

## **Anova Seafood scaling up production of MSC cod and MSC tuna**

As seafood supplier for a wide range of seafood products, Anova Seafood is taking a stronger position in production activities for their cod and tuna products. With this move, Anova will double its cod volume and expand their sustainable tuna offering. “We operate in a global market, but are a local partner for our customers and suppliers. A controlled and efficient supply chain from source to plate is key to offer reliable and quality products,” says CEO Willem Huisman.

Anova invested in the newest technology production line to produce high quality cod products for fresh counter, retail (MAP and frozen segment) and foodservice customers in Europe. “From our successful business in the frozen cod segment, we expanded into fresh cod a few years ago. These segments will now create an optimal combination for our production line,” says Willem Huisman. The production line will produce a wide range of fresh, chilled and frozen cod products sourced from Norway and the Barentssea. “With this new technology we are able to produce fixed weight products, which is a clear trend in the MAP market”. The location for production in The Netherlands is a strategic decision, with production being close to the market so that the quality and freshness of the product is preserved as long as possible.

Anova has also recently expanded its tuna production in their production joint venture in Vietnam, to include the production of MSC yellowfin tuna from the PNA countries. The production location has been processing MSC albacore tuna from the Fiji and Cook Islands for several years, which has proven to be a successful product in the European market. With a local quality office to supervise production, Anova is a strong supplier for sustainable tuna products for the frozen and chilled counter. Thanks to this successful introduction of MSC albacore tuna from this location, Anova was able to form a partnership with Pacifical for the processing and distribution of MSC yellowfin tuna. With this expansion, Anova can offer a wide range of high quality, 100% natural (additive-free) tuna products for the frozen and chilled counter.

The move of Anova is in line with the company’s strategy to create performance driven supply chains for their core seafood products. “Global seafood supply chains are increasingly complex, accompanied with increased price pressure from the market and a need for traceable products. Companies that are able to efficiently organise the full supply chain, will become more successful,” Huisman continues, “thanks to our global sourcing expertise, processing experience and product knowledge, we are able to take a more central position in the supply chain.” Anova cod products from the Netherlands production will be available as from January 2017. The MSC yellowfin tuna products are available in the market since November 2016.

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*About Anova Seafood*

Anova Seafood is established in 1994 in 's-Hertogenbosch. Since then, the company has evolved into an international supplier of both fresh and frozen fish for European retail and foodservice. With a procurement office in Vietnam, several partnerships worldwide, and daily distribution through one of the 40 platforms in Europe, Anova Seafood is a proud player in the fish industry. [www.anovaseafood.com](http://www.anovaseafood.com)

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