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Fish News

*Freshness
from
Holland*

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Growing import confirms: The Netherlands is reliable trade partner

The Netherlands has been a trading nation for centuries. The same applies to the fishing sector. Today fish are shipped in from all parts of the world by air, water or road and subsequently shipped out. The Netherlands is a hub in the international fish trade.

Visit www.dutchfish.nl for more information on Dutch fish suppliers and their products.

Trained, experienced and multilingual fish traders in the Netherlands make sure their customers get the quality fish they demand, wherever they may be.

Supermarket chains especially have to pay careful attention to costs. And with the distribution function in fish supply playing an important factor in total costs, a good infrastructure and low transport costs mean the Netherlands is a useful business partner for them.

It is important that a short shelf-life product like fish is processed quickly through customs. In the Netherlands 95 percent of all incoming fish are cleared through customs and undergo a veterinary inspection within 24 hours. This includes checking freight papers, whether the packaging is still intact, and the temperature and quality of the fish are still in order. Only fish that meet these legal requirements may be traded. Dutch fishing companies also have their own quality departments that regularly inspect the fish as well. It is this tight quality assurance that makes the Netherlands such a reliable trading partner.

Growing imports

No wonder demand for fish from the Netherlands is increasing. The Dutch fishing fleet is no longer able to meet the rising demand. So more fish are being imported. In 1997 imports reached 506,000 tons. In 2003 this was 670,000 tons and these figures are expected to rise further.

The majority of these imports consisted of frozen products, mainly shipped in via the big Dutch ports.

Many buyers of Dutch fish products are situated in the EU. Their purchases are often transported by road.

Continue on page 2



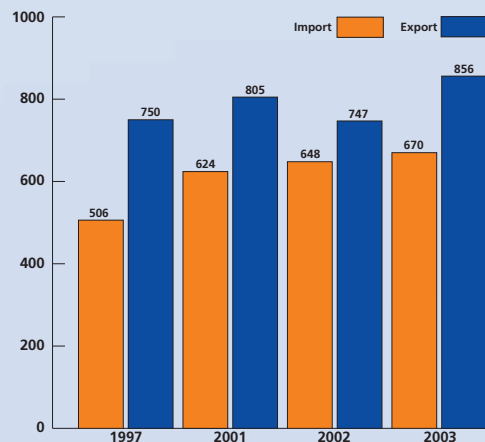
Top five export countries based on turnover in 2003

Germany	383 million euro
Belgium	365 million euro
France	355 million euro
Italy	290 million euro
Spain	289 million euro

Export of pelagic fish

Dutch trawlers bring in pelagic fish which is then mainly exported to different countries in Africa, the Philippines, China and Japan. In 2003 exports of pelagic fish amounted to 135 million euro. ■

Imports into/exports from the Netherlands
x 1.000 tons



Freshness from Holland

To the ESE!

TACs (Total Allowable Catch) vary by year. In order not to be too dependent on the annual negotiations on permitted catches, Dutch fish wholesalers are after some creative solutions. They are shifting activities and are increasingly importing. From all over the world fish is being imported into the Netherlands often for re-export. This is making the Netherlands an important hub in the global fish trade.

Over the course of history the Dutch trawler fleet has shown it can be resourceful in the face of change. In the 1970s it was temporarily prohibited to fish for herring. But this did not stop Dutch fishermen who actively sought alternatives subsequently specialising in catching pelagic fish. Economic and healthy fish becoming increasingly popular and profitable in a growing international market.

New import-export guide

Looking for a Dutch fish supplier? The new import-export guide of the Dutch Fish Marketing Board will provide up-to-date extensive information on Dutch importers and exporters of fish. The guide is arranged by species, which will enable the reader to find the right supplier quickly.

The import-export guide is published every two years to provide all the latest information. During the ESE the new guide will be available at the stand of the Dutch Fish Marketing Board in Hall 6 or request a copy via e-mail:

info@dutchfish.nl. Information from the guide can also be found on www.dutchfish.nl.



For fish wholesalers it is important to know exactly what their customers want and to be able to show off their products. This makes personal contact necessary which is one reason why Dutch fishing companies will be attending the European Seafood Exhibition (ESE) in Brussels from 26 to 28 April 2005. Fish processors and traders from all parts of the world will be there.

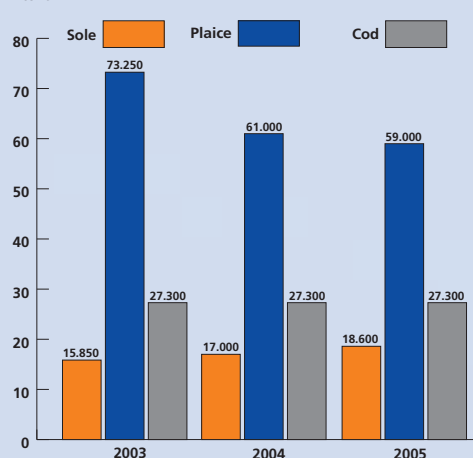
The Dutch Fish Marketing Board will naturally also be present. The board's stand will be in the Holland Pavilion in Hall 6. We will be providing general information on the Dutch fishing industry and its products. Make sure to visit us. We will also be handing out our new import-export guide that contains a host of useful information on the Dutch fishing sector.

See you soon at the ESE!

Tilly Sintnicolaas
Director

Fish quotas 2005

TACs 2003, 2004 and 2005
x tons



Every year national ministers of fisheries make agreements on the quantities of fish that may be caught, so-called TACs (Total Allowable Catch). They are seeking to protect fish stocks, but at the same time want to preserve the

economic activities of the fleet and people involved as far as possible. Dutch fishermen have regularly argued for a long-term strategy with less variation in the allowable catches. A stable supply is needed to keep the fishery and fish-processing industry economically healthy.

Flatfish are of huge economic importance for the Netherlands. In 2005 European fishermen will be allowed 18,600 tons of sole from the North Sea, nine percent more than in 2004. Three-quarters of that has been awarded to the Dutch flatfish fleet, which also fishes for plaice. The TAC for plaice will decline slightly to 59,000 tons. TACs for flatfish species such as turbot, brill, and lemon sole will also see a reduction of eight percent. The reduction in the TAC for plaice came as an unpleasant surprise to many Dutch fishermen. All the more so as plaice is easy to catch.

The 2005 TAC for cod will remain unchanged at 27,300 tons. The fishery ministers proposed additional measures for this species. ■

Dutch trawlers go for pelagic fish

Dutch trawlers mainly fish for fish species such as herring, mackerel or horse mackerel. Such pelagic fish typically swim in schools and are found at all depths of water, from close to the surface to just above the seabed.

The trawlers have to make long journeys and to preserve quality, once on board the fish is directly sorted and frozen. This works as follows. The fish is pumped on board from the nets into tanks filled with seawater. From these tanks the fish is then transported to the lower deck, where it is sorted mechanically under the watchful eye of the experienced crew. After sorting, the fish is transported to the freezers. Here the fish is frozen to -23 °C within four hours. The fish is sealed in plastic, packaged in boxes of between 20 and 24 kg net weight and stored in the on-board freezer. This process requires a lot of space which partly explains the enormous size of trawlers. Some vessels are over 88 metres long.

Source of protein

After some weeks the trawlers return to their home port. On arrival the fish is unloaded and transferred to the cold stores on shore. Some 90 percent is intended for export. Pelagic fish is a cheap and important source of animal protein in for example developing countries.

Mackerel

Mackerel is a type of pelagic fish. It is clearly recognisable by its blue green back and blue black stripes and sabre-like tail fin. The fish typically has a length of 35 to 50 centimetres. It is a fatty fish and because it contains unsaturated fatty acids, this healthy fish is often on the diet of heart patients. Mackerel is widely available throughout the year, fresh, steamed or smoked.

Horse mackerel

Horse mackerel has a green blue back with silver flanks and white belly. It can grow to 60 centimetres in length. It has a striking pattern to its side line and its lower jaw is longer than its upper jaw. Horse mackerel is a moderately fat species, in Spain and Portugal often being eaten grilled. The French mainly use it for fumet (concentrate for soups and sauces). The Netherlands exports large quantities of horse mackerel to Japan, where it is dried and smoked to become so-called 'butterflies', a real Japanese delicacy.

Herring

Herring is one of the most important Dutch fish species. It is a slender fish with a short dorsal fin and no side line. The fish has a silvery colour with a blue green back. It has a maximum length of 56 centimetres. The meat is generally strong and tender. It has soft fish bones.

Young herring

During the summer a small part of the Dutch trawler fleet fishes the North Sea for young herring. A young herring is literally a virgin herring, without sperm or roe and is a typically well-fed fish. They have a high fat content (more than 16 percent). The fish meat of young herring is tender, soft and coloured white. It has a fresh, salty and slightly matured smell. Young herring are caught between mid-May till July.



*Freshness
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Visit our website
www.dutchfish.nl

The website www.dutchfish.nl gives general information on the Dutch fisheries and fish products. The Netherlands has created an extensive selection of fish products from its own supply, which is supplemented with imports from all parts of the world. The website gives a short description of the different activities which the Dutch Fish Marketing Board undertakes, as well as an overview of Dutch importers and exporters.

Preparing for the ESE

Would you like to know which Dutch fish companies will be present in the Holland Pavilion? The list is on our website www.dutchfish.nl. You can also contact these companies directly via this website. A handy tool in preparing for the ESE.



The Netherlands well represented at the ESE

From 26 through 28 April 2005 the European Seafood Exhibition (ESE) will take place in Brussels. Over three days fish traders and processors from around the world will meet each other. Dutch companies will be well represented.

Opening hours:

26 and 27 April from 10.00 to 18.00
28 April from 10.00 to 16.00

Holland Pavilion participants

Just as in previous years a large number of Dutch fishing companies will be represented at the ESE in the Holland Pavilion in Hall 6. This year the collective stand will cover over 600 square meters. Dutch companies will be presenting various fish products.

The Dutch Fish Marketing Board

The Dutch Fish Marketing Board offers general information on the Dutch fishery and fish products. The new, free of charge import-export guide will also be available. It will provide a handy overview of Dutch importers and exporters.

Reception in the Holland Pavilion

On 26 April from 17.00 to 20.00 you are cordially invited to the Holland Pavilion as guest of the Dutch Fish Marketing Board. You will be able to meet our Dutch fish importers and exporters and enjoy refreshments.

Broad original range

There is increasing demand for easily processed and tasty fish. That is why Dutch fish companies



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are constantly developing new products. Many will be presented at the ESE. There will also be a special competition for innovative fish products, the Prix d'Élite. Dutch companies will naturally be taking part. Examples will include a new product like salty herring carpaccio or young herring packaged per piece in a consumer pack of ten.

Participants	Stand	Participants	Stand
A.C.V.	905	Ocean Fish	1003
<i>Farmed fish from Turkey such as bass and sea bream.</i>		<i>Dab, plaice, cod, redfish and black pollack. In particular a line of filets coated with bread crumbs, pre-formed filets, hamburgers and fish sticks.</i>	
Aquamossel	1101	Ouweland's Rederij en Visverwerking	1002
<i>Specialises in fresh mussels.</i>		<i>Herring, smoked and fried fish delicacies. New: packaging with ten young herring, packed by piece.</i>	
Bertus-Dekker Seafood	1202	Platvis Holland	1104
<i>Wide range of flat, fresh and frozen fish.</i>		<i>Filets of plaice, dab, flounder, cod, redfish and pollack, natural or coated with breadcrumbs.</i>	
Bond Seafood	1010	Partnership Indonesia, Malaysia and the Netherlands in Shrimps	1118
<i>Various novelties in the field of smoked articles, young herring and convenience products.</i>		<i>Partnership on capacity building, quality and market access in shrimps.</i>	
Dayseaday	1109/1210	Seafood Connection	1009
<i>Broadly represented with fresh and frozen fish.</i>		<i>Shrimp, swordfish, marlin and products based on pangasius and tilapia.</i>	
Evimare Fish	1006	Slothouber Seafood	1102
<i>Frozen pelagic fish and whitefish, like mackerel herring, sardines, hake and hoki.</i>		<i>Shrimp, surimi, sushi toppings, shrimp snacks and skewers.</i>	
Flevoland Fish Export	909	<i>New: ready-to-eat surimi product with sauce in retail packaging.</i>	
<i>Next to the standard selection (plaice, Nile perch and salmon) a new line 'healthy and enjoyable' such as salty herring carpaccio.</i>		Piet Verwijs - van der Endt	1105
Friends Fish & Trading	1206	<i>Specialises in lobster, shellfish and crustacea.</i>	
<i>Lobster (products) and exotic fish.</i>		Visscher Seafood	1001
The Fish Company / HMO Visverwerkers	1007	<i>All kinds of North Sea fish, sole in particular. Fresh salmon from Norway and Scotland. New: portions of filet of salmon.</i>	
<i>Cuttlefish, sole, plaice, pelagic fish and extensive selection of products coated in bread crumbs.</i>			
Dutch Fish Marketing Board	1015/1116		
<i>Promotion of Dutch fish products. The assortment of Dutch fish products is unique and extensive. This consists of own products, supplemented with fish imported from all parts of the world.</i>			
Neptunus	1110		
<i>Specialises in herring products.</i>			
Northseafood Holland	901		
<i>Complete assortment of plaice and sole, natural and coated in bread crumbs for retail and catering.</i>			

Colophon

Fish News is a publication of the Dutch Fish Marketing Board in Rijswijk, the Netherlands. The Dutch Fish Marketing Board is the promotional body for the entire Dutch fishing sector.

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Dutch Fish  Marketing Board

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