

BENEFICIARY: **BORD IASCAIGH MHARA**
PROJECT REFERENCE NUMBER: **19/SSMDS/DI001**
NAME OF PROJECT: **Value Add to Whiting & Haddock**
IMPLEMENTATION PERIOD: **1st January to 31st December 2019**

Project Scope

One of BIM's strategies is to increase Irish exports of processed product from thirty to fifty percent. As both whiting and haddock represent a large part of the Irish whitefish quota it is important that attention is focused on these key resources to achieve this.

Currently c. seventy percent of whiting and haddock caught in Ireland are exported mainly to Scotland and France as whole commodity without further processing and thus no value-add or additional benefit to the Irish economy. Furthermore, the lack of capacity to retain and process at scale results in co-operatives and agents often placing large volumes on the European spot market, often for sub-optimal prices. Shortages in skilled filleters has been a bottleneck to progress in this area. However, advancement in filleting technologies means automated solutions are available. To encourage Irish whitefish processors to orientate at scale there is a clear need to define and communicate the value creation opportunities from catch to plate. To further enhance chances of success there is also a need to improve collaboration and co-ordination between key stakeholders along the supply chain.

Objectives

- Generate deep insights from available market intelligence to inform key stakeholders.
- Identify internal capability needs or external inputs.
- Highlight relevant innovation and future R&D focus areas.
- Identify strategic partners and collaborators.
- Enable industry players who have the capabilities to take advantage of opportunities identified.

Budget: €50,000

Achievements/Spend

The project outputs detailed relevant technical, business development and marketing aspects required to facilitate market entry with new formats.

These included:

- Documenting product format specifications including specific shelf-life demands for processed fillets through engagement with French buyers.
- Providing deep market insights including customer analysis.
- Documenting trading terms and commercial demands.
- Defining requirements to mitigate barriers to entry including consistency of supply, aligning landing patterns with market supply requirements, establishing shelf life requirements and objective quality assessment programs.
- Providing model options for industry Route to Market.
- Facilitating industry visits to key processors in Peterhead in the UK to understand market dynamics and Boulogne Sur Mer in France.

- Facilitating industry visits for Irish fishermen to Boulogne Sur Mer auction/Ostend and Zeebrugge auctions and to retailers to better understand market requirements with regards to grading and quality.
- Facilitating joint venture discussions between Irish producers and processors.

SUMMARY OF SPEND:

Total Approved	
Total Eligible Expenditure	€33,811.58
Total Drawdown	€33,811.58
EU – 50%	€16,905.79
Exchequer – 50%	€16,905.79

Report by: John Hackett

Date: May 2020

