

INSIDE: 55TH ANNUAL CONFERENCE



IFFO

THE MARINE INGREDIENTS ORGANISATION

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UPDATE

ANNUAL CONFERENCE

IFFO Annual Conference – Summary

Four-hundred and twenty delegates from 42 countries attended the 55th IFFO Annual Conference, held on 28th-30th September, 2015 in Berlin. The event is the essential meeting place for the worldwide fishmeal, fish oil and wider marine ingredients industry to network and share information.

Omega Protein and Zhonghai Ocean Science & Technology were recognised as industry-leaders, winning in the conference's first-ever IFFO annual awards. The 2016/17 President and Vice-President were chosen. And IFFO announced the next annual conference will be 24th-26th October in Bangkok, Thailand. (See separate articles).

The conference was opened by our President Humberto Speziani, who spoke about how our industry is at a crossroads. Corporations not only have a moral responsibility to their stakeholders, he said, but to be really successful they need to be socially responsible as well.

Sabine Toepfer-Kataw, Germany's State Secretary for Justice and Consumer Protection, gave a welcome address. The people of Berlin are trendsetters and therefore highlight the opportunity for IFFO members to meet the consumer's growing expectations in safe, affordable and nutritious food, she said.

Our Director General Andrew Mallison gave opening remarks. As IFFO's membership has grown over the years, he said, we have become a greater force to represent the industry – IFFO won an international award this year for being an effective voice. We have been addressing issues such as human rights in the fishing industry and Southeast Asia, social standards, a responsible fishing scheme, the use of Ethoxyquin in pet foods, ecosystem-based management,



El Niño and the China market. Still, confidence in our industry remains high as demonstrated in a recent Rabobank report, Oceana's acquisition of Daybrook and growth in the IFFO RS standard.

Mariano Gutiérrez, Professor of evaluation of marine resources at the National University Federico Villarreal (Peru), presented El Niño's connection to Peruvian anchovy abundance as well as other climate change scenarios. He



emphasised fisheries' need to incorporate scientific knowledge of natural resources in order to better understand species' ecological interactions and biomass quantifications.

Whilst Gutiérrez provided a scientific perspective, Einar Wathne, CEO of EWOS Group (Norway), gave a manufacturer's perspective on the future of innovation needs in fishmeal. Wathne took on the role of president of Cargill Aqua Nutrition soon after the conference. In a world overloaded with information, informed consumers are relying evermore on certifications, he said.

In 2012, the Lenfest Report "Little Fish Big Impact" highlighted the views of a wide panel of fishery scientists on the vulnerability of forage fish i.e. the small species that form the prey for larger fish and marine mammals. While the need for an ecosystem approach is becoming more recognised, many of the Lenfest reports' conclusions were based on economic arguments which are questionable. Ray Hilborn, Professor of Aquatic & Fishery Sciences at the University of Washington (U.S.A.), spoke at the IFFO conference about issues the Lenfest report failed to address.



He presented plans for a new research project on Low Trophic Level fisheries management – going beyond Lenfest.

Day 1's afternoon involved an interactive session with the presentations from Francois Kuttel, CEO, Oceana Group (South Africa); Chris Ninnes, CEO Aquaculture Stewardship Council – ASC (The Netherlands); and Jeppe Kolding, Associate Professor, University of Bergen (Norway), wrapping-up up with a panel discussion and audience questioning. Kuttel described how Oceana aims to become Africa's most efficient converter of fishing rights into value, underpinned with generating sustained financial returns by anticipating market trends. Ninnes talked about ASC's history and its push towards a new Feed Standard. And Kolding proposed that fisheries have the potential to provide significantly increased overall catches, if fishing regimes were changed towards more balanced fishing. The session had begun with the world premiere of the video "A Closer Look at Aquaculture and Marine Ingredients, produced by Saving Seafood and released in partnership with IFFO (see separate article).

Delegates networked that evening at

a reception at Classic Remise, a centre for vintage cars, boats and motorcycles.

Days 2 and 3 began with the Market Forum, where Premium and Producer members observed presentations from representatives from 35 countries. The forum was chaired by Han de Wit of Marvesa Rotterdam N.V. (The Netherlands) and also included an economic overview, updates on fish oil trade and fishmeal inclusion rates and a Marine Harvest case study. IFFO Chief Analyst Dr Enrico Bachis presented updated fishmeal and fish oil producer estimates for 2015.

A series of workshops on Day 2 introduced more technical viewpoints of the marine ingredients industry.

Francisco Aldon, Head of Operations of IFFO RS, and Andrew Jackson, Technical Director of IFFO, spoke about developments of the global standard for responsible supply of marine ingredients IFFO RS. To develop an IFFO RS Version 2.0, an independent Technical Advisory Committee (TAC) was formed which represents the whole value chain, reported Aldon. The development of the new standard includes reviewing the current IFFO RS Fishery Approval Criteria, the addition of a risk based assessment to the process and the introduction of mixed fisheries criteria. In addition, the new version will include its own Good Manufacturing Practice criteria in the factory assessment, it will still recognise the current GMP standards such as IFIS, FEMAS or GMP+, it will review existing social clauses at the factory and it will harmonise with other relevant standards.

Jackson also discussed other technical issues. He spoke about Ethoxyquin, including EU re-authorisation developments, shipping of fishmeal and alternative antioxidant assessment trials. His remarks on CODEX touched on a draft standard for fish oil and IFFO's participation in establishing a Nutrient Reference Value (NRV)

for EPA+DHA. IFFO members are also collaborating on the creation of a Fishmeal Encyclopaedia, Jackson reported.

DNA sequencing in fishmeal is a new tool for authenticating products and sources, according to a presentation by Bogi Eliassen, Program Director, Fish Gen (Faroe Islands) and Paul Flicek, Senior Scientist and Team Leader, European Bioinformatic Institute. Both the Aquaculture Stewardship Council and the Global Aquaculture Alliance gave updates on marine ingredients in aquaculture feed standards. And Christian Drüppel, Eurofins GfA Lab Service GmbH (Germany) discussed contaminants in fishmeal and fish oil with special reference to EU regulations.

On Day 3, IFFO's Maggie Xu gave an update on the China market, looking

at the economic landscape and effects on our industry, she then moved onto China's production, import and export figures and technological trends. GOED, the global organisation for EPA and DHA omega-3s, explored the growth in the omega-3 marketplace as well as algal oil production and supply. And Seafish, the UK seafood industry authority, highlighted its own development of a fishing vessel-based accreditation scheme that certifies vessels that employ responsible practices on board. Odd Eliassen of Havsbrún (Faroe Islands) illuminated the benefits of higher inclusion rates of fishmeal and fish oil in aquaculture diets. The final sessions included updates on the pet food industry as well as Germany's fish by-products sector.

The conference ended with a Gala Dinner, where in addition

to the aforementioned leadership and innovation awards, accolades were also given to AnimalFeeds Inc. Founder Celia Meilan (see photo left) and IFFO Technical Director Andrew Jackson for their lifetime contributions to the marine ingredients industry.

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Leadership and innovation recognised in IFFO awards

Omega Protein and Zhonghai Ocean Science & Technology were recognised as industry-leaders, winning in the conference's first-ever IFFO annual awards. A judges' panel, drawn from the management board of IFFO, considered submissions from IFFO members who demonstrated leadership or innovation in one or more of the following areas:

- Representing the industry in lobbying and advocacy
- Setting an example to others in responsible business practice, environmental management and/or corporate governance
- Innovation in environmental, social, technical or product areas
- Any other forms of leadership that applicants may put forward

"We certainly appreciate the recognition of the company's ongoing efforts to conduct the most responsible, sustainable and socially-aware operations that we can," said Bret Scholtes, President and CEO Omega Protein, which won in the Leadership category. "Like the other companies considered for this award, Omega Protein has made it a point to educate the world of the sustainable harvest of our collective fisheries and the



many benefits provided by the marine ingredients that we create."

Omega Protein's achievements included creating artificial reefs from retired fishing vessels, representing IFFO members at the UN Committee on Food Security, publishing a paper on the importance of marine ingredients and producing a Corporate Social Responsibility Report. The Leadership category finalists included Pesquera Exalmar, Guangdong Haid Group, Loblaw and Tecnologica de Alimentos

S.A. (TASA).

Zhonghai Ocean won in the Innovation category for developing new pharmaceutical and food grade products derived from marine raw materials. It beat out the finalists of Aker BioMarine, FIF and KD Pharma. The award is "an encouragement to what we are doing and will do," said William Wang, General Manager, Zhonghai Ocean. "We will insist on developing the potential of low price marine ingredients and adding more value to the final products."



Key Findings: 2015 IFFO Annual Conference feedback

- 97% said networking opportunities were positive
- 93% said presentations and discussion topics were relevant to their business
- 90% said conference was good value for money
- 90% said they were planning to attend next year's conference in Bangkok

Source: 98 respondents to the IFFO Annual Conference feedback survey 2015



Aquaculture and marine ingredients video premieres at conference

After decades of growth, the aquaculture industry continues to expand as a crucial segment of the global seafood market, and sustainably harvested fishmeal and fish oil are fuelling this growth. In a new video produced by Saving Seafood and released in partnership with IFFO, the trade association representing the marine ingredients industry, and Omega Protein, aquaculture industry leaders and experts discuss the future of fishmeal, fish oil and farmed seafood. The video, which premiered on 28th September at IFFO's Annual Conference in Berlin, is also being made available to the public.

"Aquaculture will, over time, be able to grow, but fishmeal will still be at the base of aquaculture, and if

you took fishmeal away, this would have a very serious effect on the aquaculture industry in the world" says Dr Andrew Jackson, Technical Director of IFFO (pictured above). Dr Jackson was awarded the Seafood Champion Leadership Award at the



2015 SeaWeb Seafood Summit in New Orleans, Louisiana, in acknowledgement of his work to promote sustainability in the marine ingredient and aquaculture industries.

Dr Jackson also notes that marine ingredients are an increasingly important component of the global food supply. According to Dr Jackson, 15 million tons of fish are used annually to produce 5 million tons of fishmeal. That 5 million tons goes to feed 35 million tons of aquaculture, and goes into the animal feed that produces around 300 million tons of food. Dr Jackson sees this as a reasonable trade-off, "so long as things are being done in a proper, responsible, sustainable way."

[View the video, "A Closer Look at Aquaculture and Marine Ingredients," here](#)

Information-sharing beyond face-to-face

The live event was accompanied with **exclusive online platforms**: an app, a delegates' information area and a system for submitting questions and voting. The majority of the conference was presented in English, but provision was made for simultaneous interpretation into Spanish, Chinese and English for the main sessions and meetings. Delegates and members can log on to iffoevents.com and iffo.net respectively to view **conference presentations, recordings and photos**.



Conference delegates were handed IFFO's **annual Statistical Yearbook**, which gives an overall picture of the production, consumption and trading of fishmeal and fish oil together with capture and feed aquaculture. Members who did not attend the conference will receive the Yearbook by post.

Press coverage of the IFFO Annual Conference

Algal omega-3 oil for human consumption slowly increasing

Global production of algal omega 3 in 2014 was over 1,400 metric tons, a slight increase from 1,380t two years earlier, Leslie van der Meulen, GOED's chairman of the board of directors, showed in a presentation.

According to Van der Meulen, the market is slow to develop due to high price, but demand in aquaculture could facilitate cost improvement.

Developments in protein extraction could bring cost of algal oil below \$10/kg.

Volumes are still dominated by an "infant formula" (DHA only), but more EPA sources are coming on line, he said.

Undercurrent News blogged live from Berlin, Germany, where the Marine Ingredients Organisation (IFFO) 55th annual conference took place.

[Read more.](#)



Oceana CEO: Future investments on the table

South African fishing group Oceana, which earlier in the year invested about \$382.3 million (€340.2 million) in the acquisition of Daybrook Fisheries, a United States-based menhaden fishing and processing operation, will be looking at more investments further down the line, its CEO Francois Kuttel said.

Sitting down with IntraFish on the second day of the IFFO Annual Conference in Berlin, he said the process is underway to ramp up fishmeal and fish oil processing capacity to 107,000 metric tons and 34,700 metric tons, respectively.

The company is currently ploughing \$10 million (€8.9 million) into

commissioning a processing plant in Angola, together with a local partner and the Angolan Ministry of Fisheries – a plant which should be up and running by December.

In addition, it is replacing its fishmeal processing equipment in its Namibia cannery at a cost of \$2 million (€1.8 million) to \$3 million (\$2.7 million). The plan deals with the trimmings from its canning operation, and the refurbishment should be ready by September 2016.

In total, Oceana will run five fishmeal plants in Africa, and one in the United States by the time, Kuttel said. [Read more.](#)