



Vereniging Vlaamse Visveilingen



Market Advisory Council

28 March 2025

Who we are

- The Association of Flemish Fish Auctions represent all fish auctions in Belgium
 - The Flemish Fish Auction with sites in Zeebrugge and Ostend
 - A Privately owned company
 - The city Auction of Nieuwpoort
 - A public company, part of the city of Nieuwpoort
- The auctions work together in representation towards the government, the administration, IT and logistic challenges.
- The fresh fish Supply Chain in Belgium:
 - **Rederscentrale:** the PO representing all vesselowners in Belgium
 - **The Fish Auctions:**
 - First point of landing in Belgium
 - Organizing the market,
 - Calibrating the fish and approval for human consumption
 - Reporting volumes and prices to the government for quota deduction
 - The EU industry, retail and specialty stores



Our vision

- We are a House of Trust for the fishermen and the buyers
- Delivering the best prices and services to the fishermen through
 - In-depth knowledge of the EU requirements to help the fishermen in concrete ways to put the fish on the Belgian market
 - Logistics support when first point of landing is outside Belgium
 - Knowledge of the commercial market
 - Attractive faire prices through a wide network of EU buyers
 - Transparant and customers friendly services for all stakeholders
- Progress for the whole sector through innovation

Interest in the MAC

- Getting to know the network of European stakeholders
- Working together to tackle the enormous challenges in the fishery supply chain
 - Traceability
 - Sustainability
 - ...
- Provide information on a realistic approach to tackle the challenges within a Belgian reality