry of Agriculture, Fisheries and Food.

5. AWARENESS AND TRAINING ACTIVITIES.

It is worth noting that in traditional fishmongers, wastage is hardly present thanks to the good practices of the professionals, who know very well what quantity of product to buy so as not to have to discard product. They stock up daily and personally choose the product, so waste is minimized, as they adjust supply and demand on a daily basis, in addition to promoting the disposal of products that may not meet their quality standards with offers, freezing product, preparing it in artisanal preparations, dedicating it to self-consumption and often donating product to families in the neighborhood they know and know may need it.

As they are self-employed worker, they control very well the process of the store, from the supply to the sale and can minimize to the maximum the generation of food waste.

FEDEPESCA has also included in all its training materials related to sustainability recommendations and advice on how to avoid food waste and how to proceed to the donation of products ensuring all health regulations. As an example, the project La Pescadería en Verde

of which we include the link to its website, <https://pescaverde.org/empleaverde/> and in which food waste was included in the section on circular economy.

We have also given many trainings and conducted awareness campaigns to consumers through traditional fishmongers and our social networks.

6. FISHMOGERS 4 SEALIFE PROJECT. Led by FEDEPESCA and with the collaboration of the Biodiversity Foundation of the Ministry for Ecological Transition and Demographic Challenge, through the Pleamar Program co-financed by the European Maritime and Fisheries Fund (FEMP).

The Project is being developed throughout the year 2021 with several activities, among which the pilot experience of sending fishing products in good condition and that for market reasons are not marketed, or that have been donated by associates to the center for the recovery of biodiversity of the CRAM Association, mainly focused on the recovery of sea turtles for their subsequent release, stands out.



The total use of resources and the promotion of zero waste is an important point that concerns everyone, which is why it is expected that throughout the development of the project various organizations and retail establishments will join the project to increase the amount of product to be sent to the recovery centers that will also be incorporated as the year progresses, helping them with the management of their resources. It is also hoped that this initiative will also serve as an example and reach as many people as possible in order to raise awareness.

Likewise, several informative campaigns were developed through different media, both digital and physical, with the aim of publicizing and informing about the project, trying to reach a wide range of audiences to obtain a better global reach. In this way, visibility will be given to those centers dedicated to the protection of biodiversity, as well as to the involvement of the retail sector and the fishing sector in general, and in the protection of the environment.

In this way, FEDEPESCA continues to support projects that **raise awareness in society on aspects related to sustainability, biodiversity protection and the use of resources for the proper maintenance of ecosystems**, as this is essential for society and for the fishing sector in general.

<https://pescaverde.org/fishmongers/>