

ORGANISATIONS INVOLVED

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New markets for fish heads & frames

The Food Waste Problem

Currently, in fish processors throughout Ireland there is a significant quantity of raw material wasted during the filleting process. Currently in Ireland, only 35-45% of whitefish/salmon is used for human consumption. This is mainly in the form of fillets with the remaining pieces primarily used for low value fish meal. There are approximately 10,000-12,000 tons of whitefish waste and 3,000 tons of salmon waste in Ireland, Heads and Frames are a significant part of this. BIM sought to investigate the potential market opportunity for heads and frames in international markets where these are consumed or utilized for further processing.



The Food Waste Solution

Further market research was commissioned for a deeper dive to explore route to market solutions for markets identified through the Eolas research.

Samples of frozen heads and frames in different formats; i.e. with and without collarbone; were then sent with these results to potential buyers. This buyers included a wholesaler in the UK (Ideal Foods Ltd) which had been identified as a key player in the by products market.

The processors that sent samples of by products were Keohanes, Goodfish, Atlantis, Morgans and Island Seafoods.

There was various levels of engagement with Ideal Foods and the other buyers identified from the Irish processors. This was due to a variety of reasons; i.e. concentrating on their core business, financial and staffing constraints.

Keohanes have been working consistently with Ideal Foods. They are currently working on a retail range of by-products. **Island Seafoods** sent samples to Ideal Foods of various by-products including heads and frames. **Atlantis Seafoods Wexford Ltd.** engaged with Ideal Foods and sent samples of heads and



The Food Waste Impact of the Solution

How much food was saved by this solution during the project?

210 tonnes

How much food do you expect to save in 2020?

275 tonnes

How much food will be saved 5 years after the end of the project (on a yearly base)?

6000 – 8000 tonnes

How much food will be saved 10 years after the end of the project (on a yearly base)?

14,000 – 16,000 tonnes

Project Food Heroes aims to reduce food losses in the primary sectors (on farm and fisheries) by creating higher value uses for byproducts and products that are out of specification. Throwing it away is such a waste. This project is funded by INTERREG North West Europe, European Regional Development Fund.