

West Cork Company Sees Increased Demand For Traceable Fresh Irish Fish

Schull Harbour has seen a major decline in its fishing fleet in recent years but one local seafood company is keeping the West Cork town to the forefront of the Irish Fishing industry.

Normandy Ireland Fish Exports Ltd has successfully raised the profile of fresh Irish fish to markets in France, Belgium, Spain and other major European consumers.

Normandy Ireland was established by French native Jacques Legrix in West Cork in 1978, over 38 years ago. The company has been in business ever since exporting fish and shellfish to Europe. The company is now owned and run by Xavier Legrix and overseen by General Manager Tim Griffin.

The fish processing plant is strategically located at the pier in Schull, adjacent to prime fishing grounds on the south-west coast of Ireland. Normandy Ireland sources its fish from local day boats and local trawlers, which guarantees a regular supply of quality fresh fish and shellfish. All of their fishermen engage in responsible and sustainable fishing with the emphasis on freshness and minimal handling.

Over the years, significant investment in the premises and in technology has resulted in a large modern plant that processes a wide variety of seafood products. The company is now GS1 compatible, which means that it can give its customers a full traceability report from when and where the fish was caught by the boat to the delivery to the customer.

To ensure compatibility with SFPA sales note monitoring Normandy called in Diomac Business Systems, an Irish owned software development company.

Diomac is a fully integrated traceability, factory and accounting software solution ideally suited to small and medium size food companies involved in food production, fish processing, distribution and export sales.

Diomac have worked closely with Normandy Ireland and other Irish fish companies including, Sofrimar, Shellfish de la Mer and CSI Seafood Products, to implement 'Diomac for Fish', which is a tailored solution that meets all traceability, labelling and reporting compliance requirements for the fish industry.

Normandy use the Diomac system to record all vessel and fish species details at fish intake and to produce GS1 Compliant labels on finished products that conform to all EU regulations for labelling and export documentation. Sales Notes returns are



Hand filleting Haddock for the fresh retail market in France.



uploaded electronically from Diomac to the FishingNet Portal.

Normandy have Diomac installed on touchscreens throughout their factory which makes it easy for operators to record weighing information in real-time, print box labels with unique trace id's and then despatch using Diomac enabled wireless mobile handheld scanners.

Noel Carr, Managing Director, explains 'The beauty of 'Diomac for Fish' is that our experienced team of developers and accountants worked with established fish processors in conjunction with BIM, GS1 and the SFPA to create an all-encompassing solution for the fish industry. Our comprehensive suite of purchasing, sales, inventory, quality, accounting and reporting modules delivers a single software solution



Tim Griffin preparing fresh Celtic Sea Cod for export at Normandy Ireland.



Xavier Legrix tends to the fresh fish counter at Normandy Ireland.



Fresh Megrims with Diomac traceability system labels.



Packing Megrims for the Spanish market at Normandy Ireland.



Fresh Prawns ready for shipping.

for fish processing companies to strategically manage and grow their entire business.’

With the company’s Quality and Traceability systems running smoothly the focus is now on obtaining increased supplies to meet growing customer demand.

General Manager Tim Griffin explains: “The market for fresh fish caught by smaller inshore boats has boomed in recent years and we are looking to build up our supply base of fishermen around the coast. Quality and freshness is the main driver of fish price and working with smaller boats that undertake short trips gives us and them a market

advantage over other fish landed with a shorter shelf life.”

Normandy Ireland’s facilities on Schull pier also house a storage tank system for handling live shellfish and the company is seeking supplies of Lobster, Crayfish and Periwinkles from pot fishermen around the South and West coasts.

The company also owns and operates the L’Escalé seafood restaurant at Schull harbour plus a fish shop in the village of Schull, where retail customers can purchase the freshest fish available every day.

Xavier Legrix who prides himself in the

quality of the fish that his company exports concluded by saying;

“We work in partnership with local skippers, creating employment in local communities and help to develop export markets that will benefit the inshore fleet as a whole”

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