Bord lascaigh Mhara Irish Sea Fisheries Board



New Business Start-up Pack





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Welcome to the Bord Iascaigh Mhara NEW BUSINESS START UP PACK

This pack is intended to act as an introductory guide to the Irish seafood industry for those who may be considering starting a seafood business in Ireland. The pack is specifically aimed at those who may wish to start a seafood retail business, a seafood processing or manufacturing business.

We shall provide you with some interesting information on a wide range of topics including the Irish seafood, the Irish seafood market and Irish seafood consumers.

The pack contains an introduction to the training needs for starting and running a new seafood business. Training is a vital component of running a successful business and we urge that you pay particular attention to this section.

We will provide you with an introduction to the most important agencies which you will encounter as your new business evolves. You will find information on regulatory agencies who you will work with to ensure that your business and products meet all legal and food safety requirements. This pack contains also contains a directory of some of the suppliers who provide various services and equipment to the Irish seafood industry.

You will also find included two guide books which will help you at the early stages of developing a seafood business. The Starting a Seafood Business guide will help you to research your idea at the early stages, you can use it to carry out research on a wide range of topics including raw material supply, prices, training requirements and drafting a business plan. Branding yourSeafood Business will be most useful when you have developed a concrete plan to create and market new products, it will help you understand branding and communications and what they mean to your business.





BIM SERVICES

BIM Services

BIM offer a variety of services to the seafood industry, these services are delivered according to the nature of the business seeking our services. In general, the Aquaculture Development Division works with fish farmers, the Fisheries Development Division works with fishermen and the Business Development and Innovation Division works with seafood processors.

This guide is aimed at seafood processors and therefore it is focused mainly on the services of the Business Development & Innovation Division. BIM supports the growth of the Irish seafood industry, with a focus on increasing profitability and employment in the sector. We provide assistance to seafood companies through a variety of commercial services.

Business Development

BIM's regional officers, located around the coast, provide hands-on professional mentoring in business planning, identifying new market opportunities and branding, as well as advice on funding - all of which enable companies to grow more rapidly than they could alone. Our regional officers can direct you to our range of services.

Process Efficiency

Our processing efficiency services can help your business increase its competitiveness and improve its revenue through more effective and efficient processes that save time, money and effort.

Process Capability

Our process capability services are designed to assist seafood processors to set up food safety systems and complying with food safety laws, certification programme standards and best practice recommendations.

Business Development

East / Dublin:Ian Mannix, mannix@bim.ieSouth West:John Hackett, hackett@bim.ieNorth West:Michael Gallagher, gallagher@bim.ieWest:Máirtín Walsh, walshm@bim.ie

Process Capability, Farmed & Wild Capture Fish Quality Labelling Food Safety & Quality Team. foodsafety@bim.ie

Process Efficiency Paul Ward, ward@bim.ie

Retail and Food Service Support Geraldine Lane, lane@bim.ie

Lorraine Richardson, richardson@bim.ie

Retail & Food Service Support

We assist the retail and food service sectors to increase seafood sales through improved product quality. We also provide access to specialist knowledge of seafood handling, labelling, presentation, supply chain and cold chain management.

Farmed Fish Quality Labelling

Our food quality schemes support the production of world-class farmed seafood and can help you to differentiate your products in the marketplace through eco, organic and quality labelling.

Wild Capture Fish Labelling

We provide internationally accredited product certification and labelling for wild capture fisheries, as well as help with external certification programmes, giving you greater access to domestic and export markets.





What is the BIM Seafood Development Centre (SDC)?

The Bord lascaigh Mhara (BIM) Seafood Development Centre is the first innovation facility for the Irish seafood sector. This state of the art facility will enable companies to exploit and maximise the market potential for Irish seafood by fostering and integrating innovation into feasible business strategies and the development of new products and processes for the seafood industry.

The centre is integrated with BIM's Business Development and Innovation Programme and the Fisheries and Aquaculture Divisions to ensure Irish seafood companies are equipped with all the necessary services to exploit market opportunities.

What is in the BIM Seafood Development Centre? The SDC has an overall space of 768m² and includes the following facilities:

Product Processing (wet fish area)
Graduate Area
Business Incubation Units (2)
Product Development Kitchen
Reception and Administration

What can the BIM Seafood Development Centre do for your business?

The overall aim of the SDC is to grow your business and to add sustainable, profitable, competitive, valueadded offerings that meet your end customers' requirements.

SDC Services

Market Research & Assessment Recipe Development Product Development Sensory Analysis Prototype generation Equipment trials Packaging trials Production Trials Shelf life & Nutritional Analysis Product Launch

Facilities

Test Kitchen Area Processing Area & Equipment Incubation Units Training Room

For more information contact:

Gloria Corcoran, Seafood Development Centre, Clogheen, Clonakilty, Co. Cork. Telephone (01) 2144151 or Email corcoran@bim.ie



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MARKET AND CONSUMER INFORMATION

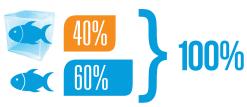
It is very important to know your market and your customers before you start a new business.

The Seafood Market

inform

Fish sales in Ireland increased by 5.2% in 2012¹. This was driven by people purchasing fish more often. Fresh fish, both pre-packed and loose showed good growth in 2012.

Fish sales are growing strongly compared to other main proteins.



Sales of fresh fish and frozen fish in Ireland are split roughly 60% - 40%.

- Salmon, Cod, Haddock & Prawns made up 71% of the total value of all sales in the Irish Seafood Market 2012.
- If one looks at the shopping habits of the "average" Irish seafood buyer, Salmon, Mackerel and Hake are the most frequently purchased fresh fish in Ireland.
- Fresh fish is much more likely to be sold as pre-packed rather than loose.
- Sales of fish products at rounded price points i.e. €1, €2, 2 for €6 and so on, is very common in Ireland, particularly for frozen products.

- In 2012, the average price per kilo for fresh fish was €12.73, for frozen it was €8.37. This compares favourably with other proteins like pork and chicken etc.
- Fresh fish buyers also often see themselves as "connoisseurs".
- Friday is still the most important day of the week when it comes to the sales of fish in Ireland.



Salmon alone comprised 49.6% of the total consumer spend on seafood in Ireland in 2012².

Of the various groups in Irish society, older people with grown-up children (the so-called "empty nesters") and families with older dependents are the strongest purchasers of fresh fish in Ireland. Frozen fish is very popular with families who have younger children.

Healthy eating, children's nutrition, diet and nutrition were all cited by seafood buyers as being important to them.

¹ Kantar World Panel 2012. ² Kantar World Panel 2012.



Sea Fisheries Protection Authority

The Irish seafood industry makes a valuable contribution to the Irish economy and coastal communities in particular. To ensure that the industry can expand and thrive it is vital that our fish stocks are exploited in a sustainable way. Controlling the use of our natural resource will provide a long-term economic benefit in the years to come. The Sea Fisheries Protection Authority (SFPA) has a dual role; sea fisheries conservation and seafood safety. The aim of the SFPA is to work in partnership with stakeholders in the industry to ensure that the marine resources in Irish waters are exploited sustainably and consumed safely for the long-term benefit of producers and consumers alike.

There is also a growing international market for our seafood. Irish seafood is renowned for its quality. The SFPA works to ensure that these high standards are maintained and that consumers can be assured that Irish seafood adheres to the highest quality assurance standards. The provision of a strong and fair control system across the seafood chain, with respect to both fisheries conservation and food safety is essential to providing credibility and assurance to the market.

The SFPA is dedicated to providing this assurance through the implementation of an effective, strong and fair control system across the seafood chain. Good goverance and management frameworks safeguards jobs, secures fish stocks for the future and help to protect the marine environment.

More information can be found at www.sfpa.ie

Food Safety Authority of Ireland

All food businesses have a legal responsibility to their customers to ensure the food they produce is safe to eat and complies with food law. The activities of the seafood sector, like all food businesses, are regulated by official agencies operating under service contract to the Food Safety Authority of Ireland (FSAI). These official agencies, the Health Service Executive and the Sea Fisheries Protection Authority, inspect and monitor seafood businesses to ensure compliance with food legislation.

The FSAI provides a wide range of information on food safety and hygiene such as: training requirements; food labelling; food safety legislation; and HACCP. The FSAI also offers business startup information which outlines the steps a new seafood business must take when setting up a food business.

For more information visit: www.fsai.ie or www.facebook.com/FSAI or contact the FSAI Industry Advice Line on 1890 336677.





REGULATORY **AGENCIES**









REGULATORY AGENCIES

Health Service Executive

The Health Service Executive Environmental Health Service (EHS) is responsible for protecting population health via the enforcement of legislation and the promotion of activities to assess, correct, control and prevent those factors in the environment that can potentially affect adversely the health of the population. The EHS works with the Food Safety Authority of Ireland in relation to Food Control in Ireland.

The Environmental Health Officer (EHO) routinely and regularly inspects places where the food is handled including food imports at the sea and airports. Sale and service of food in markets, shops, wholesalers, restaurants, public houses, crèches, nursing homes, hospitals and hotels are all covered by the EHO. Food stalls and other food vehicles carrying food are also monitored. Not only does the Environmental Health Officer check the hygiene in these places but also that the food in them is not contaminated in any way and has a comprehensive food sampling programme. In cases where there are breaches of the law Environmental Health Officers have a range of actions open to them from a verbal warning through to a Closure Order being served.

The Environmental Health Officers fully investigate food alerts and can result in a recall of the product. Complaints regarding a food business or product or a suspected food poisoning outbreak are investigated.

You can find more information and contact details for local offices on www.hse.ie

Feidhmeannacht na Seirbhíse Sláinte Health Service Executive





Registering your Seafood Business

If you have completed your research and your business plan and you intend to establish a seafood business you should start by registering your business with the relevant authorities. Seafood businesses normally fall under the remit of one of two seperate authorities:

The Sea Fisheries Protection Authority (SFPA) monitors food businesses that handle and process seafood and fisheries and aquaculture products. Processors, packers and producers fall under the authority of the SFPA.

The Health Services Executive (HSE) monitors food businesses such as retail shops, restaurants, takeaways, delis and market stalls. It is important that before a business starts operating, the management of the business contacts the appropriate local offices of the HSE or SFPA and inform them of their intention to establish such a business.

Obtaining approval to operate a new Business

Once a business is registered the process of working towards approval to operate can commence. Approval is different from registration in that registration is an administrative process while the approval process assesses many factors including the condition of the premises, the practices and processes proposed, the staff and management capabilities, the products produced, the volume of throughput and the waste management systems of the new business. You will not receive approval until the relevant authorities are satisfied that the systems, premises and capabilities within the business are satisfactory.

Similar to registration, approval should be sought through the competent authority as early as possible and in advance of commencing operations.

Food Hygiene and Safety

The top priority of any new business must be to ensure that the business plays its part in protecting public health, this is an overriding imperative which trumps all other goals such as making a profit or building the business. The new business must ensure that their products, premises and practices all contribute to providing safe, high quality food to their customers.

Regulation 852/2004/EC

This legislation sets out rules on food hygiene (specific rules and more general requirements) including premises layout, temperature control rules, implementing HACCP, use and maintenance of equipment, transport, waste management, personal hygiene and training requirements.

Regulation 853/2004/EC

This regulation concerns businesses handling products of animal origin including seafood.

Regulation 178/2002/EC

This regulation sets out general principles of food law and makes it illegal for anyone to place unsafe food on the market.

There are many other regulations and guidelines for food business operators. It is important for food business operators to work closely with competent regulatory authorities to ensure that operators are aware of all regulations and guidelines and that they are being implemented appropriately.



Obtaining Advice on Food Safety and Hygiene

It is strongly recommended that any aspiring business should start by getting in touch with the Food Safety Authority of Ireland to obtain assistance in developing a state of the art food safety system for their business. There is a great deal of information in the "Food Businesses" section on www.fsai.ie Businesses may also use the FSAI free advice line 1890 33 66 77.

The Sea Fisheries Protection Authority also provides very useful guidance material on their website www.sfpa.ie

BIM Services

Our process capability services are designed to assist seafood processors to set up food safety systems and comply with food safety laws, certification programme standards and best practice recommendations. BIM can help your company implement a food safety management system that incorporates the Hazard Analysis & Critical Control Point (HACCP) system. As part of this process:

- We can assist you in obtaining your approval number from the Sea Fisheries Protection Authority (SFPA)
- Our Food Safety Management System (FSMS) workbook will guide you through your implementation of HACCP
- You can avail of training in seafood hygiene and HACCP
- You can take advantage of BIM's ongoing advice and assistance and avail of our information notes on a wide range of topical issues including:
 - Cleaning and Disinfecting in Seafood Processing
 - Hygiene Requirements when Handling Seafood
 - Shelf Life Requirements for Seafood Processors (+ more)

Processing Capability Start Programme

This programme is aimed at assisting both start-up seafood processors and existing processors. The programme shows processors how to comply with best practice and legal obligations in bringing safe seafood to the market.

BIM can also help processing companies with:

- Implementing food safety management systems
- Advice on plant layout
- Guidance on legislative requirements
- Information workshops on topics such as labelling, packaging and traceability

Further details are available in the Processing Capability Start Programme or contact Carol Rafferty: rafferty@bim.ie.

For more information please visit the "Grow your Business" section (under "Our Services") on www.bim.ie or contact the Food Safety team at foodsafety@bim.ie or (01) 2144100.





TRAINING

Why train?

Appropriate training gives the business a strong competitive edge and it develops loyalty through satisfied clientele. Training helps the staff to address their current responsibilities, develop their own skills and understand their role in the business.



Successful companies place great emphasis on continuous training for their staff. This requires resources in terms of both time and money, but the knowledge and skills gained through training can bring great rewards to the business.

What should I train in?

If you own a food business, or work in the food industry, you should acquire food safety training and/or be supervised in line with the level responsibility you have. So, for example, managers will need different training than those serving food and those engaged in transportation etc.

Training must be tailored to the activities you will be engaged in and at an appropriate level of complexity. It is often better to participate in training courses in a progressive manner, beginning with introductory courses before attempting to complete intermediate and then advanced courses.

What type of training should I do?

Training can take a variety of different formats – from short courses, to longer lifelong learning such as college degrees.

It is advisable to do a regular review of what skills you or your staff may need to develop.

Where can I do training?

There are a wide variety of ways to undertake training to suit your business and your time. In addition to attending courses, there are options for undertaking internet based training courses.

Training Providers

www.qualifax.ie

Qualifax is a nationwide database of training courses, their site provides detailed information on a wide range of courses from numerous providers. This site has a good search function and is a very useful resource to identify relevant courses.

Industry specific courses and information can be found at the following:

www.bim.ie/training/ www.fsai.ie/food_businesses/food_safety_training.html www.bordbia.ie/industryservices/pages/default.aspx www.enterpriseboards.ie/index.aspx www.teagasc.ie/training/

For more help you may contact Sinead Howard at BIM: howard@bim.ie



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	County & City Enterprise Boards	Nationwide, Ireland.		www.enterpriseboards.ie
	Dublin BIC (Dublin- Business & Innovation Centre)	The Tower, TCD Enterprise Centre, Pearse St., Dublin 2, Ireland.	info@dbic www.dbic.ie	01 6713111 01 6713330
	Enterprise Ireland	The Plaza, East Point Business Park, Dublin 3, Co Dublin, Ireland.	Jim Mulcahy jim.mulcahy@enterprise ireland.com	01 7272964 www.enterprise ireland.com
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Corrugated Containers Ireland	Beechmount Industrial Estate, Navan,	Ken Brady 087 299 8401	046 9027726 / 046 9022380
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	Staffordshire B79 7SP, England	david@creativepaper.co.uk	www.creativepaperproducts.co.uk
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Presentation Packaging Specialists	Melbourn rd, Bishopstown, Co. Cork, Ireland	Declan O' Mahony 087 2662440 declan@presentationpackaging.ie	021 4346020 / 021 4346016 www.presentationpackaging.ie
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	Dublin 24 , Co Dublin, Ireland	paddyburke@quality-labels.com	www.quality-labels.com
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Aquaculture Communications and Media	MI48375, USA	dave@aquacomgroup.com	www.aquacomgroup.com
The Food Hub Incubation Centre & Processing Units for Food Businesses	Carrick Road, Drumshanbo, Co. Leitrim, Ireland	info@thefoodhub.com	071 9641848 www.thefoodhub.com
The Food Technology Centre New Product Development, Nutritional Analysis, Mentoring & Training Services	St. Angela's College, Lough Gill, Co. Sligo, Ireland	info@thefoodtechnologycentre.ie	(071) 915 0734 / (071) 915 0741 thefoodtechnologycentre.ie
The Fresh Soup Company Contract Manufacturer	Units 7 & 8 Site 22, Duleek Business Park, Duleek, Co Meath, Ireland	Ronan Carr info@thefreshsoupcompany.com	086 8551931 / 041 9814505 086 8551931 / 041 9814331 www.thefreshsoupcompany.com
AFOS Smoking Equipment	Kingstown House, Saxon way, Priory Pk West, Hessle, East Yorkshire HU13 9PB, United Kingdom	Mike Sutton mchsttn@aol.com / info@afosgroup.com	+ 44 (0) 1482 372100 / + 44 (0) 1482 372150 + 44 (0) 7831 800773 www.afosgroup.com
All in a Shell Ltd	Dooniskey, Lissarda, Co Cork, Ireland.	Michael D. Barry	026 42267/026 42645
Shellfish machinery		allinashell@eircom.ie	www.allinashell.com
Avure Technologies Systems for high pressure removal of food borne pathogen	Quintusvägen 2, Bldg.343, SE-721 66 Västeräs Sweden	Nigel Rogers (UK & IRL) nigel.rogers@avure.se	+44 (0)1543 473673 / + 44 (0)1543 473673 + 44 (0)7885 333708 www.avure.se
BOC Gases	Little Island, Co Cork, Ireland	Kevin Hedderman 087 9884805	01 4091801
Gas Suppliers (Cooking / Gas packing etc.)		kevin.hedderman@boc.com	www.bocgases.ie
Depur Systems Ltd Depuration and re-ciruclation systems for Shellfish etc.	Moneycarragh Fish Farm, 60 Dromara Road Dundrum, Co Down, N. Ireland	John Smyth info@depursystems.com	+44 (0)28 43751860 / +44 (0)28 43751940 +44 (0)796 8343786 www.depursystems.com

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