

EUROFISH MAGAZINE



Italy

Diversity of fleets and gears
complicates fisheries management



Spotlight on technology and certification at **fish international 2012**



Project: Stakeholders debate the future of marine coldwater aquaculture



Processing: Will newer materials replace traditional cans?

Eurofish is a member of the FISH INFO network





Interview with **Valentina Tepedino**, Director and Managing Editor of Eurofishmarket

Investigating fraud in Italy's seafood sector

Valentina Tepedino has a degree in veterinary medicine and has specialised in the inspection of fishery products and in veterinary legislation. After working for five years as an official veterinary in food quality she left to establish and manage Eurofishmarket, a company focused on consultancy, research, training and information related to the fishery sector. In Italy Eurofishmarket collaborates with almost all the TV channels, with journalists in this field, as well as with major retail, production, and processing companies. She is the managing editor of Eurofishmarket Magazine, a journal that collaborates with numerous universities and public bodies for research, and especially with harbour offices of ports, which in Italy deal with problems of fraud in the fish trade.

Eurofish: Since when have you been the managing editor of Eurofishmarket Magazine? What is the story of this magazine? Where is its head office?

Valentina Tepedino: I founded the magazine Eurofishmarket together with the Medesima Company in 2004. I realized from my previous experience in the field of official monitoring that the fishery industry in Italy lacked a source of useful information, a scientific, technical, up-to-date, regulatory magazine. Especially after the implementation of legislation regarding labelling requirements the need for reliable information increased significantly. The magazine has since been joined by a website that is updated daily by our experts. Our headquarters are in Bologna although Eurofishmarket works throughout Italy covering relevant issues.

EF: How is it possible to access the contents of the magazine?

VT: The magazine can be received exclusively through subscription. Some articles from previous editions can be viewed on our web site for free.

EF: What is the role of Eurofishmarket Magazine? To whom is the magazine addressed primarily?

VT: The magazine is addressed to all operators in the fishery sector, from controlling bodies to buyers, from quality and product managers to wholesalers, to consumer associations and to journalists. This is because Eurofishmarket deals with every aspect of the sector: from the latest restrictions introduced in the fisheries sector and new species in aquaculture through new types of processed products, to market surveys that highlight the weaknesses or strengths of the system. We are always investigating and verifying product quality.

EF: What is Eurofishmarket's position internationally?

VT: Eurofishmarket documents the news, research, innovations, updates on new regulations that are international and have primarily value for the Italian market. Both on the website and in the magazine information is provided in two languages, Italian and English. Eurofishmarket also organises workshops to assist importers and buyers in doing business on the Italian market.

EF: What are the most important issues that are discussed in the magazine? What subjects will you be investigating in the future?

VT: The magazine conducts different kinds of surveys and also undertakes investigations to identify and expose fraud in the fishery industry. There are also interviews with major players in the industry both public and private, reports on innovative products and production systems as well as on processed products. We discuss sustainability and quality certifications and many other interesting topics. Certainly I would say fish quality and sustainability are the topics of the future in this sector.

EF: Eurofishmarket also publishes interesting guides for the fish sector and other types of publications.

VT: Eurofishmarket has recently published two books covering all the commercial species that are present on the European market. Each has more than 400 pages and over 2,000 colour images. Each species is comprehensively described to allow easy recognition. In addition, their nutritional characteristics, and sensory aspects are detailed. The text of the books is mainly aimed at companies working in the fish trade, but they have also generated interest among official monitoring bodies as well as consumers. Both products can be requested by sending an email to libri@eurofishmarket.it



Valentina Tepedino, Director and Managing Editor of Eurofishmarket, a company researching and publishing information about the entire Italian seafood sector.

EF: What do you think of the proposal to collaborate with Eurofish? For us collaboration with Eurofish is an opportunity for the research and investigations conducted by Eurofishmarket to be recognised internationally. These studies are certainly of interest to other European and non-EU markets. We can also promote information from Eurofish that is of interest to our readers, opening opportunities for companies in the sector to participate in the projects and workshops conducted by Eurofish. Certainly, at the international level, Eurofish is a valuable source of practical and specialised information for those who work in the fishery industry.