

# Marca España to promote farmed fish

The General Secretariat of Fisheries and the Royal Academy of Gastronomy have started a project so that within the activities of Marca España (Spain Label) there is a plan to promote farmed fish and seafood.

The project consists of a specific plan to publicize national aquaculture, as a sustainable activity, under the protection of Marca España, as announced by the Secretary General of Fisheries, Alberto Lopez-Asenjo, during the assembly of the Business Association of Aquaculturists (APROMAR).

The goal is to end the "false myths" about its products, as detailed by Lopez-Asenjo.

The idea is that within Marca España the strategies of the Spanish Institute of Foreign Trade (ICEX) and the Directorate General of Agro-Food Industries of the Ministry of Agriculture and Fisheries, Food and the Environment specifically promote aquaculture products.

Within the activities of Marca España already the fishing canned products have already been reflected, but the Ministry wants other "presentations as the products of fish farming" to also be promoted.

The project will contribute to the release of the cuisine with Spanish bred fish and to the awareness with the aid from chefs.

Spain is the first country of the European Union (EU) in aquaculture production volume and the third one as to value (behind France and the United Kingdom).

The national aquaculture sector obtains 250,000 tonnes of fish and shellfish, according to Lopez-Asenjo, who stressed that the Ministry "misses" an expansion and increased international awareness of these products.

As an example, he has mentioned that the European Parliament itself uses reports with obsolete data, dating back to ten years ago, which do not correspond to reality, to talk about the presence of pesticides or antibiotics in aquaculture.

In general, the Ministry of Agriculture and Fisheries, Food and the Environment aims to "multiply by four" the national aquaculture production, added Lopez-Asenjo.

Lien article :

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