

# 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 Nacional de Asociaciones Provinciales de Empresarios Detallistas de Pescados y Productos Congelados (FEDEPESCA)
Contact person with contact details	M <sup>a</sup> Luisa Álvarez Blanco C/ Fernández de la Hoz 32, CP: 28010 E-mail: <a href="mailto:luisaalvarez@fedepesca.org">luisaalvarez@fedepesca.org</a> Ph: 913197047
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 7.000 retail establishments selling fishery products employing more than 23.000 people

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;*

Through the code of conduct signed by FEDEPESCA, the values are transmitted to the rest of the member associations, which in turn transmit the objectives to the different retail establishments that are part of them in order to comply with the objectives. We also included 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 working to develop various projects and tools that allow its members to promote among their customers aspects such as responsible consumption, zero waste, reuse of food in the kitchen and healthy lifestyles through fish consumption.

It also works to seek sustainability through business improvements, for example, in relation to transportation and social sustainability by promoting social cohesion, the economy at the level closest to the consumer, maintaining services in neighbourhoods and cities, and preserving gastronomic culture and lifestyle.

These tools for the sector during 2022 included:

- Guides and activities to promote fish consumption:
  - Promotional campaign for Valentine's Day, with the slogan "Díselo con pescado y marisco", editing of a variety of specific materials for traditional fishmongers to promote their products. (February 2022)
  - Conference "Digital solutions of traditional fishmongers for consumers", aimed at informing about the different digital solutions that the traditional fishmonger sector has proposed. The conference was held on March 28, 2022 in Murcia and had 30 attendees.
  - Participation of FEDEPESCA in the 2022 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. The event consisted of a showcooking led by a master fishmonger, who demonstrated how to prepare sushi and tuna tartare in his fish shop, and attendees were able to taste the dishes at the end of the showcooking.

This activity took place on April 25, 2022 at the IFEMA fairgrounds in Madrid.

- Promotional video "Del mar a la mesa, sector pesquero de la Región de Murcia" (From the sea to the fishmonger, the fishing sector in the Region of Murcia), made in collaboration with AMIPEMUR, the Association that represents the traditional fishmongers of the Region of Murcia. The video is aimed at the public to highlight the specialized sector of fish products in this region of Spain, with the objective of showcasing its excellence and performance in this sector, as well as the rest of the links in the regional fishing value chain.
  - Conference on Fish and Extra Virgin Olive Oil, aimed at the final consumer and guided by the founder of SENTIT, an initiative that seeks to value local products, create a network, and make known the functioning and production methods of the agri-food industry to the general public through conferences and gastronomic experiences, as in the case of this conference, held on May 27, 2022 in Narón, in collaboration with the Narón City Council.
  - Conference on innovative fish products with showcooking and sushi tasting, aimed at informing consumers about the new services that a growing number of traditional fishmongers are offer, such as the service of preparation and tasting at the point of sale. This conference took place on June 17, 2022 in Narón, in collaboration with the Narón City Council.
  - Tasting of fish products and seaweed at the Madrid-based fishmonger El Cantil, where consumers were able to learn more about seaweed as a complement in everyday recipes, as well as the new services of preparation and tasting at the point of sale offered by traditional fishmongers. This event took place on November 2, 2022 and had approximately 20 attendees.
  - A raffle for a seafood platter for two people accompanied by a bottle of wine was held among users who made a purchase at La Pescadería Artesanal, the exclusive Marketplace for traditional fishmongers. In addition, this Marketplace also offered a discount coupon of 5 euros for those users who made a purchase of more than 50 euros through this platform.
  - Communications were developed to promote the consumption of fish products through digital media channels of La Pescadería Artesanal ([Facebook](#) and [Instagram](#)) and the Comepescado brand ([Facebook](#) and [Instagram](#)), aimed at the end consumer and owned by FEDEPESCA.
- Awareness-raising and training activities:
    - The traditional fishmonger's association, FEDEPESCA, collaborates with the Madrid City Council's School of Innovation for Commerce to do training workshops addressing various topics specific to traditional fishmongers: traceability and labeling, online communication and

marketing, food handling, food safety and requirements for in-store preparation and tastings, digitalization of fishmonger businesses, chilling and preservation of seafood products, and specific processes for packaging and cooking fish.

- Visits to workplaces of seafood and frozen products commerce for advice on occupational risk prevention, as well as the elaboration of their respective reports.
  - Conducting interviews with professionals in the retail sector of fishery products regarding the impact of the ageing of the sector and conducting a study on the implications of an aging of the workforce from the perspective of occupational health and safety.
  - Celebration of two informative sessions on necessary guidelines to improve the quality of life of professionals in the retail seafood sector regarding healthy aging in the workplace.
  - Online course "Professional Expert Diploma in the Marketing of Fish and Aquaculture Products" by UNED (National Distance Education University), organized by Fedepesca and UNED. This course had a total of around 20 students. In addition, in collaboration with the Narón City Council, 15 scholarships were offered for this course to professionals in the fishing sector in the area.
- Guides on good environmental practices.
  - Development of proposals to achieve circular economy in aspects such as packaging, like packaging for the delivery of our digital market [www.lapescaderiartesanal.es](http://www.lapescaderiartesanal.es)



Several packaging elements were developed from the La Pescadería Artesanal Marketplace for orders placed with traditional fishmongers through the platform, as well as informational materials and supports that users can find in digitalized traditional fishmongers. This material consists of a Sumbox cardboard box, a sacovitta-style envelope for packaging the seafood product, an informative

brochure about the values of the La Pescadería Artesanal brand, and a calendar with seasonal seafood products, an informative support for traditional fishmongers through which users can directly access the e-commerce portal of the store.

- Videos and guides to promote sustainability in traditional fishmongers:

The AESAN (Spanish Agency for Food Safety and Nutrition) approved the update of FEDEPESCA's Guide to Good Hygiene Practices in retail establishments for fish and aquaculture products. 500 copies of this guide were printed and presented to retail professionals in the fishery sector in June.

- Promotion of digitalization in fishmongers:

In 2022, Fedepesca began developing a project to digitize the commercial ecosystem of traditional fishmongers nationwide, through an exclusive Marketplace for these establishments under the collective brand La Pescadería Artesanal ([www.lapescadeiartesanal.es](http://www.lapescadeiartesanal.es)). This Marketplace started its journey at the regional level in Madrid, opening its doors to the public in 2021. Since 2022, through this project funded by the European Union - NextGenerationEU, with the support of the Ministry of Agriculture, Fisheries and Food, which will be developed until September 2023, the work of digitizing traditional fishmongers from other regions of Spain has continued, adding more than 75 retail fish product businesses to the Marketplace from 6 different regions. It should be noted that through this Marketplace, traditional fishmongers can offer their products online to consumers with all the necessary information about the traceability and labeling of each product.

- Re-utilization of fishery resources through donations:

Inclusion in our Good Hygiene Practices Guide of instructions for making food donations in accordance with European and national food safety legislation.

- Communication:

- Sectorial communication tasks through digital media by Fedepesca:

- Fedepesca website: <https://fedepesca.org/>

Example:

<https://fedepesca.org/fedepesca-muestra-su-mas-absoluta-decepcion-con-la-bajada-de-los-tipos-impositivos-del-iva-para-ciertos-alimentos-excluyendo-a-los-productos-pesqueros/>

- Fedepesca Facebook: <https://www.facebook.com/fedepesca.fedepesca>

- Fedepesca LinkedIn: <https://es.linkedin.com/company/fedepesca>

- Communications through mailing:

Examples:

<https://mailchi.mp/c021e5025a1a/10-preguntas-y-respuestas-en-relacion-con-la-aplicacion-de-la-ley-de-la-cadena>

<https://mailchi.mp/52a584390ad4/aprobada-la-actualizacion-de-la-gua-de-prcticas-correctas-de-higiene-en-establecimientos-detallistas-de-productos-de-la-pesca-y-de-la-acuicultura>

<https://mailchi.mp/6c267eb0f2a6/los-representantes-del-comercio-especializado-de-productos-pesqueros-se-reunen-de-urgencia-para-analizar-los-problemas-en-la-distribucion-8884425>

<https://mailchi.mp/7e01c8f56bbf/gestin-de-subproductos-de-la-pesca-generados-en-las-pescaderas-tradicionales>

<https://mailchi.mp/ce0536744be8/actualizacion-gestin-de-subproductos-de-la-pesca-generados-en-las-pescaderas-tradicionales>

<https://mailchi.mp/728fe90e5cb8/nueva-campaa-del-ministerio-de-agricultura-pesca-y-alimentacion-el-pais-mas-rico-del-mundo-9151869>

<https://mailchi.mp/4df696966487/encuesta-comisin-europea-sistema-alimentario-sostenible>

- Communication at a sectorial level through the Comepescado magazine:

- Numbers of the Comepescado magazine published in 2022:

- Comepescado 94:

[http://adepesca.com/wp-content/uploads/2022/04/Revista\\_N94.pdf](http://adepesca.com/wp-content/uploads/2022/04/Revista_N94.pdf)

- Comepescado 95:

[http://adepesca.com/wp-content/uploads/2022/07/Revista\\_N95\\_DIGITAL.pdf](http://adepesca.com/wp-content/uploads/2022/07/Revista_N95_DIGITAL.pdf)

- Comepescado 96:

[http://adepesca.com/wp-content/uploads/2022/10/Revista\\_N96\\_COMPLETA-DIGITAL.pdf](http://adepesca.com/wp-content/uploads/2022/10/Revista_N96_COMPLETA-DIGITAL.pdf)

- Comepescado 97:

[http://adepesca.com/wp-content/uploads/2023/01/Revista\\_N97\\_Digital.pdf](http://adepesca.com/wp-content/uploads/2023/01/Revista_N97_Digital.pdf)

- *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.*

Actions taken in 2022:

FEDEPESCA, together with the most representative Spanish organizations in the fishing, processing and marketing sectors, continues to request the elimination of the VAT tax rate with which fish products are currently taxed from the Spanish government. This request, which Fedepesca has been making for over 15 years, aims to encourage fish consumption among the population, given the negative trend in the consumption of this food in Spanish households since 2008, as well as to make this food more accessible to the population, as it is essential for a healthy diet.

In the current inflationary context, it was expected that the Spanish government would include the reduction of VAT on fish products along with other essential foods in its anti-crisis measures, however, these products were excluded from these measures despite their irrefutable health benefits.

Fedepesca has continued to urgently demand this necessary measure, offering Spanish authorities all kinds of arguments:

- The decline in consumption of fishery products in Spanish households has already fallen by 25% since 2008. It should be noted that households consisting of couples with young children only consume 9.71 kg of fishery products per person per year, less than half the average consumption in Spain.
- Virtually all countries in the European Union have reduced VAT rates for fishery products compared to the general rate. Most governments are applying rates lower than the current 10% applied in Spain. For example, in Ireland, the UK, and Malta, no VAT is applied to fish. France levies a 5.5% rate, Luxembourg 3%, Belgium 6%, Cyprus, Hungary, and Poland 5%, our neighbor Portugal 6%, and Germany, which previously had a 7% VAT, reduced it to 5%.
- It has been scientifically proven that regular consumption of fishery products (2-3 times a week) reduces 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 dying from a heart attack by 20%, and every additional 100 g increases this percentage by 5%.
- Diseases related to poor nutrition cost the National Health System (SNS) 14 billion euros annually, representing almost 20% of total healthcare expenditure.

In addition to these sector-wide actions, Fedepesca has also carried out the following activities during 2022:

- Ongoing collaboration with stakeholders in the Spanish fishing chain.
- Membership in the Spanish Food Chain Observatory, a body dependent on the Ministry of Agriculture, Fisheries, and Food, created with the aim of promoting transparency and rationality in the food price formation process, serving as a consultation body between the administration and representatives of the sectors involved.
- Food Price Observatory.
- Executive committee of the MAC and AAC.
- Participation in activities, conferences, roundtables, etc. in collaboration with other agents in the fishing chain:
  - o Conference on the challenges of the food sector for the 21st century.
  - o Conference "The distribution chain, guarantee of sustainability for the consumer", organized by the General Secretariat of the Ministry of Agriculture, Fisheries and Food.
  - o Collaboration with international agents in the fishing sector, such as the Norwegian Seafood Council.
  - o Activities organized by the Spanish Retail Association (AER), such as the conference "100 Women of Contemporary Retail", the 3rd edition of the AER Marketing Forum, or the 2nd edition of "Sustainable Retail: Human, Purposeful, and Responsible."
  - o Roundtable on the role of women in the blue economy of the fishing sector, at the FOROMAR 2022 negotiators workshop.
  - o Keynote speech at the 2022 Torskefiskkonferansen, the largest event of the year for the Norwegian white fish industry.
  - o Participation in various activities of the Spanish Fishing and Aquaculture Technology Platform (PTEPA), such as its Commercialization Working Group, its General Assembly, the conference "The Community and International Bet for the Fishing Sector", the conference "Towards Circularity of Packaging for Fishery and Aquaculture Products" and the Pescazul project, whose objective is to adapt the value chain of Spanish fishing and aquaculture to the European Green Deal, the 2030 Agenda, and the SDGs.