

Friday, October 11, 2019 fish international_11_10_192/iz

Press release:

Higher presence of convenience products

fish international: Packaging and animal welfare are hot topics

New products, the Packaging Directive in force since January 2019, sustainability and animal welfare in aquaculture: These are just some of the topics at the heart of the fish international from Sunday 9 to Tuesday 11 February 2020 at Messe Bremen. Once again, the organisers of Germany's only fish trade fair will give visitors from the industry, retailing and horeca a forum for swapping and discussing new ideas.

As a showcase for new products, the fish international 2020 has a lot to offer, especially as many exhibitors are coming for the first time. For example, Turkey's largest fish farming company will be presenting its Olive Flounder (*Paralichthys olivaceus*) in Bremen. Cooks in Asia value this meaty fish for sushi and sashimi, but it is largely unknown here. A company from Java is keen to tap into the German market with its sustainably farmed tilapia and products such as fillet of tilapia in Parmesan crust. "We've identified a trend towards more frozen and convenience products", says Sabine Wedell, project manager of the trade show. One more example of this is an Irish company presenting new spice mixes and toppings for salmon, cod, hake and other fish.

One of today's major concerns is protection of the environment. This has led to new regulations such as a directive that demands packaging must be "especially recyclable". The engineer Till Isensee will give a presentation that illustrates the confusion caused by this vague description. He points out: "Seven disposal companies operate in Germany, and all define recyclability differently." Producers are increasingly using paper packaging in response to consumer demand. "Many consumers think paper is better for the environment than plastic," says the expert. "But paper is often coated, which makes it a non-recyclable compound material, unlike pots made of simple plastic." Isensee will show how companies can deal with the demands from all sides, and he will also offer to inspect packaging.

For almost ten years, fish international has been continually extending the exhibition's focus on aquaculture. This time, vendors can also use the SCOPE Lounge for talks with their customers. One organisation taking advantage of this offer is the Initiativkreis Tierschutzstandards Aquakultur (Initiative for Animal Welfare Standards in Aquaculture), which unites scientists, associations and major retail chains. "It looks for example at options for stunning fish before slaughter. In most countries, stunning is neither required by law nor practiced," says Sabine Wedell. She is confident the initiative's ideas will have an impact. "Because of the market power of the retailers, they have a far-reaching influence. Especially as they buy not only in Germany."



The trade fair programme also includes tastings in the "Räucherbox" smoke house, a special counter show, the award of the Seafood Star for good concepts for instance in fish retailing and the presentation of their certificates to newly qualified fish sommeliers. Preparations for the traditional Trawl Party are already in full swing. After the dinner, the band New City Beats will stage a funk-pop dance show that will soon fill the dance floor.

Visitors can take a look not only around Hall 5, but also Halls 6 and 7. This is the venue of the fourth GASTRO IVENT for the horeca industry. The trade fair covers technical solutions, high-end food and drink as well as furniture and fittings. Highlights are a coffee special and an area for East Frisian products.

The fish international will open on Sunday and Monday from 10 a.m. to 6 p.m., and on Tuesday from 10 a.m. to 5 p.m. Ticket prices start at EUR 24.

More information at: www.fishinternational.com

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Further information for editors:

MESSE BREMEN / M3B GmbH

Imke Zimmermann, Tel. +49 4 21 / 35 05 – 4 45

E-Mail: zimmermann@messe-bremen.de; Internet: www.messe-bremen.de