

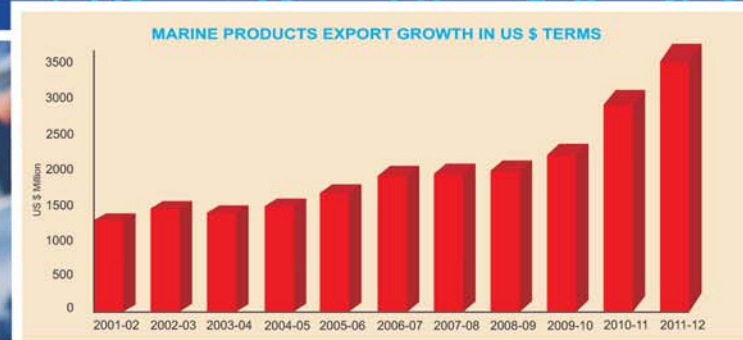
# MPEDA

## Newsletter

JULY

2012

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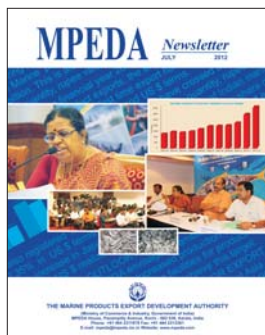
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OUTLOOK  
MPEDA envisage  
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EXPORT  
Asia



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# MPEDA NEWSLETTER



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## Contents

### Marketing News

Marine products exports scale to  
new height in 2011-12 ..... 3

Highlights of Annual Supplement 2012-13 to  
Foreign Trade Policy (FTP) 2009 - 14 ..... 7

Cobia products developed by National Institute of Fisheries Post Harvest  
Technology & Training (NIFPHATT), Kochi ..... 10

Fishmeal and Fish Oil Markets - July 2012 ..... 12

### Focus Area

Awareness programme on Ornamental Fish Development organized at  
Datia District of Madhya Pradesh ..... 13

Awareness Programmes on Ornamental Fish Breeding at  
Mandi District, Himachal Pradesh ..... 14

### Quality Front

Visit of Japanese Health Ministry Delegation to India ..... 15

### Aquaculture Scene

Successful production of Tiger Shrimp using high health seeds ..... 16

Awareness campaign on "Scampi Culture" organized  
at Khopi Village, Khed Taluk, Ratnagiri District ..... 16

**News Spectrum** .....19

**Trade Enquiry** .....31

## *On the platter.....!!*



*Friends,*

*As announced, the marine products exports from India has scaled to a new height of US\$ 3,508.45 million in terms of foreign exchange earnings. In Rupee value, the exports touched 16,597.23 crores through the export of 862,021 tonnes of marine products. For the first time, the unit value per kg of export has crossed US\$ 4.*

*Surpassing the EU, South East Asian region has emerged as the largest market of Indian marine products in quantity as well as value. An ambitious target of US\$ 4.5 billion is kept for the current fiscal.*

*However, reports from various markets indicate that there has been a lull in demand for seafood, especially shrimps due to different problems, which include contamination issues as well as the economic turmoil that still continue in certain developed markets. We expect things to improve soon with summer and festive season demands. The prices of farmed shrimp in the country also went down drastically concurrent to the low demand in the overseas markets. This has created difficulties to farmers who were having high hopes about recovering their costs and making a reasonable profit. It is disheartening to note that our production sector and its returns remain highly volatile to the fluctuations in the overseas market prices. Such happenings could definitely have a dent on the savings by the farmers and also could prompt them to desist from farming. At this moment, every farmer and exporter should promise to himself that he will ensure the product he exports from the country is clean and free of any food safety hazards. This commitment alone will ensure that our exports cruise to reach the set target. MPEDA will whole-heartedly support such commitments and will be in the forefront to promote such initiatives.*

*Wishing you all the best!*

*August 2012*

*Sd/-  
(LEENA NAIR IAS)  
Chairman*



# MARKETING NEWS

## Marine products exports scale to new height in 2011-12

For the first time in the history of marine products export, the earnings have crossed USD 3.5 billion. This was officially announced by Ms. Leena Nair IAS, Chairman, MPEDA in a Press Meet on 10<sup>th</sup> August, 2012 held in Kochi. This is also the first time that the export has surpassed all the previous records in quantity, rupee value and US \$ terms. Exports aggregated to 862,021 tonnes valued at Rs. 16597.23 Crores equivalent to USD 3508.45 million. Compared to the previous year, seafood exports recorded a growth of 6.02% in quantity, 28.65% growth in rupee and 22.81% growth in US\$ earnings respectively.

Chairman, while addressing the media, said that these figures must be viewed in the background of recession in international market, crisis in European Union economies, imposition of antidumping duty in the US, sluggish growth of US economy and the depreciation of Indian Rupee against the US Dollar.

“Increased production of Vannamei shrimp, increased productivity of black tiger shrimp and better price realization of major export items such as shrimp, squid and cuttlefish helped us to register a fine turnover,” she said. It took only four years for Vannamei, an exotic shrimp species, to flourish in the Indian waters and subsequently flood the supermarket fridges in the US as a major Indian seafood item. Narrating the history of Vannamei shrimp in India, Chairman said that the country imported mother shrimps of this

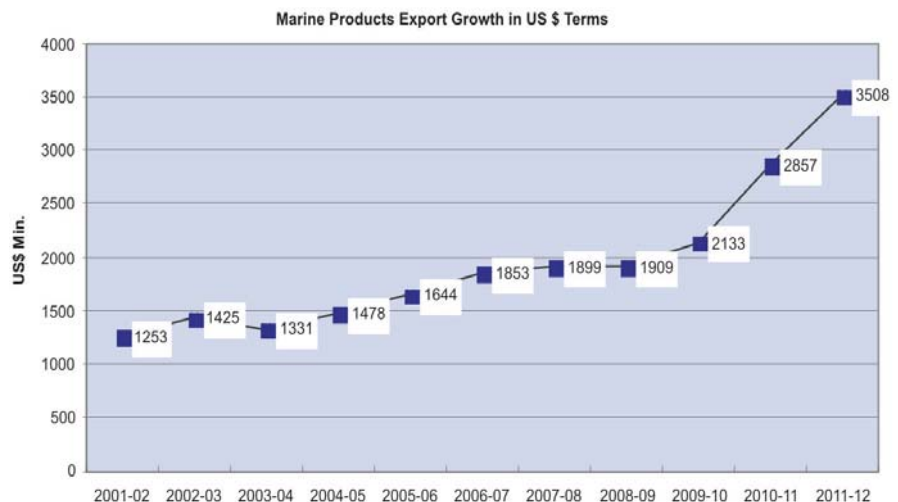


Ms. Leena Nair IAS, Chairman, MPEDA addresses the media. (L-R) Shri N Ramesh ITS, Director (M), MPEDA, Shri K G Lawrence, Vice-President, SEAI and Shri P Mohanasundaram, Director, MPEDA.

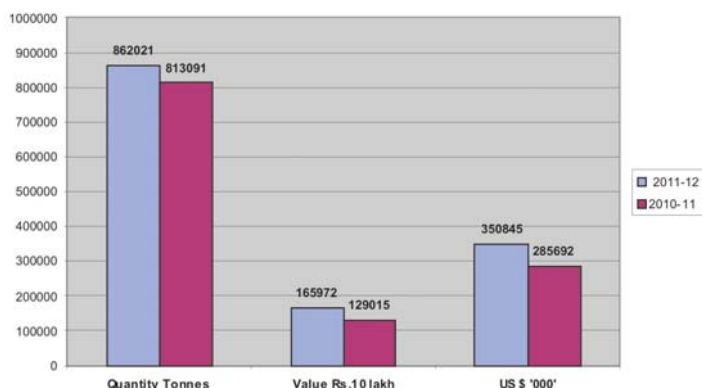
variety on a test basis from the US and Thailand in 2008 and was grown in controlled conditions in Andhra Pradesh. Now Andhra Pradesh and Tamil Nadu account for the majority of production.

Mr. K G Lawrence, Vice President, Seafood Exporters Association of India, Mr. N Ramesh, Director (Marketing) and Mr. P Mohanasundaram, Director, MPEDA also attended the Press Meet.

### MARINE PRODUCTS EXPORT GROWTH IN US\$ VALUE



## Export growth of marine products during 2011-12 compared to 2010-11



## Major export markets

For the first time, South East Asia became the largest buyer of Indian marine products with a share of 39.90 % in volume and 25.09 % in US \$ value realization. European Union (EU) slipped to the second spot with a share of 22.96%, followed by USA (18.17%) and Japan (13.01%). The biggest slump was that of China to a market share of 7.51% from the last year's 15.40%. The share of the Middle East markets was 5.33% and

## Major items of export

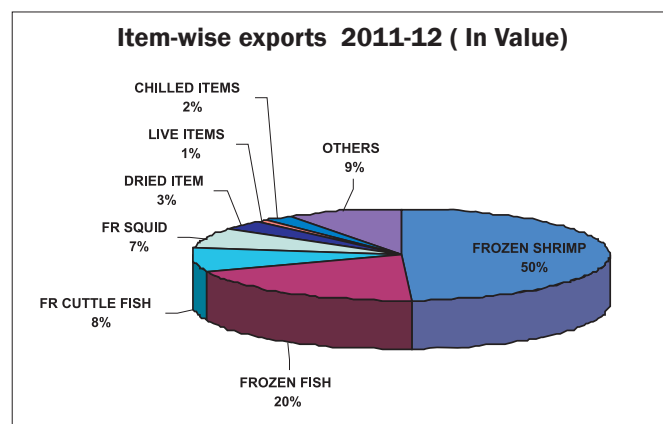
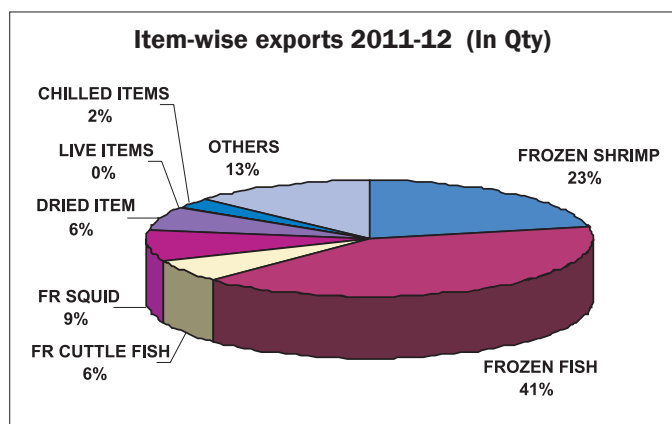
Frozen Shrimp still holds the top position among the items exported with a share of 49.63% of the total US\$ earnings. Shrimp exports during the period increased by 24.86%, 42.97% and 37.99% in quantity, rupee value and US\$ value respectively.

Fish, has retained its position as the principal export item in quantity and second position in value with a share of about 40.27% and 19.48% respectively.

Frozen Cuttlefish recorded a growth of 21.92% in rupee value and 15.58% in US\$ terms. Unit value has also increased by 25.06% propelled by a higher demand due to the decline in supply (7.59%). Export of frozen Squid also showed an increase of 21.53% in rupee value and 17.46% in US\$ realization. This item also saw an increase in unit value by 32.95%. However, there was 11.65% decrease in quantity exported.

Live items also showed a growth of 8.76% in terms of rupee value and 3.18 % in terms of US\$ realization compared to the previous year. Dried items showed a drastic decline in exports, both quantity and value –wise. The details are given in the following table

Item-wise exports of marine products during 2010-11 and 2011-12						
(Q = Quantity in tons, V = Value in Rs. Crores and \$ = USD Million)						
		Share %	2011-12	2010-11	Variation	(%)
Frozen Shrimp	Q:	22	189125	151465	37660	24.86
	V:	49.26	8175.26	5718.13	2,457.13	42.97
	\$:	49.63	1741.20	1261.81	479.39	37.99
	UV\$:		9.21	8.33	0.88	10.51
Frozen Fish	Q:	40	347118	312358	34759	11.13
	V:	19.79	3284.15	2623.89	660.25	25.16
	\$:	19.48	683.50	583.48	100.02	17.14
	UV\$:		1.97	1.87	0.1	5.41
Frozen Cuttle Fish	Q:	6	54671	59159	-4488	-7.59
	V:	8.11	1346.72	1104.57	242.15	21.92
	\$:	8.06	282.72	244.62	38.10	15.58
	UV\$:		5.17	4.13	1.04	25.06
Frozen Squid	Q:	9	77373	87579	-10207	-11.65
	V:	7.40	1228.19	1010.57	217.61	21.53
	\$:	7.49	262.72	223.67	39.04	17.46
	UV\$:		3.40	2.55	0.85	32.95
Dried Item	Q:	6	53721	79059	-25338	-32.05
	V:	3.39	562.65	954.94	-392.30	-41.08
	\$:	3.35	117.66	212.22	-94.56	-44.56
	UV\$:		2.19	2.68	-0.49	-18.41
Live Items	Q:	0	4199	5208	-1009	-19.37
	V:	0.93	154.61	142.15	12.45	8.76
	\$:	0.93	32.46	31.46	1.00	3.18
	UV\$:		7.73	6.04	1.69	27.98
Chilled Items	Q:	2	21278	21118	160	0.76
	V:	2.15	357.42	257.54	99.88	38.78
	\$:	2.11	74.03	56.93	17.10	30.03
	UV\$:		3.48	2.70	0.78	29.05
Others	Q:	13	114538	97145	17393	17.90
	V:	8.97	1488.24	1089.67	398.57	36.58
	\$:	8.95	314.16	242.72	71.44	29.43
	UV\$:		2.74	2.50	0.24	9.78
Total	Q:	100	862021	813091	48931	6.02
	V:	100	16597.23	12901.47	3,695.76	28.65
	\$:	100	3508.45	2856.92	651.53	22.81
	UV\$:		4.07	3.51	0.56	15.83



that of the rest of the countries was 7.95%.

Exports to South East Asia registered a growth of 87.51% in US\$ realization and 47.01% in terms of volume. Increase in the exports of frozen Shrimp, frozen fish and chilled items contributed this growth. Exports to US market has registered a positive growth of 36.45% in quantity and 45.39% in US\$ realization, which is mainly attributed to the rise in exports of frozen shrimp and cephalopods. Exports of vannamei shrimp to US market showed a tremendous increase of 212% in quantity and 209% in US \$ realization. US market has also improved their market share from 15.35% in 2010-11 to 18.17% during the 2011-12 fiscal.

Exports to Japan also registered a positive growth of 21.33% in quantity and 22.35% in US \$ value. Export of chilled items showed a remarkable increase in Japanese market by 120.12% in quantity and 220.34% in US \$ realization. Exports to China showed a drastic decline of 46.89% in quantity and 40.17% in US\$ terms.

There is a significant increase in exports to South East Asian Countries compared to the previous year. Export of frozen shrimp to South East Asia has registered a growth of 222.43% in volume and 356.36% in US\$

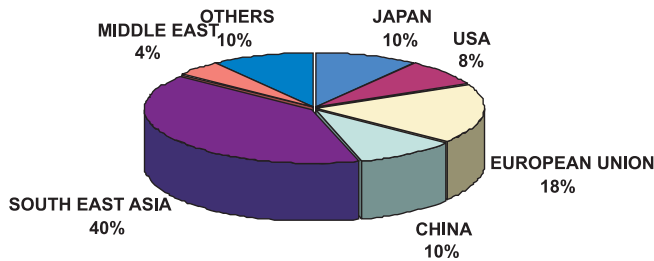
realization. Export of frozen shrimp to USA has also shown a growth of 47.68% in volume and 47.55% in US\$ realization. Export of Vannamei shrimp has also picked up. We have exported 40,787 MT of Vannamei

shrimp products during this period.

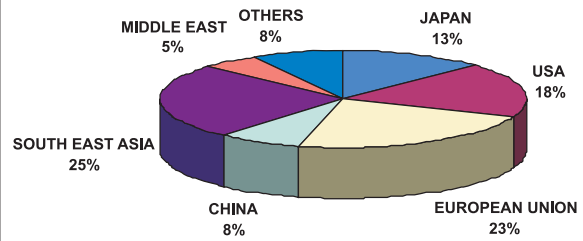
Export to Middle East countries showed an increase of 25.98% in US\$ realization but declined in quantity by 13.25%. The details are given in the following table.

<b>Market-wise exports of marine products during 2010-11 and 2011-12</b>						
(Q: Quantity in Tons, V: Value in Rs. Crore, \$: US\$ Million)						
		Share %	Apr.2011 Mar. 2012	Apr.2010 Mar. 2011	Variation	(%)
Japan	Q:	10	85800	70714	15085	21.33
	V:	12.90	2,140.67	1,683.39	457.28	27.16
	\$:	13.01	456.35	373.00	83.36	22.35
USA	Q:	8	68354	50095	18259	36.45
	V:	17.94	2,977.53	1,990.26	987.26	49.60
	\$:	18.17	637.53	438.49	199.04	45.39
European Union	Q:	18	154221	170963	-16742	-9.79
	V:	22.96	3,810.44	3,459.40	351.04	10.15
	\$:	22.96	805.38	765.15	40.23	5.26
China	Q:	10	84515	159147	-74631	-46.89
	V:	7.59	1,259.23	1,977.81	-718.58	-36.33
	\$:	7.51	263.30	440.10	-176.80	-40.17
South East Asia	Q:	40	343962	233964	109998	47.01
	V:	25.27	4,193.27	2,114.48	2,078.79	98.31
	\$:	25.09	880.09	469.36	410.73	87.51
Middle East	Q:	4	38155	43983	-5827	-13.25
	V:	5.39	894.38	670.35	224.03	33.42
	\$:	5.33	186.85	148.31	38.53	25.98
Others	Q:	10	87014	84225	2789	3.31
	V:	7.96	1,321.72	1,005.77	315.94	31.41
	\$:	7.95	278.94	222.50	56.44	25.37
Total	Q:	100	862021	813091	48931	6.02
	V:	100	16,597.23	12,901.47	3,695.76	28.65
	\$:	100	3,508.45	2,856.92	651.53	22.81

**Market wise Exports 2011-12  
(In Qty)**



**Market wise Exports 2011-12  
(In Value)**



### Outlook for 2012-13

MPEDA has set an ambitious target of USD 4.5 Billion for marine products export during the year 2012-

13. MPEDA is hopeful that the improvement in overall world economic conditions coupled with increased production of *L.vannamei*

shrimp and increase in infrastructure facilities for production of value added items will help the sector to achieve this target. ●

### MPEDA's participation in International Seafood Exhibitions upto May 2013

Sl. No.	Name of Seafood Exhibition	Dates of Exhibition
1	Asian Seafood Exposition (ASE), Hong Kong	11-13 September 2012
2	SIAL Fair, Paris	21-25 October 2012
3	China Fisheries & Seafood Expo, Dalian, China	6-8 November 2012
4	The Middle East & Africa Seafood Exhibition, Dubai	19-21 November 2012
5	2 <sup>nd</sup> Seafood Expo, London	26-21 November 2012
6	International Boston Seafood Show (IBSS), Boston, USA	10-12 March 2013
7	European Seafood Exposition (ESE), Brussels	23-25 April 2013
8	Aquarama, Singapore	May 30-June 3, 2013

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# HIGHLIGHTS OF ANNUAL SUPPLEMENT 2012-13 TO FOREIGN TRADE POLICY (FTP) 2009 - 14

Faced with uncertain global environment, government on Tuesday announced a slew of measures, including extension of 2 percent interest subsidy by one year, as part of 7-point strategy to achieve 20 percent increase in exports to USD 360 billion in the current fiscal.

Unveiling the annual supplement to the five-year Foreign Trade Policy on On 5th June 2012, Shri Anand Sharma, Honourable Minister for Commerce, Industry & Textiles also said the government will soon come out with new guidelines to revamp Special Economic Zones (SEZ) and Export Oriented Unit (EOU) schemes to further boost the shipments. The highlights of the Annual Supplement are as follows:

## **2% INTEREST SUBVENTION SCHEME: Continuation and Expansion**

1. Two per cent Interest Subvention Scheme was available only to Handlooms, Handicrafts, Carpets and SMEs till 31st March 2012. Now this would be continued till 31st March 2013. It is also being extended to labour intensive sectors, namely, Toys, Sports Goods, Processed Agricultural Products and Ready-Made Garments, in addition to four sectors benefitting from the scheme earlier.

## **TECHNOLOGICAL UPGRADATION / EPCG SCHEME**

2. Zero Duty EPCG Scheme had come to an end on 31st of March 2012. For continued technological up-gradation of export sectors, this

Scheme has now been extended up to 31st March 2013. There is no change in the coverage of the sectors benefitting from this scheme.

3. Though the coverage of the sectors remains unchanged, scope of Zero Duty EPCG Scheme has been enlarged. At present, Zero Duty EPCG Scheme is not available to units that are availing the benefits of Technology Up-gradation Fund Scheme (TUFS). Henceforth, even if the benefit of TUFS has been availed, additionally the Zero Duty EPCG Authorisation can be availed for another line of business by the same applicant. Further, if it is the same line of business, Zero Duty EPCG Scheme could still be availed if the benefits of TUFS already availed are surrendered/refunded with applicable interest.

4. Upto 31st March 2012, the benefit of Zero Duty EPCG Scheme was not available to such applicants who would have availed benefit of Status Holder Incentive Scrip (SHIS). It is now decided that if such SHIS benefit already availed is surrendered subsequently with applicable interest to the concerned RA, and then the benefit of Zero Duty EPCG Scheme would be extended.

## **INTRODUCTION OF A NEW POST-EXPORT EPCG SCHEME:**

5. Exporters if they choose to, may import Capital Goods on payment of duty in cash and subsequently receive duty credit scrip on completion of export obligation.

Thus there would be no duty remission / duty exemption at the time of import of the Capital Good (CG). Applicant will have to inform the Regional Office of DGFT (RA) about the import of CG and based on which RA will fix export obligation. Since the duties have been paid upfront at the time of import of CG, the EO would be 85 % of normal EO. On the basis of export performance, a Duty Credit Scrip will be issued subsequently, by RA, in proportion to export obligation so fixed. This would obviate the monitoring and reporting requirements, as the scheme would be self-monitored. Reduced transaction cost coupled with comparatively reduced EO would make this scheme attractive.

6. Under the EPCG Scheme, at present, the condition of maintenance of average level of exports is not applicable to some sectors, namely, Handicrafts, Handlooms, Cottage Sector, Tiny Sector, Agriculture, Aquaculture (including fisheries), Horticulture, Pisciculture, Viticulture, Poultry and Sericulture. Three new sectors are being added to this list, namely, Carpet, Coir and Jute. This would provide substantial relief to these labour intensive industries, which find it difficult to maintain the average export obligation.

7. Presently under EPCG scheme, catalysts are allowed only once for the initial charge. It has been decided to permit a second charge of the catalysts.

8. To facilitate setting up of Common Service Centres located in the town of export excellence (TEE), a Common Service Provider (CSP) under EPCG Scheme will henceforth be permitted to give a single Bank Guarantee (BG). The quantum of BG will be equivalent to the amount of duty foregone. It is open to CSP to provide the BG for full amount by himself or on a sharing basis along with the users of the common service.

### SUPPORT FOR EXPORT OF PRODUCTS FROM NORTH EASTERN REGION

9. To promote manufacturing activity and employment in the North Eastern Region of the country, export obligation under the EPCG Scheme shall be 25% of the normal export obligation. This would be applicable to the States of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, and Sikkim.

10. Export of specified products through notified Land Customs Stations of North Eastern Region shall be provided additional incentive to the extent of 1% of FOB value of exports. This benefit shall be in addition to any other benefit that may be available under Foreign Trade Policy in respect of these exports.

### SUPPORT FOR EXPORT OF GREEN TECHNOLOGY PRODUCTS

11. To promote exports of 16 identified green technology products, export obligation for manufacturing of these products, under the EPCG Scheme, is being reduced to 75% of the normal export obligation.

12. The 16 products are: Equipment for Solar Energy decentralized and grid connected products, Bio-Mass Gassifier, Bio-Mass / Waste Boiler, Vapour Absorption Chillers, Waste Heat Boiler, Waste Heat Recovery Units, Unfired Heat Recovery Steam Generators, Wind Turbine, Solar Cells, Solar Collector and Parts thereof, Water Treatment Plants, Wind Mill, Wind Turbine/ Engine, Other Generating Sets; wind powered, Electrically Operated Vehicles – Motor Cars, Electrically Operated Vehicles – Lorries and Trucks, Electrically Operated Vehicles – Motor Cycles / Mopeds.

### SUPPORT FOR INFRASTRUCTURE FOR AGRICULTURE SECTOR

13. Status holders exporting products under ITC (HS) Chapter 1 to Chapter 24 (both inclusive) are provided Duty Credit Scrip equivalent to 10% of FOB value of agricultural products so exported. These scrips are issued for import of Capital Goods and equipments for Cold Storage Units, Pack-houses etc. Now these scrips will be eligible for import of 14 specified equipments for setting up of Pack-houses.

14. The 14 equipments are: Packing grading equipments for fruits and vegetables, Equipments for ripening of fruits including ethylene generator, Adiabatic humidifiers for cold rooms, Gas sensor and controlled system covering CO<sub>2</sub>, ethylene and oxygen levels, ethylene scrubbers, CO<sub>2</sub> Scrubbers, Blast freezers for IQF plants, Doors for gastight rooms, applications like CA, Banana/fruit ripening, Nitrogen generators, Gas

controlling systems for CA stores, Bulk bins for CA stores, Reach stakers for cold stores and warehouses, Belt driven conveyors for bulk handling of cargo, Gantry cranes, unloading, mechanized loaders for bulk and break bulk cargo.

### INCENTIVES FOR PROMOTING INVESTMENT IN LABOUR INTENSIVE SECTORS

15. Status holders are issued Status Holders Incentive Scrip (SHIS) to import Capital Goods for promoting investment in up-gradation of technology of some specified labour intensive sectors like Leather, Textile & Jute, Handicrafts, Engineering, Plastics and Basic Chemicals. It is now decided that up to 10% of the value of these scrips will be allowed to be utilized to import components and spares of capital goods imported earlier. Such a dispensation was not available earlier.

16. At present these scrips are subject to Actual User Condition and are not transferable. Since a status holder may or may not have manufacturing facility, it is now decided to allow limited transferability of SHIS scrip. However, such Transferee shall have to (a) be a status holder and (b) have manufacturing facility.

### ENCOURAGEMENT FOR MANUFACTURING SECTOR IN DOMESTIC MARKET

17. The present Policy allows scrips under different schemes of Chapter 3 of Foreign Trade Policy, namely, Focus Product Scheme (FPS), Focus Market Scheme (FMS),

Vishesh Krishi and Gram Udyog Yojana (VKGUY) Scheme, Status Holder Incentive Scrip (SHIS) Scheme, Market Linked Focused Product (MLFPS) Scheme, Served From India Scheme (SFIS) and Agri. Infrastructure Incentive Scrip (AIIS) Scheme, for import of goods as per conditions of these Schemes. Now these scrips shall be permitted to be utilized for payment of Excise Duty for domestic procurement. Earlier only scrips under SFIS were so permitted for procurement of goods from domestic market. Now all scrips would be permitted to source from domestic market so as to encourage manufacturing, value addition and employment. This will be an important measure for import substitution and will help in saving of foreign exchange in addition to creating additional employment.

### **SIMPLIFICATION OF PROCEDURES**

18. Import under Advance Authorisation (AA) will henceforth be permitted at any of the EDI ports, irrespective of EDI port in which the AA has been registered. There would be no requirement of Transfer Release Advice (TRA). This would facilitate imports under AA and would significantly bring down transaction costs of the exporters.
19. Exports shipments from Delhi & Mumbai through Post, through Courier or through e-Commerce shall be entitled for export benefits under FTP. An Inter-Ministerial Task Force constituted by the Ministry of Finance would expeditiously look into various aspects to the feasibility of enabling

shipments through all postal locations.

20. Exporters will be henceforth permitted to give single revolving Bank Guarantee for different transactions.

### **VISAKHAPATNAM AIRPORT RECOGNISED UNDER EXPORT PROMOTION SCHEMES**

21. Visakhapatnam Airport has been identified as a new Port for the purpose of benefits under Export Promotion Schemes.

### **NEW “E-BRC” INITIATIVE: A MAJOR EDI INITIATIVE**

22. An extremely challenging and significant EDI initiative, “e-BRC” has been launched by DGFT. “e-BRC” would herald electronic transmission of Foreign Exchange Realization from the respective Banks to the DGFT’s server on a daily basis. Exporter will not be required to make any request to bank for issuance of Bank Export and Realization Certificate (BRC). This will establish a seamless EDI connectivity amongst DGFT, Banks and Exporters. “e-BRC” would facilitate early settlement and release of FTP incentives / entitlements. This is a significant step to reduce transaction cost to the exporters.

### **SEARCH BASED “ITC (HS)” ON DGFT WEBSITE**

23. DGFT has published a new, updated, ITC (HS) classification of Export and Import items. On the DGFT website (<http://dgft.gov.in>), a facility has been provided to search / enquire about the current Import Policy of an item by entering either ITC (HS) Code of that item or brief description of

that item. This would be of major help to trade and industry as well to academicians and researchers.

### **RE-WRITING OF FTP/HBP TO MAKE IT MORE USER-FRIENDLY**

24. DGFT has undertaken a thorough revision of Foreign Trade Policy / Handbook of Procedures, Vol.1 to make it more user-friendly. Substantial efforts have been made to remove ambiguities in language, delete repetitions and harmonize the text with amendments to policy and new policy announcements.

### **MARKET & PRODUCT DIVERSIFICATION**

25. 7 new markets are being added to Focus Market Scheme (FMS). These countries are Algeria, Aruba, Austria, Cambodia, Myanmar, Netherland Antilles, and Ukraine
26. 7 new markets are being added to the Special Focus Market Scheme (Special FMS). These countries are Belize, Chile, El Salvador, Guatemala, Honduras, Morocco, and Uruguay.
27. 46 new items are being added to Market Linked Focus Product Scheme (MLFPS). This would have the effect of including 12 new markets for the first time.
28. MLFPS is being extended till 31st March 2013 for export to USA and EU in respect of items falling in Chapter 61 and Chapter 62.
29. 110 new items are being added to the Focus Product Scheme (FPS) list.
30. 2 new items are being added to VKGUY. These are roasted cashew kernel, and protein concentrates & textured protein substances.

## Cobia products developed by National Institute of Fisheries



Chairman, MPEDA along with Dr. E G Silas looks at the Cobia products . Dr.S Girija, Director, NIFPHATT, Mr. N Ramesh, Director (M), MPEDA and Dr. T K Srinivasa Gopal, Director, CIFT are also seen



*Cobia Whole Gutted*



*Cobia Fillet Skin On*



*Cobia Fillet Skin Off*



*Cobia Portion*



*Cobia Steak*



*Cobia Steak Skinless*

# Post Harvest Technology & Training (NIFPHATT), Kochi



*Cobia Head Steak*



*Cobia Roll*



*Cobia Meat Skewer*



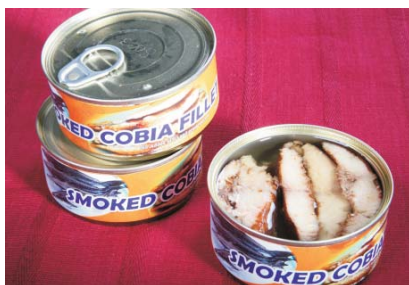
*Smoked Cobia Fillet*



*Cobia Meat Cutlet*



*Cobia Fish Fingers*



*Canned Smoked Cobia Fillet*



*Canned Cobia Curry*



*Cobia Fish Pickle*



*Dried Cobia Skin*



*Cobia Silage*

## Fishmeal and Fish Oil Markets - July 2012

### FISHMEAL



The fishing in the south of Peru started in mid-January 2012 with the announced 400 000 tonne quota to be taken before the end of June. However, by the end of March only 78 000 tonnes had been caught and it is possible that the Peruvian authorities could reduce the quota for anchovy this year as changes in water temperatures necessitate new regulatory measures aimed at safeguarding the resource.

In a period where demand is increasing because of rising production in the aquaculture and livestock sectors in general, lower landings are likely to cause fishmeal prices to firm over the next months, also boosted by an increase in soybean prices during the first quarter.

Fishmeal production in IFFO countries increased by 40% during 2011 as catches in South America returned to normal levels. Northern European production fell as a higher percentage of catches was taken up by direct human consumption.

Peru is the major exporter with almost 60% of its production now going to China. Of Peru's exports, a total of 73% is taken by Asian buyers.

Chile saw exports stabilize in 2011 despite growing demand as domestic salmon producers took most of the

additional output. China is Chile's main export market as well.

In China, inventory levels are reportedly around 200,000 tonnes.

### EU

Norway, Iceland and Morocco are becoming more important to European buyers with a combined share that has almost doubled from 2009 to 2011 (13% to 22%). However, the EU continues to rely on South American sources for a substantial part of its fishmeal needs.

### Germany

Although imports are declining in both absolute and relative numbers, Germany is still an important hub for Europe for fishmeal distribution because of its processing facilities. The reason for declining imports is the dominant role taken by China for Peruvian and Chilean fishmeal exports and as an importer of raw material in general for food producing sectors.

### UK

The UK has also registered declining imports for the third year in succession because of relatively high prices. Buyers compensated for this by turning to alternative protein sources, mainly soybean. Rising production of salmonoids in Scotland gave rise to increased demand from the aquaculture sector, but other sectors saw purchases fall back.

### US

Trade in the US market was fairly stable in 2011 with total imports around 35,000 tonnes. Purchases from Mexico increased considerably compared with 2010 although volumes are still lower than historic levels.

### Outlook

Fishmeal prices can be expected to rise this year as a consequence of lower catches projected in South America in a time of firm demand, growing needs in the aquaculture sector and rising prices of the soybean substitute.

### FISHOIL



Fish oil supply increased to almost normal levels during 2011 as South American production returned to the market after the El Niño year in 2010. Peru and Chile boosted their production while North European producers registered lower levels and raw material went for direct human consumption.

Peruvian exports declined by 10% in volume in 2011. Chile saw shipments increase by 24% while US exports fell by 15% because of lower menhaden shipments to export markets. Landings during early 2012 were lower compared with the same period in 2011. Only Iceland increased production, thanks to catches of small pelagics.

### Outlook

Uncertainty in South America and lower oil production during early 2012 in Northern Europe should see higher prices during the coming months.

*Source: FAO GLOBEFISH*

# FOCUS AREA

## Awareness programme on Ornamental Fish Development organized at Datia District of Madhya Pradesh

An awareness programme on Ornamental Fish Development was organized on 23<sup>rd</sup> July 2012 in the Datia district of Madhya Pradesh in association with Central Soil & Water Conservation Research & Training Institute (CSWCRTI), Govt. of India, District Datia, Madhya Pradesh. The programme was also supported by Krishi Vigyan Kendra, Datia, Assistant Directorate of Fisheries, Govt. of Madhya Pradesh. Datia is the smallest district of Madhya Pradesh and well connected to the historical cities of Gwalior (Madhya Pradesh) and Jhansi (Uttar Pradesh).

Mr. B S Kansana, Scientist – Agriculture, KVK, Datia welcomed the gathering. Dr. S P Tiwari, Principal



Participants of the training programme with distinguished guests



Mr. H P Shrivastava, Assistant Director of Fisheries, Govt. of Madhya Pradesh presents during the programme

Scientist & Head, CSWCRTI, Datia inaugurated the awareness programme by lighting the ceremonial lamp. Mr. Yogesh Chandra Rikhari (Scientist – Fisheries Science, KVK, Datia) delivered a talk on Ornamental Fisheries. Mr. H P Shrivastava, Assistant Director of Fisheries, Govt. of Madhya Pradesh presented the status of fisheries of Datia District, the scope of ornamental fisheries sector and shared his experience in this sector. Programme Manager (OFD), Madhya Pradesh explained the purpose and objective of this awareness programme, and explained about the MPEDA schemes in detail to the participants. Dr. R K S Tomer, Programme Coordinator of Krishi

## FOCUS AREA

Vigyan Kendra, Datia spoke on the occasion and thanked MPEDA for organizing such type of programme and requested the people of the district to take initiative for starting Ornamental Fish projects. The programme was attended by 40 participants from the Gwalior and Datia districts. The programme concluded with vote of thanks by Dr. Prabhakar Sharma (Scientist – Agriculture, Krishi Vigyan Kendra, Datia).



*A view of the programme*

## Awareness Programmes on Ornamental Fish Breeding at Mandi District, Himachal Pradesh

Two one-day awareness programmes on ornamental fish culture and breeding for the fish farmers and entrepreneurs of Himachal Pradesh were organized by MPEDA at the tribal area villages; Barot and Thaltukhor in Mandi District of Himachal Pradesh, during June, 2012. Both the programmes were organized in coordination with a local NGO “Society for Rural Development and Action”. The programmes were conducted with an objective to create a general awareness on the ornamental fish sector as well as to encourage entrepreneur, farmers and unemployed youths to adopt ornamental fish farming as a source of economic upliftment.

First awareness programme was conducted on 28<sup>th</sup> June 2012 at the premises of village Panchyat Barot (HP). The second awareness program was conducted on 29<sup>th</sup> June 2012 at the ‘Village Thaltukhor’ and it was attended by several farmers besides village leaders and social workers of the region. In both the awareness

programmes, Shri A S Koundal, Director, S R D A , briefed the M P E D A a s s i s t e d ornamental fish sector schemes and the potential associated with it. He highlighted

the ornamental fish sector as a prospective alternative socio-economic development sector. He further encouraged the participants by citing examples of various progressive farmers of the region. The Program Manager (OFD), MPEDA (HP), explained in detail the MPEDA assistance schemes and the procedure to apply for it. He also motivated participants to participate in MPEDA sponsored outstation training programs.



Mr. A Kumar, Branch manager (Ghatasani branch), Punjab National Bank welcomed the initiative of MPEDA in the awareness programme at Thaltokor. During interaction with farmers he assured his bank’s support in availing the scheme. The village leaders also addressed the gathering and promised their cooperation in the execution of MPEDA assisted OFBU scheme in their region. The awareness programs saw active participation.



# QUALITY FRONT

## Visit of Japanese Health Ministry Delegation to India

A Japanese Delegation from the Ministry of Health, Labour & Welfare, Japan visited India from 30<sup>th</sup> July to 3<sup>rd</sup> August, 2012 as part of their general survey on Quality Control system of major countries exporting their products into the Japanese market. The main objective of the mission was to acquire first hand information on Control / Management system in place in India in the field of food hygiene and sanitation.

The two member delegation comprising of Ms. Mitsue Ota (Import Food Safety Division, Department of Food Safety, MHLW, Japan) and Ms. Takako Arakawa (Chief Examiner, Department of Food Safety, MHLW, Japan) had their opening meeting at New Delhi on 30<sup>th</sup> July, 2012 with the Officers of MoCI, EIC, MPEDA, APEDA, SPICES BOARD, MoA etc. and explained the objective of their visit to India. The team visited office of the Export Inspection Agency (EIA) and their Inspection Laboratory at Kochi and M/s. SEALAB at Aroor, an EIC approved private laboratory, undertaking testing/certification of marine products for export. The team also visited SPICES BOARD and its Quality Evaluation Laboratory at Kochi.

The delegates had detailed discussions with Chairman and other Senior Officers of MPEDA on the various activities initiated for augmenting production and export of marine products as well as measures adopted towards ensuring safety of the seafood exported from the country. The team also visited the Residue Monitoring Lab of MPEDA and inspected the protocol of testing various parameters with particular reference to AOZ (a Nitrofurans metabolite), the presence of which is



Meeting chaired by Shri D S Dhesi IAS, Jt. Secretary, Ministry of Commerce & Industry

currently a significant issue in the Japanese market.

A closing meeting was held at MPEDA, Kochi which was chaired by Shri. D S Dhesi IAS, Joint Secretary (EP/MP), MoCI, New Delhi. Apart from Ms. Leena Nair IAS, Chairman, MPEDA, Directors and other Senior Officers of MPEDA, the representatives of EIC, New Delhi, APEDA, New Delhi, EIA, Kochi, and Spices Board, Kochi were also present. The delegation shared their views on the systems/controls prevailing in Indian export sector of agriculture products, spices, seafood etc and expressed concern of the Japanese

Ministry of Health on various emerging issues related to food safety. Summing up the observations of the delegation and the interactions of the representatives of various Commodity Boards, the Joint Secretary opined that lot of information exchange has taken place. He emphasised the further need for streamlining flow of information between the two countries for strengthening trade relations. Joint Secretary also assured that Government of India is committed to follow the international standards/norms for ensuring food safety and in case of any shortcomings, immediate action will be initiated. ●



Delegates in MPEDA Quality Control Laboratory

# AQUACULTURE SCENE

## Successful production of Tiger Shrimp using high health seeds

Dr. Al. Muthuraman, Deputy Director, MPEDA

Black Tiger shrimp culture has faced a major setback due to repeated disease outbreaks, particularly WSSV infection for a pretty long time. This has resulted in heavy economic loss to the sector. For sustainable tiger shrimp culture, disease prevention is the only option at present as there is no cure for the dreaded WSSV infection.

In this context, the R & D arm of MPEDA, the Rajiv Gandhi Centre for Aquaculture (RGCA) has developed SPF tiger shrimp brood stock through its Nuclear Breeding Centre in Andamans. After repeated screening of OIE listed viral pathogens, the high health nauplii produced from the Centre was reared at the Pilot Brood stock Multiplication Centre of RGCA in Gopalpur, Odisha. The high health post larvae of uniform size were supplied on a trial basis for checking the quality of the seeds in the ponds of farmers of Odisha, Andhra Pradesh & Gujarat.

Among them a progressive aqua farmer, M/s. S R Aqua was identified by MPEDA Regional Centre, Bhubaneswar who is having 8.50 ha shrimp farm at Chhanua village, Basta Tahasil, Balasore district for carrying out the programme. A pond of 0.60



Harvested high health Tiger shrimp

ha was identified which had infrastructure facilities such as electric supply & good road, deep & strong ponds, feed storage, watch sheds, lab, biosecurity measures namely bird netting, crab fencing, tyre wash at gate, foot wash, hand wash in each pond, separate operators/feed boys for any row/sector of ponds etc., water control structures such as well constructed sluice, PVC inlets, reservoirs, feeder & drainage channels, machineries namely adequate number of pumps, gen sets and aerators.

The Gopalpur facility of RGCA supplied 108000 high health seeds with 10 percent allowance for transit mortality. The survival rate on counting in Happa after 24 hours was 98%. The pond was well prepared with bottom scrapping, drying, water preparation by applying Dolomite. After making water

depth 4' 6" the seeds were stocked and fed on starter shrimp feed four times a day. Four aerators (2HP) were engaged upto 90 Days of Collections (DOC) and then additional 2 aerators till harvest. Water exchange was made 3 times for 1' depth at 100, 125 and 133 DOC. Regular monitoring of water quality was conducted and optimum quality was maintained. The feed intake was also monitored regularly.

The pond was harvested by 138 DOC. A production of 3610 kgs of healthy good quality shrimps were harvested at an average size of 36 gms with record survival rate of 98 %. It is noticed that the shrimps were healthy and uniform in size with limited variations. This earned the farmer a better price.

The average growth rate of 261 mg per day was above the normal growth rate of 220 g noted for shrimps of same DOC in the same area.

The survival rate was a record ie 93 %. The feed conversion ratio was 1.59 : 1, with an average consumption of 41.5kg of feed per day. The head to tail ratio was around 61 :39. ●

## Awareness campaign on “Scampi Culture” organized at Khopi Village, Khed Taluk, Ratnagiri District

MPEDA, RC (Aqua), Panvel has organized an Awareness Campaign on Scampi Culture at Khopi village during July, 2012 for the

benefit of farmers involved in reservoir fisheries. 40 fish farmers/beneficiaries from reservoir fisheries participated in the programme. Apart

from MPEDA officials, Shri Ashok Balaram Kadam, Chairman and Shri Kunal Ashok Kadam, Secretary, M/s. Samrat Ashok Machhimar

Sahakari Sanstha, Khopi attended the campaign and addressed the participants.

Addressing the farmers, Shri Maruti D Yaligar, Deputy Director, MPEDA said that an area of 1,50,000 ha. has been brought under shrimp/scampi culture in India which has generated employment to 4,00,000 people directly and indirectly. Scientific approach to scampi farming and the methods of monoculture, all male

culture, segregation etc. were explained to the farmers. He also spoke on the diversification of aquaculture such as tilapia farming and sea bass farming in cages/open ponds.

Shri Ashok Balaram Kadam, Chairman, M/s. Samrat Ashok Machhimar Sahakari Sanstha, Khopi appreciated MPEDA for organizing the campaign and gave a note on the present aquaculture practice of the area.

At the end of the programme a

group discussion was held in which various doubts raised by the farmers were clarified. The requests made by the farmers to inspect their areas by MPEDA was accepted. Sri Sunil Deo Kadam, one of the beneficiaries of the society spoke on the occasion. All relevant literature on scampi farming were distributed by MPEDA.

Dr. A Anand Kumar, Junior Technical Officer (AQ), MPEDA assisted to organize the programme. ●

### Price List of MPEDA Publications / Periodicals

Price List of MPEDA Publications / Periodicals		
	PERIODICALS	Annual Subscription (Rs.)
1	PRIME Weekly (Price Indicator for Marine Products)	350.00
2	MPEDA Newsletter	300.00
	PUBLICATIONS	Price Per copy (Postage extra)
3	Chart on Commercial Fishes of India	75.00
4	MPEDA Act, Rules & Regulations	25.00
5	Statistics of Marine Products 2009	550.00
6	Seafood Delicacies from India	100.00
7	Indian Fishery Hand Book	250.00
8	Product Catalogue	150.00
9.	Commercial fin fishes and shell fishes of India	125.00
9	Handbook on Ornamental Fish Diseases	50.00
10	Water Quality in the Ornamental Aquatic Industry - Serial 1	125.00
11	International Transport of Live Fish in the Ornamental Aquatic industry Serial - 2	125.00
12.	Live Food Culture for the Ornamental Aquatic Industry - Serial 3	125.00
13	Biosecurity in the Ornamental Aquatic Industry - Serial 4	125.00
14	Ornamental Fish Breeders / Traders Directory	25.00
15	Directory of Exporters of Marine Products	75.00
16	Directory of Exporters of Marine Products (Interactive CD)	50.00



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## WTO Backs China in US Anti-Dumping Disagreement

The World Trade Organization (WTO) Dispute Settlement Body on Monday adopted a report which supports China in its claim against the anti-dumping measures taken by the United States on Chinese shrimp and diamond sawblades exports.

The report was adopted without US appeal, a development meaning its rulings are final, reports China Daily.

Sources close to the WTO said the United States has announced its intention to implement the rulings, while both parties informed the

Dispute Settlement Body that they have agreed that the “reasonable period of time” for compliance will be eight months.

In February 2011, China requested consultations with the United States regarding the latter’s anti-dumping measures on certain frozen warm-water shrimp from China, complaining against the US Department of Commerce’s use of zeroing in the original investigation and several administrative reviews to calculate dumping margins for the subject imports.

After failed consultations, a panel was established in October 2011 to look into the case. Report of the panel, circulated to WTO members on June 8, 2012, rules that certain anti-dumping measures taken by the United States on warm-water shrimp and diamond sawblades from China have violated relevant WTO rules.

The “zeroing” methodology in calculating the margins of dumping used by the United States in the investigations at issue was inconsistent with the Anti-Dumping Agreement, according to the ruling.

*The Fish Site News Desk*

## Snouted fish could help explain how human limbs evolved: New study

Now, one of the oldest fish on the planet could help scientists to explain how humans arms and legs were developed.

Researchers at San Francisco State University have found that the American paddle fish, one of the oldest fish on the planet with a giant snout and eggs harvested for caviar, could explain how humans developed arms and legs, the ‘Daily Mail’ reported.

Scientists found the fish duplicated its entire genome about 42 million years ago, according to a new study published in the journal *Genome Biology and Evolution*.

The study found the unique trait could help explain how fins eventually evolved

“We found that paddle-fish have had their own genome duplication,”

assistant professor of biology Karen Crow was quoted as saying by the paper.

“This creates extra genetic material that adds complexity to comparative studies. It may change the way we interpret studies on limb development,” Crow said.

In order to study how human limbs develop, scientists compare the limb-building genes found in mice with fin-building genes found in fishes.

The researchers sequenced chromosomal regions containing 19 Hox genes in the American paddle-fish. Hox genes determine body shape and limb development, and have become prime candidates for detecting whole genome duplications.

Whole genome duplications are described as ‘game-changing events’ in evolutionary history that give rise to

new species or novel features within a species, the study claims.

They occur when a series of unlikely circumstances coincide, resulting in twin copies of every gene.

When this happens, one scenario that could take place is that one gene in the pair keeps its designated function while the other is either lost or takes on a new purpose.

Previous research on paddle-fish has suggested that fishes possessed the genetic toolkit required to grow limbs long before the evolution of the four-limbed creatures (tetrapods) that developed into reptiles, birds, amphibians and mammals.

Two milestone genome duplications are believed to have taken place before the evolution of jawed vertebrates.

*Business Standard*

## Pearls can now be of help in treating cancer, scientist says

Pearls rich in essential minerals can help treat killer diseases like cancer, a leading scientist has claimed.

In a series of experiments by Ajai Kumar Sonkar at the Pearl Aquaculture Research Foundation in Port Blair, pearls produced through special culture technique have been found to contain traces of several metals and minerals which are known to have major health benefits.

“We have produced the pearls in a controlled environment in the lab in most aseptic conditions. They are found to contain traces of metal and minerals such as zinc, copper, magnesium, iron, calcium, sodium and potassium,” Sonkar said.

“These micro-nutrients are essential for various body functions such as metabolism, growth and immunity. Of them, zinc has been found to be playing a major role in preventing fatal diseases like cancer,” he told PTI. A study, published recently in the British Journal of Cancer, has also established zinc’s anti-tumour role that prevents the growth of cancer cells.

Other studies have also found that zinc deficiency in the body causes delayed healing of wounds. It is also found to play a leading role in weight loss, help decrease the severity and duration of cold and several other illnesses.



According to Sonkar, they have produced pearls from four different species of pearl oysters. “The bio availability of zinc in the pearls can be exploited to help treat several diseases.”

For scientific analysis, the scientist had sent samples of pearl powder to the Indian Council of Agricultural Research’s Central Institute of Fisheries Technology in Cochin, which established the pearls do contain all the mentioned metals and minerals. Now, Sonkar wanted to carry out a comprehensive clinical test to find out health benefits of the specially cultured pearls.

“I have already been approached by some prestigious laboratories from abroad and a workout process is going on,” he said and hoped that “some miraculous result to counter the

notorious deceases could be found, if a comprehensive clinical analysis is conducted”.

In the pearl culturing operation, one to three-years-old oysters undergo surgical implantation, known as seeding, in which mantle tissue is taken from the donor oyster and grafted in the recipient oyster along with the nucleus.

Then these oysters are kept in laboratory condition for healing, after which they are transferred to the sea placed in the cages where they remain six months to two year for pearl formation. The oyster can produce more than one pearl in its life time by taking good care of it, including regular cleaning of the outer shell to remove seaweed.

*Times of India*

## CIFT focusses on developing fish-based diets in thermal-processed packs

Central Institute of Fisheries Technology (CIFT), Kochi, has now developed ready-to-serve and ready-to-cook fish products. A

wide variety of fish-baked products from curries to biryanis, fortified soups, fish sausages and fish noodles can be produced and

stored in ready-to-eat form in such containers. The research and production came in with the demand from the export markets

for a range of fish-based diets in thermal-processed packs.

“The consumers demand innovative and convenience foods of high quality, taste and appearance that requires minimum preparation time. Thermal processing helps in achieving long-term shelf stability to fish products,” stated T K Srinivasa Gopal, Director, CIFT.

“We have developed safe and high-quality fish products at affordable prices to the consumers. Processing is done mainly in cans, retortable pouches and thermo-formed containers. The materials of these containers can withstand thermal processing temperatures and provide superior barrier properties for a longer shelf life at ambient storage temperatures,” he added.

The retortable pouches have an added advantage over cans since the thin profile of containers provide faster heat transfer during thermal processing and thereby help in improvement of taste, colour and flavour.

In thermo-formed containers processed products have better consumer appeal. With the development of twin-processed products, the staple food of the region can be packed and the product will have very good acceptability in the defence sector. These containers have the added advantage that food can be consumed directly from its pack, stated the CIFT scientist. Further, products like condiment-incorporated dried and fried fish, prawns and chutney

powders, fish wafers, and soup powders can also be easily prepared and consumed.

Fishery by-products like incorporated dried and fried fish, prawns, and chutney powders, fish wafers, and soup powder can be easily prepared and consumed. Fish with cereal-based extruded products is also an important snack for the people on the move in hilly terrains, inaccessible rocky regions and on the high seas. Fishery by-products like chitosan, glucosamine hydrochloride, squalene, polyunsaturated fatty acid (PUFA) can be used as health supplements in the encapsulated forms, he stated during a presentation made at the Defence Food Research Laboratory, Mysore.

*EnBnews*

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## Fishing harbours come alive again

Karikadi harvest poor, but boats get squid, flounders after 47-day trawl ban.

While the export-oriented karikadi (marine shrimp) harvest was poor, the overall catch for mechanised fishing boats that returned to the twin Shakthikulangara-Neendakara fishing harbours here on Wednesday, the first day after the lifting of the 47-day trawling ban, was rich.

Boat operators said they hoped that the karikadi harvest would improve in the next couple of days. Many boats could harvest nothing more than three baskets of karikadi. But some boats managed to catch 15-20 baskets of karikadi. The poor karikadi harvest resulted in boat

owners getting a better price for the catch. A basket of karikadi went for prices ranging between Rs.1,700 and Rs.1,900 at the auction hall which meant more than Rs.100 a kg. A good crowd of representatives and middlemen from seafood exporting companies were present at the auction halls.

The boats also got some quantities of the better-priced naran (white prawns), tiger prawns and kazhanthan (brown prawns). A basket of white prawns fetched more than Rs.6,000 at the auction hall. Though only small quantities of tiger prawns could be harvested, even a quarter basket of it fetched more than Rs.2,000 at the auction hall.

The unexpected catch for the boats were rich harvests of flounders (manthal). This fish which is a delicacy in the northern regions of the State also fetched Rs.1,700 a basket at the auction hall. The boats which returned before noon could earn between Rs.25,000 and Rs. 50,000 on an average.

By afternoon, some of the bigger boats began arriving and they brought rich harvests of the export oriented squid, cuttlefish and kilimeen (pink perch). The catch of these boats fetched between Rs.1.5 lakh to Rs.2 lakh each at the auction hall. A good number of women also found employment at the harbours by engaging in segregation of fish brought by the boats.

*The Hindu*

## FDA approves fish oil supplement for hypertriglyceridemia patients

Biopharmaceutical company Amarin Corporation plc has announced that the US Food and Drug Administration (FDA) has approved its Vascepa™ (icosapent ethyl) fish oil capsules as a supplement to reduce triglyceride levels in adult patients with severe hypertriglyceridemia.

Vascepa is a purified marine-oil preparation consisting of “not less than 96 per cent” EPA, an omega-3 fatty acid. Amarin submitted the New Drug Application (NDA) for the use of Vascepa in September 2011.

The company spent the last 18 months setting up manufacturing supply lines and discussing partnerships to make and sell the fish oil capsules. Analysts anticipate huge sales and possibly even a buyout offer, *Fierce Pharma* reports.

“FDA approval of Vascepa represents the introduction of an important new treatment option for

patients with severe hypertriglyceridemia,” stated Joseph Zakrzewski, chairperson and CEO of Amarin. “In Amarin’s MARINE clinical trial, Vascepa demonstrated a statistically significant placebo-adjusted reduction in levels of triglycerides without elevation in levels of LDL-C, commonly referred to as ‘bad cholesterol.’”

The commercial launch of Vascepa is expected for early in the first quarter of 2013. After obtaining positive results from two late-stage studies which helped the company get approval from the FDA, Amarin acquired supply agreements while preparing for an aggressive marketing campaign for the product. The firm inked deals with two manufacturers of active pharmaceutical ingredients and a couple of encapsulators. Citi Investment Research forecasts the drug could reach sales as high as USD 2.6 billion.

“We continue to consider three potential paths for the marketing and sale of the product: an acquisition of Amarin, a strategic collaboration or self-commercialization, the latter of which could include third-party support. We are now focused on continued commercial preparations for Vascepa which includes, but is not limited to, finalizing the introduction of Vascepa to managed care plans to gain formulary access, building-up inventory levels and coordinating other pre-launch marketing activities,” Zakrzewski added.

In a clinical trial, Vascepa lowered triglyceride levels by 33 per cent compared to a placebo in patients with baseline levels greater than 500 mg/dl.

It will become the market’s second omega-3 polyunsaturated fatty acid (PUFA) product available only by prescription, *The Heart.org* reports.

*fis.com*

## Farmed fish to help meet growing demand: FAO

Aquaculture output is expected to rise 33 percent over the next decade helping to meet the world's growing demand for fish as healthy and nutritious food gains popularity while fishing stagnates, the United Nations' food agency said on Monday.

World fisheries and aquaculture production is projected to rise to about 172 million tonnes in 2021, 15 percent up from the average level for 2009-2011, the UN's Food and Agriculture Organisation (FAO) said in a report.

A 33 percent surge in output of aquaculture, or farming fish, crustaceans, mollusks and aquatic plants, over the period of 2012-2021

to 79 million tonnes compared with the 3 percent growth of capture fisheries, it said.

"Aquaculture will remain one of the fastest-growing animal food-producing sectors," the report said.

By 2018, farmed fish is expected to exceed captured fish for human consumption for the first time and its share is seen at 52 percent in 2021.

Fish demand has been on the rise because fish and fishery products represent a valuable source of protein and essential micronutrients for balanced nutrition and good health.

In 2009, fish accounted for 16.6 percent of the world population's

intake of animal protein and 6.5 percent of all protein consumed, the FAO said.

World per-capita apparent fish consumption is expected to rise to 19.6 kg in 2021, 16 percent higher than the average level for 2009-2011, but the pace of growth will slow as prices rise, it said.

World trade of fish for human consumption is expected to expand by 25 percent in 2012-2021 and fisheries supply chains would continue to be globalized, with a significant share of total fishery production being exported, the report said.

*Reuters*



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## Rule of thumb guides consumers seeking healthy seafood

When ordering seafood, the options are many and so are some of the things you might consider in what you order. Is your fish healthy? Is it safe? Is it endangered? While there are many services and rankings offered to help you decide - there's even an iPhone app - a group of researchers have found a simple rule of thumb applies.

"If the fish is sustainable, then it is likely to be healthy to eat too," said Leah Gerber, an associate professor and senior sustainability scientist at Arizona State University.

Gerber and colleagues ran an analysis of existing literature on fish to see which ones are more healthy choices and which seem to be the types that you might want to avoid, due to exposure to contaminants like mercury or due to over-exploitation. Their findings are published in the 2 August early on-line version of the *Frontiers in Ecology and the Environment*.

In *Sustaining seafood for public health*, Gerber and fellow authors state that their analysis is the first to bring together the sustainability rankings

from several organisations, the health metrics of consumption ranked by various species (like how much omega-3 fatty acids are found in a specific fish type), as well as any known contaminant exposure, and data from several ecological studies on the relative health of specific species.

"In general, larger longer-lived fish are more likely to have exposure to toxins due to the length of their lives and their place on the food chain," Gerber explained. "So you might be best served to stay away from them — like bluefin tuna or swordfish. Besides they already are overfished."

Safer choices might be Alaskan pollock, Atlantic mackerel or blue king crab, said Gerber, a conservation biologist and sushi lover. In fact, the research grew out of her interest in knowing more about the fish she was eating and the choices she and her friends made when dining on fish.

In one experience, Gerber said friends ordered bluefin tuna to her dismay. "That my socially- and health-conscious friends did not know bluefin

was taboo made me think about how complicated it has become to decide what seafood to eat," she recalled. "How do seafood consumers make informed decisions based on ecological risk, health risks (mercury and PCBs) and health benefits (omegas)?" So the team began digging in the literature and developed a database on both ecological and health metrics of seafood.

"We used the database to look for patterns of similarity between ecological and health metrics, and found that in general, choosing healthy seafood also means that you are choosing sustainable seafood," Gerber said. "Great news for sushi-lovers! Choose the sustainable options and you also are boosting omega-3 intake, without risking mercury poisoning."

Next up for Gerber is to help develop a tool that can be used to help guide seafood consumers to smarter choices in what they eat.

"We want to help people choose fish that are both eco-friendly and healthy," she said.

*fis.com*

## How whiteleg shrimp production to develop sustainably

Whiteleg shrimp has showed its great advantage in Vietnam shrimp production, processing, and exports since 2008 when the species is officially allowed to raise on the large scale by Ministry of Agriculture and Rural Development (MARD).

Whiteleg shrimp output surged to nearly 180,000 MT in 2011. The shrimp contributed to compensating for loss of black tiger shrimp caused by epidemic last year, ensuring supply of raw shrimp for processing. In 2011, out of total shrimp export value of Vietnam, whiteleg shrimp made up a

remarkable proportion of 29 percent with the growth of 70 percent over 2010.

In the first four months of 2012, whiteleg shrimp exports kept rising while black tiger shrimp exports fell sharply. Black tiger shrimp is losing its lustre due to plague whereas whiteleg shrimp is showing off its strong points and it is highly appreciated by other shrimp producers and foreign consumers. However, in medium and long term, whiteleg shrimp production in Vietnam would face a lot of problems for a sustainable

development due to low quality seed, disease, antibiotic residue...The government's inadequate management makes whiteleg shrimp production in particular and shrimp production in general encounter a lot of obstacles and "bubble growth".

Loose management in shrimp seed production

Now Vietnam can't produce whiteleg shrimp broodstock, hereby the main supply of shrimp broodstock is imported. However, the government does not take the leading role in managing imported shrimp

broodstocks. The quality of shrimp post-larvae is not monitored strictly which is one of main causes leading to massive mortality of shrimp in 2011 and the first months of 2012.

According to the Directorate of Fisheries, many key shrimp farming

areas in Mekong Delta provinces are facing massive dead shrimp only after stocking for a month. Disease-infected area of whiteleg and black tiger shrimp farming rose drastically compared to the same period of 2011.

Domestic shrimp sector appeals

to the government for close management of shrimp seed importing and producing with an aim to prevent diseases and avoid huge losses to shrimp farmers and orient shrimp exports towards a sustainable development.

Vasep

### Awards and Honours

Dr. Rakesh Kumar, Scientist, Senior Scale, Microbiology, Fermentation and Biotechnology Division of Central Institute of Fisheries Technology, Cochin, bagged the Jawaharlal Nehru Award - 2011 for P.G. Outstanding Doctoral Thesis Research in Agricultural and Allied Sciences (Fisheries) Instituted by Indian Council of Agricultural Research, New Delhi. Dr. Rakesh Kumar received the award from Shri Sharad Pawar, Hon'ble Union Minister for Agriculture, during the ICAR Foundation Day Celebrations held on 16<sup>th</sup> July, 2012.

Dr. Rakesh Kumar studied the biochemical and molecular characterization of *Salmonella* serovars in seafood. He has isolated 268 *Salmonella* strains consisting of 32 different serotypes in seafood and



six serotypes were identified which were not reported previously in seafood in India. Dr. Rakesh Kumar obtained his Ph.D. from Cochin

University of Science and Technology, Cochin under the guidance of Dr. P.K. Surendran, Former, Head, MFB, CIFT, Cochin.

### New seafood fraud bill would step up traceability

A comprehensive new seafood fraud bill introduced by US representatives Edward Markey and Barney Frank this week would make the fish industry publicly track fish from boat to plate and fine violators.

The Safety and Fraud Enforcement for Seafood Act, or SAFE Seafood Act, is meant to prevent mislabelling.

A year ago, a *Boston Globe* report unveiled extensive seafood mislabelling

and substitution in Massachusetts restaurants. The five-month investigation found nearly half of the fish tested at 134 restaurants and supermarkets was mislabelled and, often, less desirable and cheaper species replaced fresh local fish.

Markey and Frank then urged the Federal Trade Commission (FTC) to investigate whether the practice could be an unfair or deceptive practice under Section 5 of the Federal Trade Commission Act.

“When people walk into a restaurant and put down hard-earned money for a favourite fish, they expect to get what they ordered, especially in New England,” Markey said. “If businesses are fraudulently serving a substitute, then it’s just wrong and has to be stopped. This bill increases inspections, it increases penalties, and it increases coordination at the federal level and with state and local agencies.”

The bill would have fish packers, supermarkets and restaurants provide

details about all seafood — including the scientific name, the market name and where the fish was caught. The legislation also would have the Food and Drug Administration (FDA) and the National Oceanic and Atmospheric Administration (NOAA) share more information about seafood substitution, develop a public list of mislabelling offenders and avoid conducting duplicate inspections at seafood plants, *Boston Globe* reports.

While the two agencies have been criticized for failing to do enough to fight fish fraud and coordinate inspection efforts, the bill does not allocate more funds for enforcement. However, Markey said a better working relationship between the FDA and

NOAA would have led to 29 per cent more domestic inspections annually.

Beth Lowell, a campaign director for Oceana, noted that inspections alone are not enough – she referred to a report Oceana released this week that found 31 per cent of seafood is mislabelled in South Florida despite ongoing efforts by state and local authorities to fight fish fraud.

The tracing requirements in the SAFE Seafood Act, she said, would certainly help.

“It’s clear that mislabelling is not a regional, isolated problem. It’s a national problem that needs federal attention to impact the seafood supply chain,” Lowell said.

The proposed law also allows the FDA to reject seafood imports based on fraud.

Tom Dempsey, policy director for the Cape Cod Commercial Hook Fishermen’s Association, supports the legislation and said the group also wants state officials to boost enforcement on fish fraud and offer more resources to help the industry trace seafood.

“There is a growing consumer base that really cares about where their seafood comes from and it can have a really sweeping impact on the business of fishing in New England,” Dempsey said.

*fis.com*

## Seaweed, ideal raw material for cosmetics

A project presented by the company Bioingemar intends to capitalize the defense mechanism against UV radiation that algae have so as to produce cosmetics, such as cream, lotion, shampoo and sunscreen.

This initiative is co-financed by the Foundation for Agrarian Innovation (FIA) under the Ministry of Agriculture.

The project is developed in the Bío Bío Region and includes the work of 45 seaweed collectors of the creek Llico province of Arauco.

“One of the main resources of this area is seaweed, which is collected by women and sold to wholesale buyers at a price between CLP 100 (USD 0.20) and CLP 200 (USD 0.40) per kilo,” Viana Beratto, the project coordinator, points out.

“These trading conditions have generated a deficit of resources, creating a vicious cycle of poverty that has prevented the reconversion to more profitable activities,” she added.



Led by the great potential algae have and the interest of the domestic and foreign cosmetic industry, this company will sample all the species produced in Llico, among which the best-known are kelp, ‘pelillo’ (*garciolaria* sp.) and sea lettuce.

Scientists choose the three species of algae that have the highest concentrations of micosporine amino acids in their cells. These molecules are photo-protectors produced by algae as a defense mechanism against UV radiation. Amino acids act as a passive screen that thermally dissipates the absorbed UV energy, FIA explains.

Throughout 2012, Bioingemar will work on the characterization of seaweed and initiate activities to optimize the extraction and purification of micosporine.

The initiators of the project also expect to increase the micosporine concentration level in marine algae and to improve the quality of the raw material.

“Experience tells us that our research could lead to obtaining micosporine for cosmetic purposes, from seaweed produced on our shores, with high yields and quality,” Beratto comments.

To publicize the launch of this project, the firm plans to visit cosmetic fairs In Cosmetic and Cosmprof in Europe and HBA in New York, US.

Worldwide sales of cosmetic products move more than USD 382,000 million annually while in Chile they generate about USD 2,200 million.

*fis.com*

## Finding an Alternative to a Fish Based Feed

Scientists at Liverpool University are developing a new plant-based product that could replace fishmeal, reducing the need for farmers to feed fish to other fish at a time when more than 90 per cent of EU waters are at risk from overfishing.

It is estimated that in order to satisfy consumer need for fish in an expanding human population, the UK market would need to increase supplies by more than 1.9 million tonnes by 2035.

Currently farmed fish, such as salmon, are fed food containing fishmeal, which means that several kilograms of wild fish are consumed to produce one kilogram of farmed fish. This has fuelled concerns that there could be a global shortage of fish in the next 20 years.

To help sustain fish stocks, the aquaculture industry is working towards replacing fishmeal with plant proteins, such as soya. The difficulty

with this approach, however, is that many plants contain anti-nutrients that prevent digestive enzymes from working, resulting in poor digestion and failure to absorb important nutrients.

Scientists at the University are now leading a consortium including University of the Highlands and Islands; international feed manufacturer, Skretting; the UK's leading supplier of farmed sea bass, Anglesey Aquaculture; and University of Nottingham based company, Eminate, to resolve this issue by fermenting plant protein sources, which will use 'good bacteria' to predigest food and make nutrients more available for absorption in the gut.

Dr Iain Young, from the University's Institute of Integrative Biology, explains: "Using fishmeal means that you are feeding fish to fish. With the increasing demand for fish, in a human population that is set to reach just over nine billion in the next 20 years, this approach will continue to deplete fish stocks. Food based on soya and other beans has been tested as a possible replacement for fishmeal, but unfortunately carnivorous fish don't maintain good overall health on a diet of plant protein.

"Studies have shown that fish, such as salmon and sea bass, eat less of the plant protein product and don't grow as fast. Their flesh does not receive the necessary levels of Omega-3 fatty acids, which are a key component of human nutrition. The food also contains anti-nutrients that cause difficulties with digestion and absorption of nutrients, as well as toxins that can build up in the fish."

Solutions to this problem include preheating the plant protein to break

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down the toxins and anti-nutrients, but this is a costly method to sustain. Fermentation techniques, however, have proved cost-effective in agriculture and other industries and so the Liverpool team aim to exploit this to replace up to 15 per cent of

fishmeal, representing fish sales of approximately £14 million.

Dr Young continued: “Fermentation methods could predigest the toxins and anti-nutrients in plant protein food, making it easier

for the fish to absorb and maintain overall good health. It will help resolve current technical limitations of the product and address the concerns about overfishing and food shortage in the years to come.”

*thefishsite*

# Global Food Technologies: Responsible Aquaculture Management is Vital to Food Safety and Sustainability

Global Food Technologies looks forward to contributing to responsible aquaculture management and, ultimately, improving the sustainability of the world's fisheries.

The Food and Agriculture Organization (FAO) reports that the aquaculture industry has produced enough fish to provide 15 percent of the world's animal protein intake. More specifically, the industry has produced a record-breaking 128 million tons of fish. Global Food Technologies (GFT) recognizes that, as such a large sector, the field of aquaculture plays a major part in food safety and production as well as the economy and employment rates. As such, GFT believes that the responsible management of aquaculture is integral to food safety and sustainability.

The FAO's report sheds light on many important facts: “The livelihoods of 12 percent of the world's population depend directly or indirectly upon them [fisheries and aquaculture]. Fisheries and aquaculture give an important contribution to food security and nutrition. They are a primary source of protein for much of the world's population and nearly a quarter in the case of low-income food-deficit countries.”

In its report, the FAO encourages governments to enhance efforts to

create sustainable fisheries while providing safe food to consumers. The organization cites ineffective management as the primary threat to the aquaculture industry.

Keith Meeks, President and CEO of Global Food Technologies, believes that the seafood industry can aid in repopulating overexploited seafood through responsible aquaculture management. In fact, GFT is a leader of the “greening of aquaculture” movement in China through its work at two production facilities.

“Good practices, transparency, accountability, and social responsibility are key factors that will contribute to the sustainability of the seafood industry,” remarks Meeks. “Sustainability and growth are not mutually exclusive.”

Currently, production growth within the aquaculture industry is outpacing population growth. As the fastest growing animal-based food producing field, the aquaculture industry is expected to continue along this trend. GFT is dedicated to assisting the supply chain in the countries that are responsible for this growth, such as China, in reassessing their operational processes and implementing proprietary procedures that contribute to a more sustainable business model.

GFT agrees with the FAO report's statement that aquaculture stakeholders need to set minimum substantive criteria and hold organizations accountable for meeting this criteria. The development of certification standards and guidelines will move the industry toward sustainability. GFT's experience in microbial reduction and oversight of operational procedures including HACCP, SSOP's, GPM's, and testing protocols at the source assists in this endeavor.

Global Food Technologies is committed to enhancing food safety to reduce cases of food poisoning and improve overall human health. GFT believes that the recommendations of the FAO will lead to more responsible aquaculture management.

## ABOUT:

Global Food Technologies provides on-site food safety processes through the implementation of proprietary technologies and operational procedures. Global Food Technologies' mission is to apply its advanced science to the proprietary design, development, and production of commercial products and services to improve food processing methods and food safety results.

*PRWeb*

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