Fish IN

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Newsletter of the Seafood Industry of Trinidad and Tobago



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Merchandising Chilled and Frozen Seafood



Merchandising is defined as the way a product (in this case, chilled and frozen seafood) is sold, assuring that the product is available to the right people in the right place at the right time. Factors such as product design, packaging, display, variety, quality and pricing are just some of the things that will determine whether or not a consumer buys your product/s. A little knowledge on these factors will go a long way in helping you make that sale!

General Considerations in Seafood Merchandising

1) Quality

Merchandising practices must address measures to retain quality; therefore the concept - **keep the seafood clean, keep it cool and keep it moving** - is extremely relevant during the distribution and sale of chilled seafood. Generally the rule of thumb for storage is to ensure that the particular seafood is handled and prepared under hygienic and sanitary conditions. Every effort must be made to cool the seafood as quickly as possible to a temperature close to that of melting ice and ensure that it goes to the next destination in a timely manner.

2) Product assortment

a) Seafood is marketed in a variety of ways such as chilled (either in ice or packaged and refrigerated) or frozen and in a variety of market forms such as whole (round), gutted (drawn), loins, steaks and pan dressed; and as headless, tails, or peeled and de-veined for shell fish such as shrimp and lobster.
Seafood products may also be canned, cured (salted, smoked or salted and smoked) or prepared delicatessen products.
A good merchandising practice in the vending of seafood is to ensure that there is variety available to the customer.

3) The right people in the right place

a. Different customers will have different tastes and budgets, so cater to these needs. This will send a message to the customer of your ability to supply what they require which will build customer confidence.

4) Ice/Chilled Displays

a) Keep your seafood case full since customers are attracted to a full case rather than one which is half empty
b) The display must be examined regularly to assure freshness and eye appeal. Ice cubes gives a sparkle which enhances appearance
c) Alternate light and dark colours of seafood in the display it will create eye appeal
d) Separate the seafood by market form viz drawn fish separate from pan dressed, steaks and fillets
e) If garnishes are used in the display case these should be plastic and allow for ease of cleaning and sanitizing

f) Price markers which are non-toxic and easy to clean should be used. Do not stick these into the seafood since this will result in damage and contamination
g) Spray displays regularly with chilled water to maintain bloom
h) Always view the display from the customers standpoint
i) The chilled display case temperature must not exceed 5°C



5) Frozen Displays

Frozen seafood is susceptible to textural deterioration and it is important to ensure that measures are taken to protect against freezer burn. Proper packaging and the use of ice glazes is recommended for controlling freezer burn. Additionally the retailer must ensure that frozen seafood is delivered frozen at a recommended temperature of -18°C and any delivery higher than -15°C should be rejected.

a) It is important to maintain a steady display case temperature between -15°C to -18°C

b) The case should be equipped with an accurate thermometer capable of reading temperatures as low as -20°C: this should be easily read and fitted to represent temperature of the air.

c) Frozen fish products must not be loaded in excess of the load limit indicated on the cabinet

d) Air circulation is important in any display case irrespective of type. A sufficient number of dividers and separators are recommended

e) A cleaning and sanitation schedule must be developed in order to ensure efficient operations

Advertising and Promotions

Communication is an integral aspect of merchandising and it begins before the customer enters the fish shop or approaches the fish stall. Well-designed advertisements that are eye catching and convey value and quality are important.

SIDC PROMOTION!

The SIDC currently has a special promotion of its cooler bag and cookbook "Caribbean Seafood Extravaganza" for the cost of $120.00. Promotion is available only at the offices of the SIDC, located at #6 Bejucal Extension 1, Uriah Butler Highway, Charlieville, while stocks last.

For further information contact us at 665-0751 or 672-3427.



Las Cuevas

Landing Site



Location

The Las Cuevas landing site is located off the North Coast Road on the eastern end of Las Cuevas Bay, in close proximity to the Las Cuevas bathing beach facility. This is one of the most sheltered sites on the north coast.

Infrastructure and facilities

The infrastructure at the Las Cuevas fishing center includes a locker building, a gear/ boat repair shed, and a slipway. Most vessels are anchored near to shore between fishing trips. There is water and electricity at the site as well as an access road to the facility The Las Cuevas Fishing Facility was partly destroyed by fire in 2006 and there are plans for the construction of a new facility.

Number Vessels	20-30 pirogues with approx. 60-80 fishermen operating at the site.
Main Fishing Methods	Trolling, Banking, Gill Netting
Commercial Species	King Fish and Carite,

TTUF

Trinidad and Tobago Unified Fisherfolk

3RD ANNUAL GENERAL MEETING

The executive and membership of Trinidad & Tobago Unified Fisherfolk held their 3rd Annual General Meeting on May 12th, 2010 at the new offices of the Seafood Industry Development Company, located at #6 Bejucal Extension 1, Uriah Butler Highway, Charlieville.

The Secretary's report was prepared and read by Mrs. Sherene Arjoon, while the Treasurer, Mrs. Bernadette Fonrose presented the financial report for the year ended December 31st, 2010. Mr. Emile Louis presented the President's report which outlined the year's activities and invited the membership to study the 2010 Work plan which would be discussed in a subsequent meeting.

The Executive consists of:

- President-Mr. Emile Louis
- Vice President-Mr. Peter Glodon (re-elected)
- Treasurer-Mrs. Bernadette Fonrose
- Secretary-Mrs. Sherene Arjoon (new)
- Assistant Secretary-Mr. Charles James (new)

Alternates

- Mr. Steven Ramkissoon (new) and Mr. Archibald Ackrill (new)

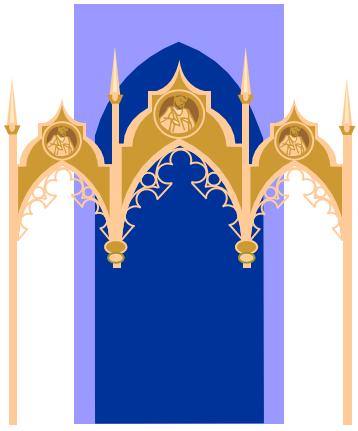


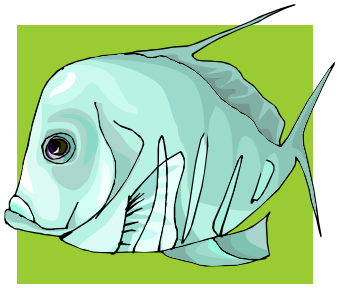


TIC 2010 Trade & Investment Convention

The SIDC participated in the Trade and Investment Convention (2010), which was held at the Hyatt Regency from May 19th to 22nd, 2010. The TIC consisted of three consecutive days of business-to-business (B2B) activities and one day of business-to-consumer (B2C) activities, allowing for market research, testing and other interactions with the general public. SIDC had on display an Aquaculture model which focused on Green water/Biofloc technology as well as its cookbook "Caribbean Seafood Extravaganza" and its cooler bags for carrying seafood.

The Feast of St. Peter





Every year the United Nations celebrates June 29th (the Feast of Saint Peter) as International Fisherman's Day. Peter was one of the first apostles, and the first Pope of the Christian Church. His profession as a fisherman led to his adoption as the patron saint of those who work at sea, and of fishermen in particular.

Fisherman's Day celebrations take place throughout the coastal regions of Trinidad and Tobago. In Tobago celebrations are usually tied in with the harvest festivals during the months of June to October. Moruga, Toco, Fullerton and Belle Garden usually have highly anticipated celebrations.

The day usually begins with a church service, followed by the blessing of boats by the parish priest. Fishermen give thanks, pray for bountiful harvest and continued blessings in the years to come. There are family events, boating activities, good food to eat and block-parties. The merry-making often goes on until the early hours of the next morning.

In commemoration of World Fisherman's Day 2010, the Board of Directors and Staff of the Seafood Industry Development Company (SIDC) and the management of the Trinidad and Tobago Unified Fisherfolk (TTUF), take this opportunity to wish our brothers and sisters in the industry, all God's Blessings.





The Caribbean Fisheries Training & Development Institute (CFTDI) was established in 1974 and provides training for personnel involved in the fishing industry and the merchant marine sector.

Courses for fishing vessel personnel include: Fishing Gear Technology & Fishing Methods, Outboard Engine Maintenance and Repair, Fibre Glass Reinforced Plastic Technology, Net Mending, Basic Navigation and Sea Survival Techniques.

Seafood Processing Technology is also offered. Courses include: Fin Fish Handling & Processing, Salt Curing & Drying of Fish, Smoking of Fish, Shellfish Handling & Processing, Fish & Shellfish Marinades, Quality Control Procedures for Fresh, Frozen & Cured Fish Products, Quality Assurance in Fish & Fishery Products, Fish Inspection, Utilization of Fish in Salads, Fish Handling for Vessel Operators and Merchandising of Fish.

Courses for the merchant marine sector include: Seaman Class IV Training, Engineering Rating Category II, Certificate of Proficiency in Survival Craft, Efficient Deckhand, Advanced Fire Fighting, Basic & Advanced First Aid, Coastal Navigation, Boat Master Category III & II, Emergency Crowd Management & Control on Board Passenger Vessels and Ship & Port Security. Shipping Regulations require that all personnel on marine vessels be certified.

More information on eligibility, applications, dates and course fees, can be obtained from:
Caribbean Fisheries Training Division-1st Avenue South, Chaguaramas
Tel/Fax. 634-1635/1865
E-mail: cftdi@tstt.net.tt



Check condition of boat and equipment



Carry a fire extinguisher, a hand bailer or bucket with lanyard and anchor



Check weather forecast for the area

Courtesy: www.iws.ie

WORD SEARCH

O	K	G	Y	W	G	A	G	U	R	O	M
T	R	U	T	E	S	K	A	P	Y	H	I
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Moruga
Otaheite
Orange Valley
Ortoire
Guayaguayare
San Fernando
Claxton Bay





Sugar & Energy Festival 2010



The Couva/Pt. Lisas Chamber of Commerce, with support from the Couva/ Tabaquite/Talparo Corporation and the Trinidad and Tobago Agricultural Society, hosted the Sugar and Energy Festival at Gilbert Park, Carlifornia from June 18-20, 2010.

The theme for this years festival was "Growing with Energy"

The SIDC in collaboration with the Aquaculture Association of Trinidad and Tobago had on display an aquaculture model which uses green water biofloc technology. The company also took the opportunity to promote its cookbook and cooler bags whilst providing information about the seafood industry to the public.

Green water Tank Culture



Green water tank culture represents a significant advance over pond culture and is appropriate for producing commercial levels of tilapia in locations that have limited land and water available.

In a recent green water experiment by the University of the Virgin Islands (UVI), over 1,100 lbs. (17.6kg/m3) of Nile tilapia *(Oreochromis niloticus)* were produced in a single tank (20 ft. in diameter). This is equivalent to 156,981 lbs. /acre, which is 22.4 times more productive than earthen ponds. Conversely, production of 7,000 lbs from a 1 acre earthen pond could be achieved in a 50 ft. diameter tank using only 4.4% of the water required by pond aquaculture.

Advantages of the green water system:

1. Water exchange is not practiced therefore the only losses of water are through evaporation and sludge removal. This means that the use of water is efficient.

2. Nutrients are recycled back to the fish. Nitrifying bacteria colonize floating substrates and the Tilapia feed on these bacteria receiving supplemental nutrition thus lowering feed conversion ratios and feed costs.

3. The production of solid waste /sludge can be used as fertilizer for field crops or crops grown in an Aquaponics system. The sludge contains nitrates and orthophosphates which provide nutrition to plants.

Challenges to the green water system:

1. Many fish species would not be able to tolerate the water quality extremes that occur in this system. This limits the choice of species that can be used.

2. Electrical power failure could be potentially disastrous with this system because all the fish in the systems would asphyxiate within hours. This is because the suspended growth treatment process creates a very high biochemical oxygen demand (BOD). It is essential therefore to have a backup generator.

Experiments undertaken by UVI have shown that:

1. It is appropriate to stock between 600 to 750 fish per tank (20-25 fish/m3). Under stocking would not maximize the carrying capacity of the tank, while over stocking would result in the fish not sustaining the desired growth rates.

2. It is necessary to remove solids because BOD builds and limits the carrying capacity. Using a clarifier to remove waste solids increases carrying capacity by as much as 24%.

The high production capabilities of the green water system combined with the reasonable capital and operational costs allows the system to be both profitable on a small and large scale.

The SIDC has established a six tank (20' diameter) pilot green water tilapia production system and is currently conducting field trials to determine its feasibility.

Information and photos in this article was taken from: www.aquaponicsjournal.com/articlegreenwater.htm

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