



Non- governmental fisheries certification systems

September 15th 2017

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Espersen

Who we are

Leading, international provider of delicious and sustainable seafood

Strong seafood heritage
Founded in 1937 on Bornholm, Denmark

Turnover: EUR 300 mio.
Production volume: 57,000 tons

Owned by Family Foundation
Long term focus
Charity



2,400 employees
9 locations
6 factories

4 business areas:
Chilled
Frozen
Food service
B2B



Locations

- Denmark: Roenne (office), Hasle (production), Fredericia (production), Copenhagen (office)
- Lithuania: Klaipeda (production)
- Russia: Novgorod (production)
- Poland: Koszalin (production)
- France: Boulogne-sur-Mer (office)
- Vietnam: Ho Chi Minh City (production)
- UK (office)
- Hong Kong (office)



Espersen in Veliki Novgorod

Started in 2013

Sales: 2014: 500 tons
2017: > 3.000 tons (est.)

Raw material: All Filet blocks are MSC Certified & supplied by Russian fishing companies.

Raw material: 70% MSC and 30% non MSC.

Production: 75% for Russia – 25% for Export to EU.

Milestone: 100% MSC raw materials used to produce X5 Retail Group (Perekrestok) premium fish products label “Noviy Okean” produced by Espersen (2017).



MSC Suppliers of Espersen Russia
and Espersen Group

NOREBO



ГИДРОСТРОЙ



**Русская
Рыбопромышленная
Компания**

Short - medium term challenges

Building a sustainable business on sustainability principles is a challenge in Russia

Weak perception of raw material and food quality in general

‘Spoiled’ market perception of value added products vs H&G

Consumer expectation: Quality and sustainability

Increase volumes of Russian produced value added products to the Russian consumer

Transport and logistic challenges from far east to European Russia: cold chain, MSC certified warehouses (chain of custody), EU certified warehouses (export)



THE FUTURE ??



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GFSI Benchmarking Requirements V7

Guidance Document Version 7
Published

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GSSI recognizes the Marine Stewardship Council

On 14 March 2017 the GSSI Steering Board announced its recognition of the MSC - read more »





Welcome to Standards Map

Standards Map provides information on over 210 standards, codes of conduct, audit protocols addressing sustainability hotspots in global supply chains.

[Identify](#) [Quick-scan](#) [Compare](#) [Self-assess](#)

i To begin your analysis, identify the set of voluntary standards which apply to your product/service, producing country and destination market. To do this, we invite you to select a product or service from the left-hand side navigation menu. The list of standards then updates automatically.

Product / service

Hoki

Producing country

New Zealand

Destination market

Europe

Search by name

Enter standards' names to identify sp

[More search options](#)

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21 standards correspond to the chosen criteria.



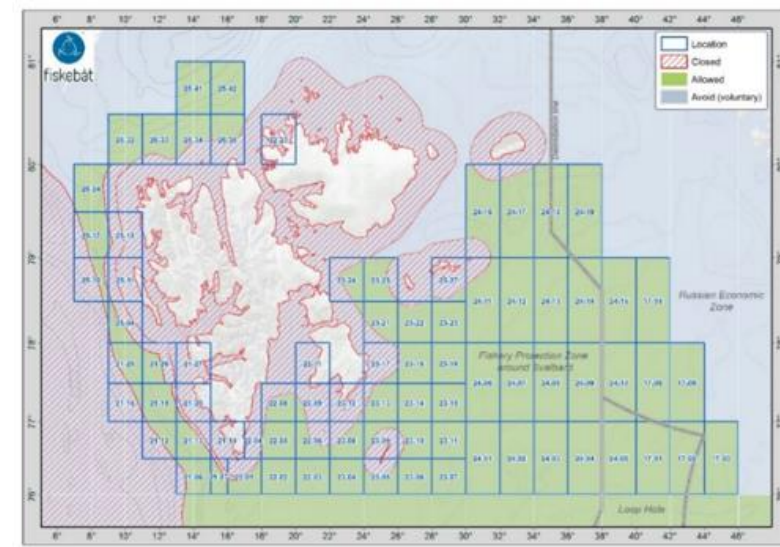
THE CHALLENGES FOR THE SEAFOOD INDUSTRY

WHAT TO DO ABOUT?

Problems with overfishing, use of bottom trawling, selectivity, climate change etc.?

Ethics, social responsibility, forced labour?

What about cost?



Outcome: Existing Fishing areas defined!



Goal 13: Climate action

Take urgent action to combat climate change and its impacts



Goal 14: Life below water

Conserve and sustainably use the oceans, seas and marine resources



The world is becoming too fast, too complex and too networked for any company to have all the answers inside.

Yochai Benkler *The Wealth of Networks*

Thank you!

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