# CANNED FISH-AND SHELLFISH IN GALICIA

MORE THAN A TRADITION



More than 100 years of tradition in the canning industry.

## INNOVATION, QUALITY AND NATURAL PRODUCTS

The Galician canning industry is based in the principal of responsible fishing and respect for the environment. It adheres to a policy of protecting the dolphins known as the "Dolphin Safe" agreement, and has been certified as being actively involved in the protection of the environment incorporating the Eco-friendly seal on its cans and jars, and many companies are awarded the distinction of Galicia Calidade trade mark because quality is the basis of their management.

### New tastes, new sensations.

Galician products pass the strictest of food industry standards which include more than forty European quality control directives regulating the process from fishing to the store shelf. No additives or preservatives are used in the process. In fact Galician canned fish and shellfish have obtained the highest internationally recognized qualifications as well as being known and



appreciated by millions of consumers around the world. Behind every can and jar is a complete and complex process of selection, elaboration and commercialization of the very best fish and shellfish along with one of the most exhaustive quality control production systems in the world.

The Galician fish canning industry is also committed to the social challenges that face our planet. It supports programs designed to better the quality of life and reduce poverty as well as collaborating in the protection of the environment. This commitment has lead to a policy of sustainable development, all along the entire production chain.

The new rhythm of society demands products prepared for the most demanding of consumers. New tastes, new packaging, and easy opening cans and jars 100% recyclable.

Health, quality and easy use are the focuses which direct the need for innovation to satisfy customer demands for Galician canned fish and shellfish all over the world.

# **CANNED FISH AND SHELLFISH IN GALICIA. More than a tradition**

Before the advent of canning, foods were preserved by salting, sun drying or smoking. At the end of the 18th century it was discovered that foods could be preserved by heating them in hermetically sealed containers.

In Galicia in the middle of the 19th century the canning industry got underway through the open-minded spirit of the already flourishing fishing and salting industries and through the expanding business consciousness of the age that provoked the rapid growth and expansion of fish canning. From its onset, the most advanced technologies available were employed which along with the high quality of the fish and shellfish propelled the canning industry to the forefront of the food industry in Galicia.

It became the most important canning centre in all of Spain and it currently has a world wide impact with plants in numerous countries and an internationally recognised and respected fleet that fishes in all the earth's oceans and seas.

Galician owned canning plants can be found in Chile, Guatemala, Peru, Brazil, El Salvador, Venezuela, the United States, France, Belgium, Holland, Italy, Portugal, the United Kingdom, Germany, Austria, Morocco, and Oman.

# **CANNED FISH = HEALTH**

Nutritionists believe it is important to include fish in our diet at least four times a week. The nutritional value of fish is not reduced by the canning process. After sterilization the products maintain approximately 70% of their initial vitamin content. Canned fish conserves all of its original properties and reduces the risk of spoilage as it eliminates all pathological agents, thanks to the canning process.

Fish contains vitamins which are essential for the human body including vitamin A, D, B2, B3, K and E and contains minerals such as iodine, fluorine, iron, phosphorus and calcium, all which are vital for the development and functioning of human beings. But in the case of fatty fish such as tuna and sardines there is also the added value of fatty acids such as linoleic acid and omega-3, which can not be produced by the human body and so the only way of obtaining them is through these "fatty Fish". Omega-3 acid is a well known LDL cholesterol reducer ('bad' cholesterol) as well as helping increase "good" cholesterol especially useful in helping to prevent cardiovascular dise-

**ases** (they can reduce cardiovascular disease risk up to 30%), and also have a positive effect in fighting inflammations, pulmonary conditions, skin problems, various types of cancer, hypertension and triglycerides.

We should add that the oil used in fish canning also has beneficial properties. Olive oil has properties that can help prevent oxidation and cellular aging, as well as being an essential element of the healthy Mediterranean diet. Omega-3 also fortifies the immune system and is essential for infantile development.

So for a wide variety of reasons, canned fish is a **very** healthy food source. Let us not forget that research showed that eating seafood on a regular basis extends life expectancy.

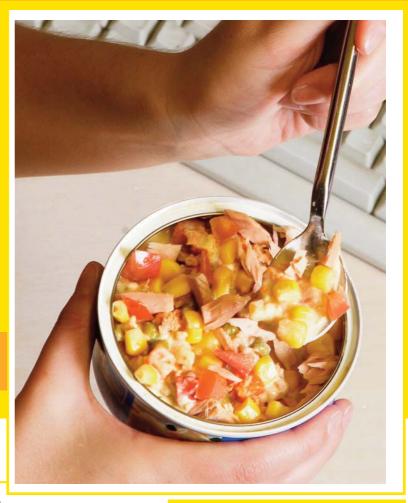
A healthierdiet for a healthier life.



### The important advantages of the canning industry

- The products are healthy and sterile. No additives or preservatives are used.
- They keep for years and always maintain their nutritive and taste qualities.
- There is a wide variety of products and formats highlighted by the easy opening and recyclable jars.
- New flavours are being developed. Gourmet, Home style, salads and other products focused on making life easier, including no salt products to contribute to a healthy life-style... we invite you to try our latest culinary sensations.

Products made to be served and eaten.



# **PRODUCTS AND MARKETS**

There is a wide variety of species, can-

ned using the highest quality techniques with a great culinary value. Among these tuna, (which represents the largest market share) molluscs (especially the mussel), sardines, anchovies, etc., a wide range of sea food products that respond to the large demanding world wide market. In fact the most important mar-

# Present in the most demanding markets.

kets are the European ones especially those of Italy, France, the United Kingdom, Portugal, Germany, and Greece; and in America the United States along with other countries all over the globe including Japan and China.

The pace of modern life, the increase of buying power and decreasing size of the average family have all had an effect on consumer habits. There has been an increase in the demand for **easily prepared**, **ready to eat food** especially in the single portion format, reflecting the profiles of the typical modern home. Fish consumption is on the rise as today's consumer becomes more aware of finding healthy eating habits. Galician canned seafood is a growing presence on the international market due to its high quality and competitive pricing.

# GALICIAN CANNED SEAFOOD. Distinguished and unique

Galician canned seafood combines a strong tradition with a well developed canning industry linked to the most modern innovative trends. Along with this, the quality in selection and modern canning process create a product which stands out in every home whether to be used as a main dish or simply a snack.

Tradition, modernity, innovation, know how and quality are the basic ingredients that for centuries have propelled Galician canned seafood to be recognized today in almost every country in the world.

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# **GALICIAN CANNED SEAFOOD**

Products adapted for the needs of a new society: nutritive, easy to use, adequate for today's busy lifestyle, and up to the strictest health standards.

# **IGAPE (Galician Institute for Economic Promotion)**

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