



Overcome the Consumer's Fear of Fish Through Packaging

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Γενικός Δ/ντης Ιχθυοκαλλιέργειας



Our world

By 2025...

GLOBAL POPULATION SURPASSES 8 BILLION

RISE IN MIDDLE CLASS - GREATER CONSUMER SPENDING

City Populations are
growing every year by

65M



1B

New middle class
consumers

GLOBAL DEMAND INCREASED

RESOURCES AND REGULATIONS – CREATING CHALLENGES



50%

ENERGY



40%

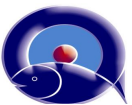
WATER



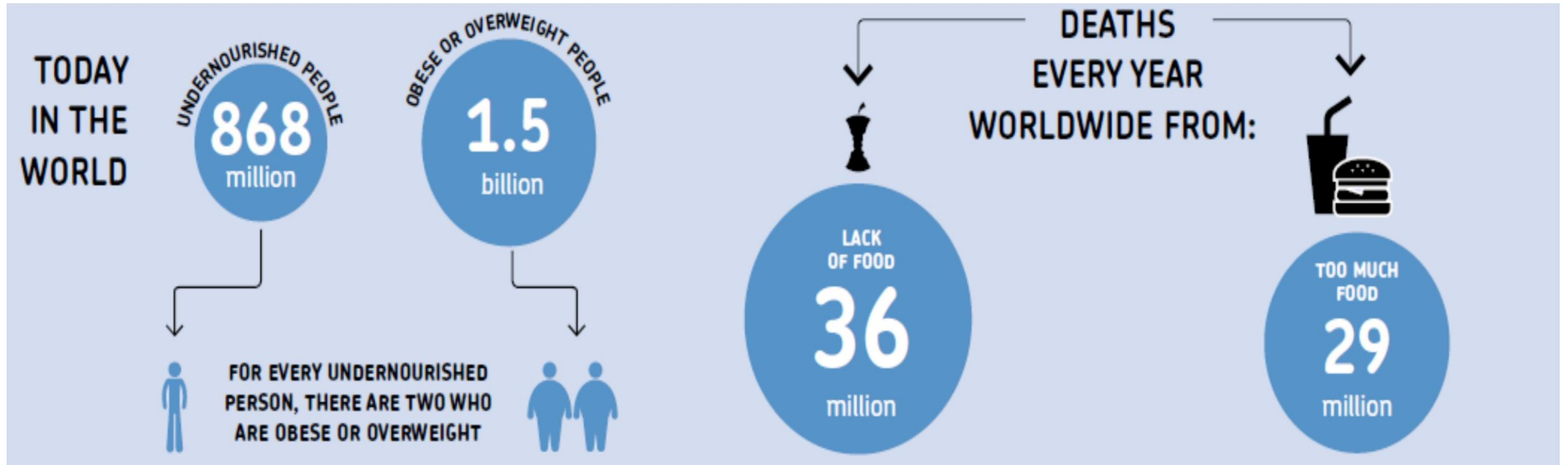
35%

FOOD

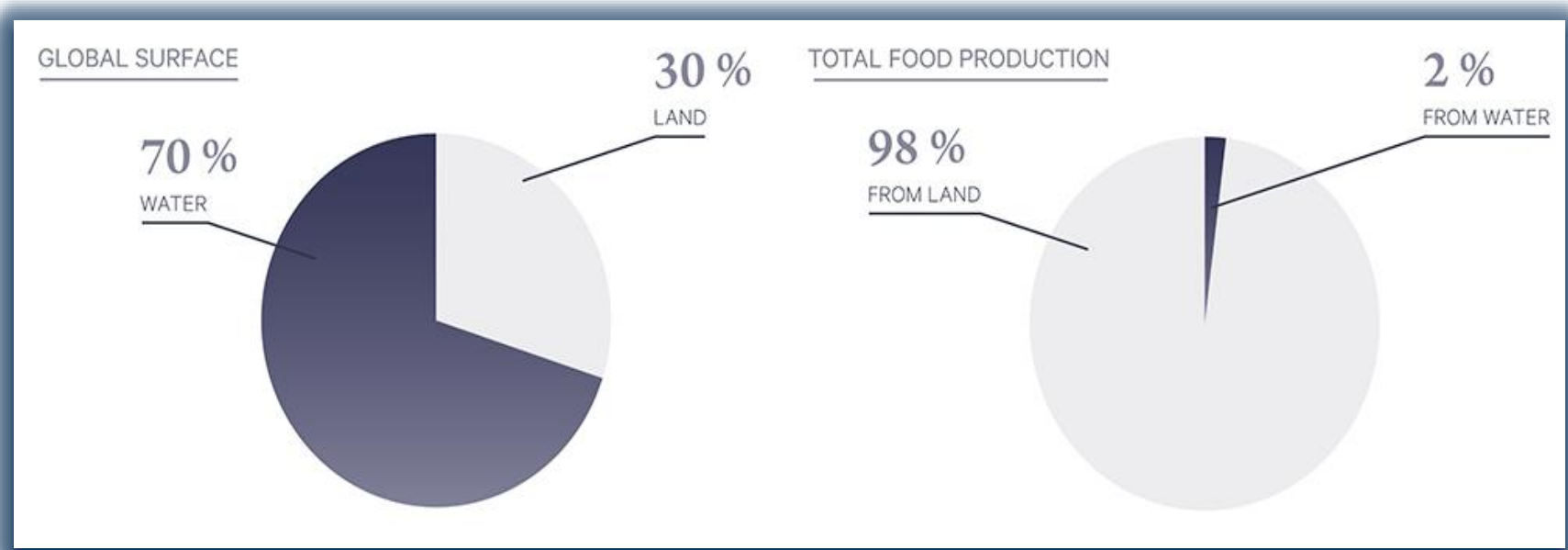
SOURCE: NATIONAL INTELLIGENCE COUNCIL



Our world.....The Paradoxes



Our world.....The Paradoxes



Only the 2% of Total Food Consumption comes from Water

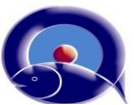


The Future of The Food : New Realities for the Industry

***MORE CHANGES WILL HAPPEN IN THE FOOD
INDUSTRY IN THE NEXT 10 YEARS THAN IN THE LAST 50***



*Kurt Salmon ,
Part of Accenture Strategy*



New Realities for the Food Industry

Consumers demands for :

Sustainability. They continue to value sustainability as a key variable in their purchase decision-making process. “Small but often loud”

According to [PMMI](#), The Association for Packaging and Processing Technologies’ [2017 Global Packaging Trends Report](#), the increasing demand for environmentally friendly packaging is driving the adoption of more eco-conscious materials across all industry segments

Convenience.

Products that accommodate active and healthy lifestyles

Visibility and transparency. Block Chain Development

Real time delivery - Online food marketplaces



Seafood Consumers are a lucrative market

Seafood consumers are a fairly small group compared to those who buy beef, pork and chicken. But they're also a lucrative group that spends more money on groceries each week and are therefore worth courting *(American Food Marketing Institute).*

They read only ...



Seafood Consumers are a lucrative market

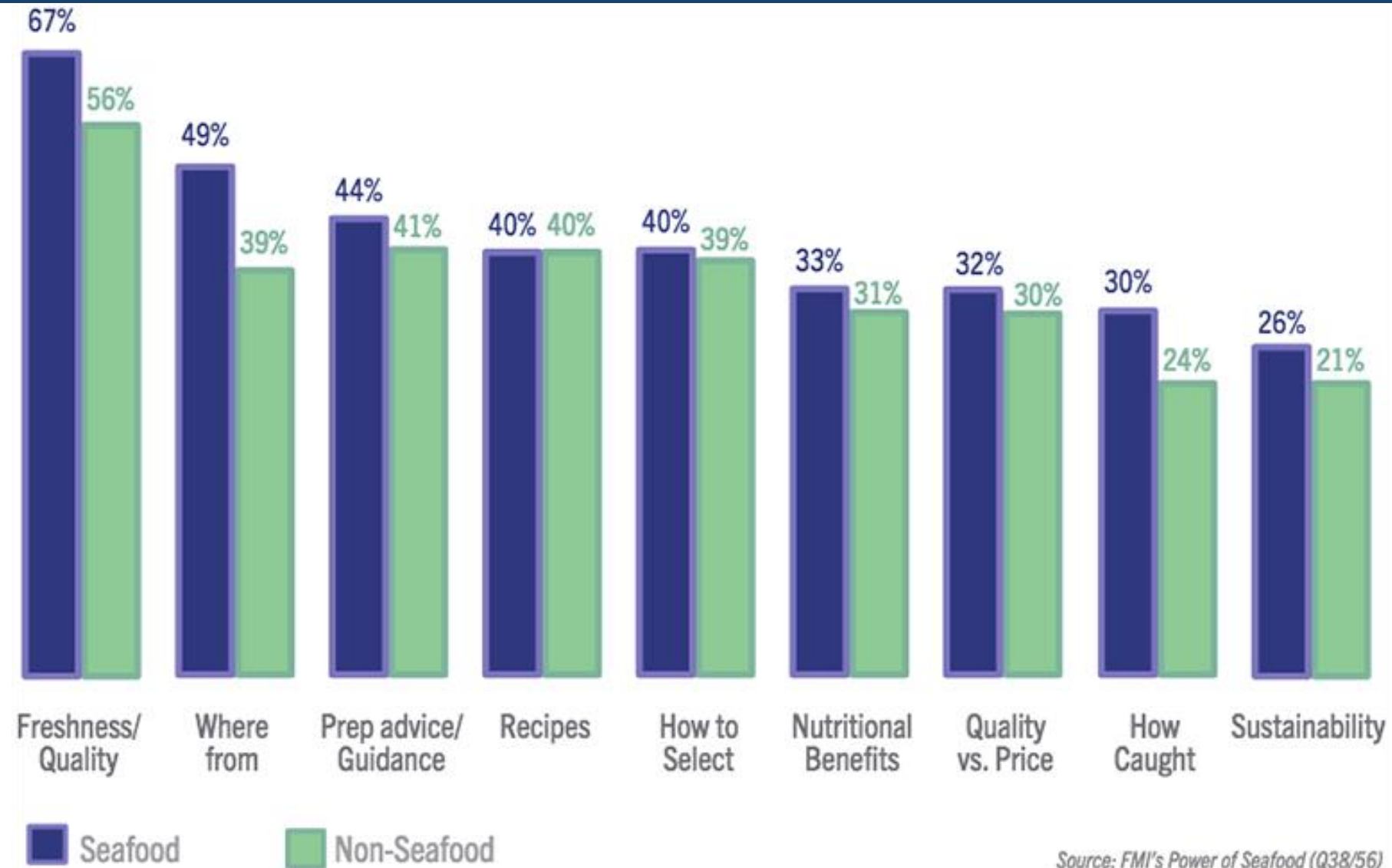
The modern seafood consumer is looking for packaging that is:



- 🍷 **easy to use (easy open/close, re-sealable, portionable/individually-wrapped),**
- 🍷 **easy to cook (less smell and mess in the kitchen),**
- 🍷 **effective (leak-proof, easy to handle),**
- 🍷 **“easily see and touch the product” - transparency (Case-ready vacuum skin-packaging),**
- 🍷 **informative (nutrition facts, cooking instructions),**
- 🍷 **sustainable (recyclable, reusable, reduces waste),**
- 🍷 **extends shelf life**



Consumers' expectations from the seafood supplier



Source: FMI's Power of Seafood (Q3&56)



Pioneer in Mediterranean fish farming

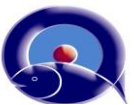
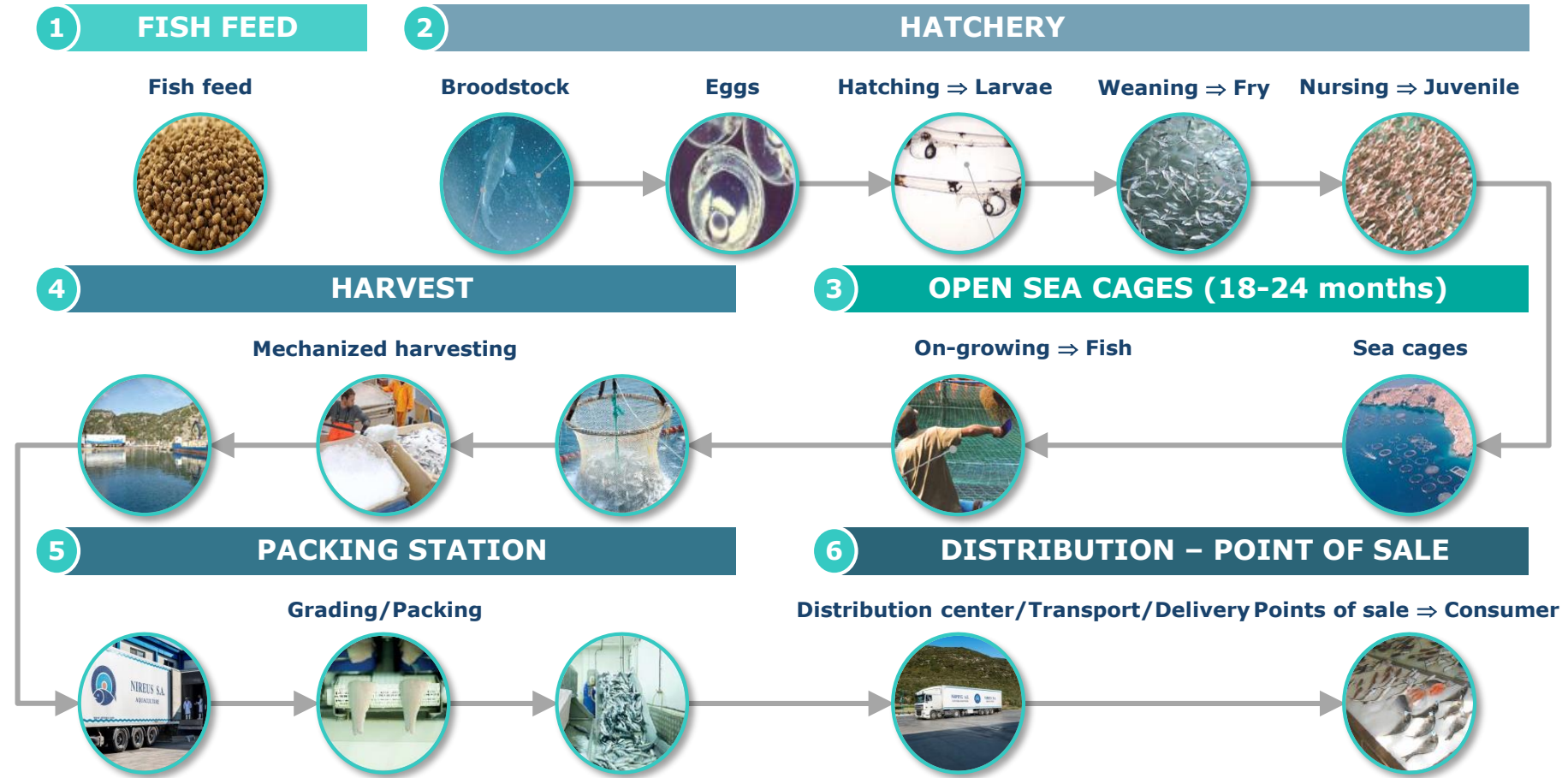


NIREUS:

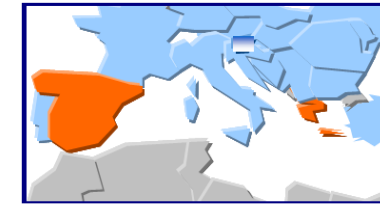
- A public company listed in Athens Stock Exchange
- Among the largest European aquaculture producers
- 1100+ highly specialized employees
- Production facilities in Greece & Spain
- Distribution to 35+ countries
- More than €200million



Fully Vertically Integrated Activities

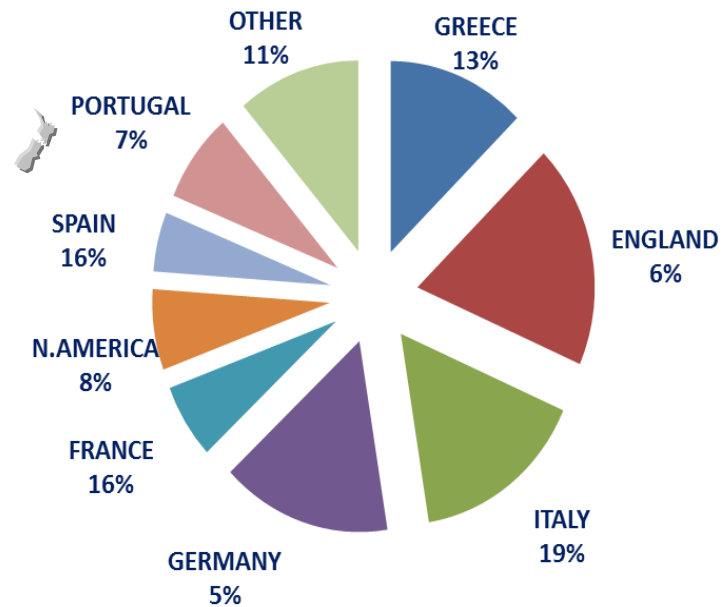


Export oriented



■ Sales ■ Production and Sales

NIREUS group 2016 fish sales per country
(% value)



Every week we ship +650 tons of seabass & seabream to +350 clients, in 35+ countries



Pioneer in Mediterranean fish farming

NIREUS is the **First Mediterranean fish farming company in Europe** to have farms certified according to the Aquaculture Stewardship Council (ASC) Standard. ASC is an independent, international organization that **promotes good practices minimizing the environmental and social footprint of the aquaculture industry.**



Our Packaging Requirements

To ensure less packaging waste through out the total value chain. **Re-cyclability**

To be manufactured by eco-friendly materials. It is not only a question of the material used but also of its design, the colours used for printing, the transport paths and methods, the weight.

To Assure Food Safety (reduce fax oxidation, chemical spoilage) **and Sustain** the physicochemical parameters of our products such as moisture, temperature, freshness, hygiene

To have high mechanical strength in order to minimize any risk or damage at customer's/retailer's warehouse, during transportation by truck or air freight.

To facilitate our customer and final consumer's life ease to cook, ready to cook)

To promote our brand - emphasis on packaging branding all along the supply chain

To reduce **transport logistics costs**





Thank you for listening