

# NOVA [NEWS]

MONOGRAPH ON QUALITY

Newsletter of Communication N° 1 - 2021

QUALITY  
AND FOOD  
EXCELLENCE,  
OUR RAISON  
D'ÊTRE

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## Editorial

Quality is increasingly present within business culture and all companies are looking for ways to integrate it into their products or services, as well as in their relationships with suppliers, employees and, especially, their customers.

However, we do not consider it to be conceptual value, but a maxim that is part of our DNA. It is not a matter of fulfilling a series of rules or obtaining a certain number of seals or certifications that back our policies or products. For the company it is a cross-cutting value that must be instilled into everyone who forms part of the Group.

We need to bear in mind that excellence is an inherent part of our individual performance and we undoubtedly want this quality to be something that also characterises us outside the company.

In this monograph we give voice to our Quality Management leaders and we go through how and where we are placing the focus to continue improving day by day. A road that will be easier as the result of the start-up of the Quality Excellence Pescanova programme, which has been designed with the aim of enabling everyone to know and assume the Group's Quality policy as their own, regardless of the area or country in which they work.

In conclusion, our goal is to make the Nueva Pescanova Group better every day and we want everyone to feel really proud that they belong to a company whose greatest strength is excellence.

**Ignacio González**  
CEO - Nueva Pescanova Group



**Interview with José Manuel Avendaño, Chief Quality and Environment Officer at Nueva Pescanova Group:**

## ‘EXCEEDING OUR CUSTOMERS’ EXPECTATIONS FORMS PART OF OUR QUALITY POLICY’

**How would you summarise Nueva Pescanova Group’s Quality policy?**

At Nueva Pescanova Group, Quality is a proper noun and must be capitalised as it’s part of our DNA: ‘We’re working to become the best food company, taking the freshness of the sea to consumers’ tables.’ Furthermore, we must not forget another inherent element: food safety.

The Group’s Quality Policy places the focus of our activity on consumers, as the objective is to take the best seafood to their tables. In the same way, it establishes that our processes must be robust, efficient and sustainable; in conclusion, the best, as this ensures that our products maintain their natural qualities and even improve them. Consequently, we manage to fulfil consumers’ requirements, offering them safe, healthy and nutritional food.

Besides, we mustn’t forget that our customers are intermediaries that make our products available to consumers. Exceeding their expectations forms part of our policy.

**Does the Quality and Food Safety policy only apply to your department?**

Not at all. It has been designed by everyone, for everyone, and it applies to all the professionals in the Group. Actually, it’s available on the Intranet and we would like all employees to make it their own, sending us their suggestions so we can decide whether or not to include them in successive versions, since continuous improvement is one of our fundamental principles.

**In your opinion, what are the strengths and differentiating values of Nueva Pescanova Group?**

Our strong point is wanting to do things better every day. We move in a competitive environment and if you stop trying to excel, your products are no longer any good. We are different because as our chain of production has so many integrated stages, it means that improvements in different links result in an overall improvement.

**‘We are different because as our chain of production has so many integrated stages, it means that improvements in different links result in an overall improvement’**

As regards our suppliers, we’ve always considered them part of the team; that is, they have to meet the same demands as our industrial centres and they have our full collaboration to achieve it. Lastly, in the case of customers and consumers, being a global company enables us to analyse information that reaches us from different markets in order to identify trends and offer a better response.

**What are your main Quality-related goals?**

In line with the Quality Excellence Pescanova programme, our goal is centred on promoting a culture of Quality within the Group, assuring the best quality, and industrial and operational food safety, guaranteeing the superiority of the perceived quality. In this regard we’re working on transferring these principles to the organisation by carrying out a series of actions that affect the entire value chain.

There’s a challenge that never changes and it always accompanies us: approach our customers and consumers, not lose sight of their explicit and implicit requirements and exceed their expectations.

**Are the department’s standards the same in all markets?**

Absolutely! Our basic principle is that Pescanova Quality has to be unique and diverse. Food safety standards are non-negotiable and they are the same in all processes and products, regardless of their origin and destination. As regards basic matters, we comply with the Codex Alimentarius, the standard promoted by the FAO to make it universal; and for specific matters we adhere to the legal requirements of the destination country.

In conclusion, we guarantee that all our products reach the standards required for our brand in the different markets.

**‘We move in a competitive environment and if you stop improving, your products are no longer any good’**

**What are the sector’s most relevant changes in recent years and what is the current trend?**

In recent decades, the sector has been implementing different regulations. From technical-health measures in the 1980s to harmonisation with the European Union, and in 2000, regulations related to food safety and the responsibility of the food operator. At present, the focus is on fraud, emerging hazards, unannounced audits and systems based on risk/opportunity analysis.

As regards distributors and the rest of the value chain, we have something that has never changed over the years, namely maintaining the cold chain. Distribution has significantly improved but we have to keep on our toes in relation to this matter.

**What changes or measures have recently been implemented in relation to Quality and Food Safety within the Group?**

Since July 2020, we’ve been defining the new organisational model of Quality and Environmental management, which is being adapted to the Group’s new governing bodies.

We also want to encourage a culture of quality at communication level, and we’re improving the Quality Excellence programme. Taking advantage of this interview, I would like to announce that it will now be known as Quality and Environmental Excellence Pescanova, also including the environmental aspect.





# QUALITY EXCELLENCE PESCANOVA: ANOTHER STEP TOWARDS QUALITY EXCELLENCE

Quality is one of our main values as a company and our mission is to work hard to take the best seafood to our consumers' tables, preserving its freshness and guaranteeing all its qualities for a healthy diet.

Beyond legal compliance, the Quality Management Systems are endorsed by independent bodies with the implementation and certification of internationally recognised quality and food safety standards, in addition to strict policies and internal regulations that we extend to our suppliers. **We meet the highest standards and our corporate Quality policy, applicable to the entire Group, guarantees these requirements in all the markets where we operate.**

Going further, **we have created Quality Excellence Pescanova**. A programme that aims to respond to our ambition to continue excelling in what we do and establish activities that promote continuous improvement in all our work processes. At present, we are executing a communication and training plan to make it known to the different teams all over the world. **Marta Muñoz, Chief Quality, Food Safety and Environment Officer**, leads these training sessions with the objective to 'boost the culture of Quality throughout the entire Group in the short term.' In her opinion, 'Excellence requires ongoing evolution

and the key lies in understanding Quality as a cross-cutting standard that affects all of us.'

**Quality Excellence Pescanova** involves boosting the culture of Quality and food safety within the Group by way of awareness-raising actions, among other activities. The programme seeks to guarantee the best quality, as well as industrial and operational food safety, through continuous improvement and self-inspection of the production processes in our industrial centres. Furthermore, it implies increasing the focus on consumers and customers, and searching for the superiority of the perceived quality.

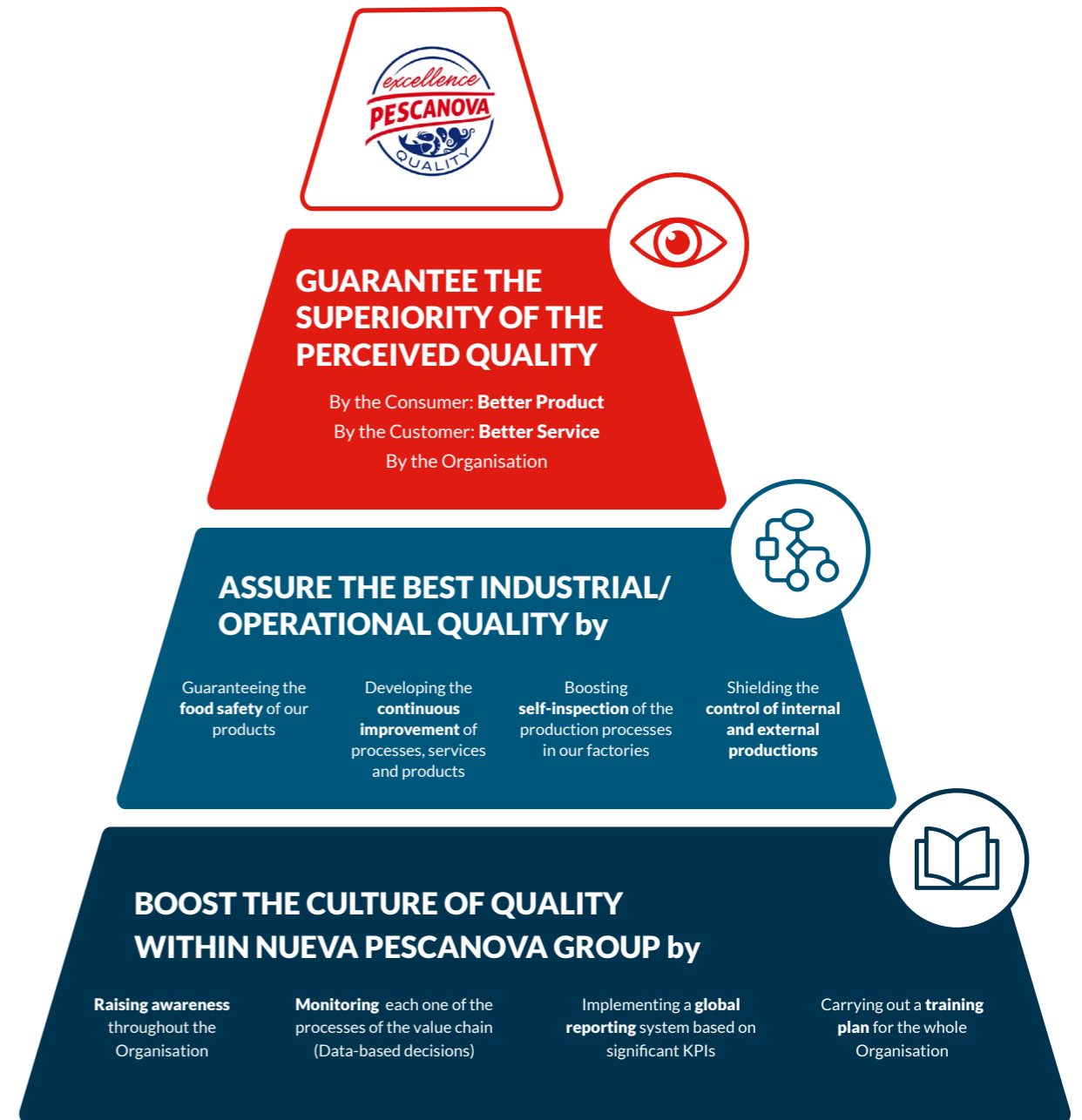


**'Excellence requires ongoing evolution and the key lies in understanding Quality as a cross-cutting standard that affects all of us'**

Marta Muñoz

Marta Muñoz describes it as, 'The evolution of our Quality model. We talk about its association to a product or processes, and also business excellence: a set of actions that go beyond the department and encompasses all the activities surrounding the company, and how it is viewed by our stakeholders.' She then goes on to say, 'It is a principle of excellence that was born in the Quality department, but is applied to all the company's activities: fishing, production activity, marine activities and the relationship with customers and consumers.'

In conclusion, **this programme is going to establish a greater culture of Quality that is common to the organisation as a whole**, which represents an impact for all our public due to offering a better product and service and, consequently, provide higher value to society in general.



# NUEVA PESCANOVA, THE QUALITY IN OUR DNA

The culture of Quality and food excellence form part of our raison d'être, and this is shown by our DNA. When we assure that we are working for the best food company, we are undoubtedly referring to an undeniable commitment to Quality. It is impossible to be the best in something without pursuing excellence and for us, this differentiation is what shapes our identity.

This cannot be achieved without the commitment of each and every one of the people who form part of Nueva Pescanova Group. In the different departments, on ships, in offices, factories, aquaculture farms, etc. **Quality is present throughout our entire value chain.**

## We fish Quality

In our fishing activity there is no process that does not imply making a great effort to guarantee Quality. Capture, processing and even exporting are imbued with this seal that represents us and is part of our DNA. **Daniela Vega, Head of Quality at Argenova,** knows how to achieve excellence, for example, by returning fish to the sea throughout each tide.

Quality cannot be perceived in fishing without the back-up of controls and inspections, which especially include product sampling in situ while the ships are being unloaded; constant communication between the Quality team and fishing captains during each tide; or the exhaustive inspections of all the points in the plants on land where products are handled.

We cannot avoid mentioning the investment we have made to renew part of our fishing fleet, specifically in Namibia and Mozambique. **It is a strategic decision that enables us to make a qualitative leap forwards.** In its construction, we have combined state-of-the-art design technology, such as virtual reality, with the know-how we have been given by diverse professionals within the Group (captains, chief engineers, petty officers, etc.) to advise us and help us achieve really efficient ships. Our new fleet includes improvements in the onboard processing system, energy efficient engines and the ships are safer and more comfortable for crews. All this provides indisputable added value in terms of Quality.

## 'Our new fleet includes improvements that provide indisputable added value in terms of Quality'

However, according to Daniela Vega, the value that differentiates us is our human resources, *'Having achieved a committed Quality team in our daily operations is fundamental for fostering continuous improvement.'*

## We farm Quality

There's no doubt that Quality is also present in our aquaculture. How do we manage it? According to **María Cedeño, Head of Quality, Food Safety and Environment in Latin America,** we not only need knowledge of the whole farming process but also of the preparation, *'We maintain the highest Quality standards in hatcheries and farms, but also in our frozen raw products or prawn processing plants. This gives us strength to face competition'*.

**Aquaculture is strategic for the Group and for this reason relevant investments have been made that will affect Quality.** Investments in new technologies that will help us in the near future to improve the



control in prawn farming during the fattening and growth stage, as well as investments in automating the processes that were traditionally carried out manually. *'This differentiates us and makes it easier to offer a product of higher quality,'* explains María Cedeño. This Quality responds to the standards set in the country of destination and the way the products are sold, distributed or shown to consumers.

Lastly, the Pescanova Biomarine Center is about to open, and when it does, it will mark a before and after in aquaculture. The research carried out in this centre, *'will provide extraordinary advances in genetics, nutrition, health and animal welfare,'* she affirms.

## We make Quality

In production, Quality and Food Safety go hand-in-hand. In this regard, **Olalla Larrañaga, Head of Interim Quality,** reveals our formula for success, *'Besides complying with all legal requirements for food safety matters, we increase our guarantee through two channels: external certification audits and the preparation and application of the Group's own technical regulations for food, which regulate certain aspects in a more restrictive way.'*

Which inspections are performed? **Hazzel Cabrera, Head of Quality and Food Safety at Camanica,** says that *'depending on the risk, chemical physical, microbiological and allergen-related risks are controlled.'* Olalla Larrañaga also points out that controls and inspections are performed with the purpose of guaranteeing the quality of the end product prior to distribution, to ensure it can be safely consumed, but also to check that its organoleptic properties (taste, colour, texture, etc.) and quantitative properties (amount of salt, water or protein) are in accordance with those established in our technical data sheets. In turn, **Rosa Fernández, Quality and Environment Manager at Centro Industrial Porriño,** also considers the following aspects are fundamental, *'perform periodic visual inspections of the facilities, check*



*efficiency in cleaning, allergen management and monitor good practice in the factory.'*

We also need to add another competitive advantage: in Chapela we **have our own laboratory with ENAC certification**, which enables us to have lab results between 24 and 48 hours after they were made. Here we test an average total number of 2,000 samples a month.

**'We perform inspections with the purpose of guaranteeing the quality of the product prior to distribution, to ensure it can be safely consumed and its properties meet requirements'**

However, these are not our only strengths in matters related to production quality. Rosa Fernández says that the process is fully implemented and *'we have a professional team with extensive experience, which enables us to detect points in time where there could be incidents,*

*taking steps early to resolve them.'* Olalla Larrañaga likewise points out that self-inspection has spread to the industrial centres. *'The fact that operators themselves check whether a product complies with the standard during the corresponding stages has been a great step forwards.'*

From Nicaragua, Hazzel Cabrera believes that **technology is key to obtaining the highest quality in production**. Included among the improvements implemented in the country it is worth noting the installation of QR code readers, X-ray systems to identify foreign bodies or metal detectors. In Centro Industrial Porriño, Rosa Fernández mentions the investment in equipment cooling systems, a new tunnel freezer and a more efficient fryer, among others. The challenge now is to continue improving and working from different perspectives to reduce the number of incidents so that Quality applied in the processes is perceived by consumers at all times.

**We market Quality** 🏪

Our final goal is to take the freshness of the sea to consumers' tables and, to achieve it, it is fundamental

to maintain high marketing standards. It is quite clear for **Ana Vicente, Marketing Director at Pescanova Portugal**, and she affirms that the quality we offer is also a reason for feeling proud of belonging. Quality is not only present in our products, but also in the services we offer our customers and consumers, whether it is the logistics area, the nutritional information we give or our customer claims service,' which is particularly important. 'We have the following maxim: if someone makes a claim, we must deal with it by ambulance; in other words, quickly and with priority. No customer's complaint can go unanswered, she explains.

Consumers are becoming more and more demanding and they search for brands that transmit trust, quality and security. 'For this reason, we work together to make sure consumers always have the best products and information they need about the food we sell,' she adds.

Moreover, consumers and their habits have undergone a notable change in recent years. People are concerned about their health, they have a digital profile, greater social awareness, they spend more time at home and they look for affordable products. All of us in the

company have been keeping a watchful eye on these trends, in order to adapt to the situation and launch new products onto the market and ways to eat them which not only respond to consumers' needs but also exceed their expectations. Among other examples, **the recent launch of our most popular products in smaller and more affordable packages**, with the purpose of making seafood available to people with less money to spend, thus contributing towards maintaining the quality of their diets. We have also decided to introduce a new range of frozen ready cooked dishes, with healthy and tasty options for people who want to continue eating fish but don't have time to cook. We have also launched our own online store to directly sell to the general public, so as to offer a new, more convenient shopping option. Although it is currently only available in some Spanish communities, our idea is to be able to cover a greater area very soon.

We are introducing all these new features without losing sight of our goal: **to maintain our current Quality standards to become the best food company.**



**'Having achieved a committed Quality team in our daily operations is fundamental for fostering continuous improvement'**

Daniela Vega



**'Maintaining the highest Quality standards gives us strength to face competition'**

María Cedeño



**'The fact that operators themselves check whether a product complies with the standard has been a great step forwards'**

Olalla Larrañaga



**'The challenge is to continue improving the state of our facilities'**

Rosa Fernández



**'The investment in new technology has been key to improving quality in production'**

Hazzel Cabrera

# QUALITY IN THE PROCESS OF 'CONTINUOUS IMPROVEMENT'

Ever since the beginning, we have always been firmly committed to Quality. Under this premise, we have made a great effort to adapt our facilities and production processes in order to obtain the certification that prove our responsibility. Below are some of the milestones we have achieved throughout our history:

- In 1994, the Centro Industrial de Arteixo was the first Spanish frozen food company to certify its Quality Management System in accordance with the ISO 9001 standard: 'Model for quality assurance in design, development, production, installation, and servicing.'

- A year later, in 1995, the Centro Industrial de Porriño and the factory in Chapela did likewise and obtained the ISO 9001 certification.

- We were certified in Africa. NovaNam (Namibia) was the first company to obtain the 9001 seal.

- We certified our Management System in South America. The company to achieve it was our affiliated company in Argentina, Argenova.

- We focused on strengthening food safety by incorporating the benchmarked standards for Safe Quality Food recognised by the Global Food Safety Initiative (GFSI).

- Our commitment to offer maximum quality to our customers extends to our suppliers. At present, they have to fulfil the same requirements as our industrial centres, and we are working with them to help them achieve it.

- We comply with the Codex Alimentarius (Food Code) promoted by the FAO, as well as the legal requirements in the destination market.

- We carry out external and internal audits, meaning that our Quality and Food Safety Systems are assessed twice. This implies that our facilities and processes always comply with the standards.

- We have launched the Quality Excellence Pescanova programme.



## CERTIFICATIONS



## VANNAMEI AQUACULTURE

- |               |  |
|---------------|--|
| NOVAGUATEMALA | • IFS - BAP - MSC CADENA CUSTODIA - PRODUCCIÓN ECOLÓGICA                       |
| CAMANICA      | • IFS - GLOBAL GAP - BAP   |
| PROMARISCO    | • IFS - GLOBAL GAP - BAP - PRODUCCIÓN ECOLÓGICA - ASC - MSC CADENA DE CUSTODIA |
| ABAD          | • IFS  |

## TURBOT AQUACULTURE

- |                 |   |
|-----------------|---|
| INSUIÑAS MOUGAS | • ISO9001 - ISO 14001 - EMAS - GLOBAL GAP |
| INSUIÑA XOVE    | • IFS - ISO14001 - GLOBAL GAP             |

## PERU

- |                    |       |
|--------------------|-------|
| NOVAPERÚ C.I. LIMA | • BRC |
|--------------------|-------|

## INDUSTRIAL CENTRES

- |                |   |
|----------------|---|
| C.I. ARTEIXO   | • IFS - ISO14001 - PRODUCCIÓN ECOLÓGICA                     |
| C.I. CHAPELA   | • IFS - ISO14001 - ELS - SAE                                |
| C.I. PORRIÑO   | • IFS - ISO14001 - ELS - HALAL - PRODUCCIÓN ECOLÓGICA - SAE |
| C.I. PATERNA   | • IFS - ISO14001  |
| C.I. CATARROJA | • IFS   |

## FISHING COMPANIES

- |                              |                                    |
|------------------------------|------------------------------------|
| NOVANAM (DOP)                | • IFS - PESCA SOSTENIBLE PESCANOVA |
| NOVANAM (SCT)                | • IFS - PESCA SOSTENIBLE PESCANOVA |
| ARGENOVA C.I. PUERTO DESEADO | • HACCP                            |





# IS IT TRUE WHAT THEY SAY ABOUT SEAFOOD?

**'Frozen products don't have as many nutrients as fresh ones'**

**✗ False!**

Regardless of how its sold, whether it is fresh or frozen, fish preserves all its nutritional properties. What's more, frozen fish can preserve them for longer.

**'Frozen fish prevents anisakiasis'**

**✓ True!**

Anisakiasis is only caused by eating raw fish. In fact, the European Food Safety Authority recommends cooking fish properly or, if it is going to be consumed raw, then it must be frozen previously to prevent anisakiasis.

**'Fish contains high levels of mercury'**

**✗ False!**

Some fish species contain a higher concentration of mercury, although there is no doubt that fish is a healthy food. The key is to consume different varieties of seafood, such as hake, cod, turbot, prawns or different types of cephalopods.

**'The quality of aquaculture products is the same as those obtained from fishing'**

**✓ True!**

Of course! We comply with responsible and sustainable farming certifications and our aquaculture farms conduct rigorous nutritional and health inspections of the fish species.

**'Surimi is not made of fish'**

**✗ False!**

One of the most popular myths is that surimi is not a seafood and we must strongly deny. To give an example, our Palitos de Mar (Sea Sticks) are made of Alaska pollock and hake from the Pacific. Besides, each stick only contains 18 kilocalories, which means that it is a tasty and healthy way to eat fish protein.

**'Aquaculture guarantees the future availability of seafood'**

**✓ True!**

From a nutritional perspective, we must consume more sea products due to the multiple benefits they give us, although it is true that this demand would negatively affect fishing grounds if aquaculture didn't exist. According to the FAO, the amount of fish extracted from the sea is not increasing and the increments recorded come from farming. In conclusion, aquaculture plays a key role in the production of healthy and sustainable food.

**'Breaded hake fingers are unhealthy products'**

**✗ False!**

Although it is true that they are processed food, we must not forget that they are made of fish and are therefore a good source of protein and Omega 3. To follow a balanced diet, we recommend serving them with vegetables.

**'Shellfish is bad for cholesterol'**

**✗ False!**

It is important to remember that shellfish is low in fat and this balances the cholesterol it contains. What's the best thing to do? Enjoy shellfish in moderation but don't stop eating it as it is a key source of Omega-3 fatty acids, which help keep the heart healthy.

**'Cooking fish is easy'**

**✓ True!**

Well, Pescanova fish is easy to cook because the products we sell are clean and ready to consume. And now, with our new ready cooked dishes, it is no longer necessary to spend time in the kitchen. There is no excuse for not eating a balanced diet!

**'Fish is expensive'**

**✗ False!**

There are so many fish varieties in the market with such a varied price range that consumers have numerous affordable solutions to be able to eat fish regularly.



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