



ESM Magazine chats to Erwan Tanguy, head of fish management, Metro Cash & Carry, about the company's new state-of-the-art Fish Logistics Centre at Gross-Gerau, near Frankfurt.

In Roman times, the town of Gross-Gerau, near Frankfurt, was the site of a main route linking the provincial capital of Moguntiacum with southern Germany, and then Rome itself. Some 2,000 years later, its transport links have been acknowledged once more, with the building of a new, dedicated Fish Logistics Centre, developed by Metro Cash & Carry. Open since last November, the facility is one of the most advanced fresh-logistics centres in Europe, where almost all produce can be delivered 'from catch to consumer' in less than 48 hours, ensuring freshness and consistency of supply.

As Erwan Tanguy, head of fish management, Metro Cash & Carry, says, the location of the new facility is important, as it optimises delivery time to Metro's key markets. "The idea was to set up a modern

fish-distribution centre, close to Frankfurt International Airport," he explains, "to bundle the logistics to reduce transportation costs and time, and guarantee the best quality and freshness from the point of origin all the way to the wholesale markets across Germany and Austria.

"One important benefit of bundling the logistics at one location is that time- and cost-intensive trans-shipment steps are spared. This significantly accelerates the processes for both delivery to the Fish Logistics Centre, as well as delivery to the wholesale markets."

A typical day at Gross-Gerau starts with the delivery of frozen fresh fish (generally by mid-morning), which is then examined in a testing area, where the temperature remains a constant two degrees Celsius, to eliminate contamination. Samples for microbiological

examination are also taken, and if the product is found to meet all requirements, it moves on to the packaging stage. Metro's state-of-the-art facility is approved according to European Union packaging regulations, meaning that the full packing process can be undertaken in-house. By early afternoon, the fish is ready for transport, with 70 per cent of stores within a 400-kilometre radius receiving a delivery within six hours.

This level of efficiency enables Metro to increase the level of fresh fish that it can order and process, to meet consumer demand for greater variety. "In most Metro Cash & Carry markets, 70-150 different varieties of fresh fish are available on a daily basis," says Tanguy. "In total, there are around 300 species of fish and seafood that can be ordered. With a bundled and efficient logistics system, a steady supply chain is ensured to meet customers' specific needs. [...] One of the trends at the moment is that more and more fish traders choose to source directly at the origin, without intermediaries, in order to improve the supply chain and guarantee a high degree of freshness."

KEEPING THINGS COOL WITH THERMOFIN

The refrigeration plant in Metro's new Fish Logistics Centre was installed by the German company Kreuzträger Kältetechnik GmbH & Co. KG, which has its premises in Bremen-Mahndorf. For Metro's new facility in Gross-Gerau, the company used heat exchangers made by Thermofin. Thermofin GmbH is a manufacturer of finned heat exchangers and an experienced partner for engineering companies all over



the world. In July and August 2010, Thermofin delivered more than 30 specially designed evaporators (series TADN and TAN), which are all operated with ammonia. The total capacity of the evaporators

amounts to nearly 500 kW at a room temperature of two degrees Celsius. The installed units stand out due to their extremely low noise level and their draught-free air duct, and ensure that the fresh fish and seafood is processed without any interruption of the cold chain. In addition, Thermofin supplied two condensers (TACH) with a capacity of 365 kW each. For more information, visit www.thermofin.de.

REFORMING THE CFP

New legislation regarding seafood traceability is currently being developed as part of a revamped Common Fisheries Policy (CFP), as recently revealed by EU Fisheries Commissioner Maria Damanaki. Metro Group's Erwan Tanguy believes that four key elements are essential to ensuring that the new CFP is a success.

1. Long-term management plans: "Based on science, these ecosystem-based fisheries plans should set fisheries management on a stable track to recovery and promise a more sustainable future for stakeholders and the environment."
2. Regionalisation: "Devolving responsibility for fisheries management to stakeholders at the regional fishery level."
3. Maximising value from catch to consumer: "This will require better connections and integrated policies across the supply chain, and a clear focus on efficiency and added value at all stages."
4. Scope: "Reformed CFP principles should apply to all fisheries in EU waters and to European vessels, wherever they fish in the world."

Metro Cash & Carry is also using the facility to increase the amount of sustainably sourced produce that it can offer. It has worked closely with the Marine Stewardship Council to enhance its range of sustainably sourced products, and has long-term agreements with sustainable aquaculture operations, such as Bremnes Seashore AS, which supplies the retailer with farmed salmon. In addition, Metro has worked with Deutschen Investitions und Entwicklungsgesellschaft (DEG), a company that provides funding for collaborative developments in emerging countries, including training fish farmers in India and Pakistan about environmentally friendly working methods.

"The sustainable fish assortment of Metro Group will be extended by 15 per cent, from 96 products in 2009 to 110 MSC-certified products by the end of 2011," says Tanguy. "The promotion of sustainable fisheries is another effective measure to protect maritime biodiversity. As it is, we offer a large variety of fish products from sustainable aquacultures, for example, the renowned Norwegian salmon farm Bremnes Seashore AS, which is certified according to GLOBALGAP and British Retail Consortium (BRC) standards.

"In addition, Metro Group is actively involved in the development of the new 'Aquaculture Stewardship Council (ASC)' standard for fish products from sustainable aquacultures – an independent certification modelled on the MSC standard."

The 4,000-square-foot facility also boasts a 'silver' rating from the German Sustainable Building Council, and has its own in-house wind-energy plant, which generates around 9,000 kilowatt-hours of electricity. This, in turn, illuminates the facility's outdoor area with energy-saving LED lamps, and charges the batteries of the electrically powered delivery trucks and transport vehicles.

The Fish Logistics Centre was developed by Metro in association with construction specialists Bremer, to ensure that the various elements enclosed within could be sustained at particular temperatures, while maximising the energy efficiency of the building. Thus, the cold storage area consists of precast reinforced concrete elements, such as a suspended thermal floor, an insulated wall facade and mineral-wool insulation on the roof.

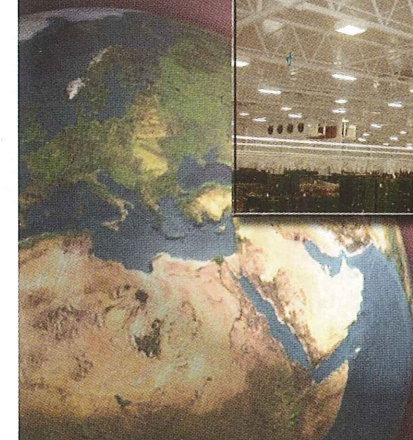
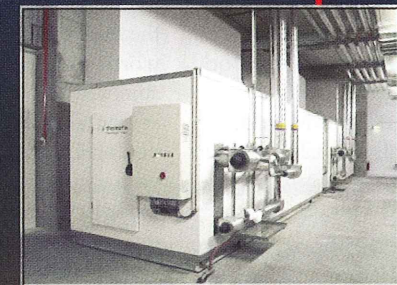
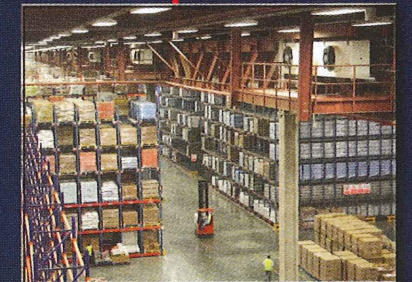
It may be a far cry from Ancient Rome, but in the eyes of Metro Cash & Carry, it's a pretty historical development. ■



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