

## FRANCE

### FEDERATION

Association Nationale des Industries Alimentaires – ANIA

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### Contact Person

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ANIA is the association representing the French Food Industry. First industrial sector in France with a turnover of 160,5 billion Euros in 2013, the food industry is considered as a flagship of our country in the world.

The 12,000 food companies (of which more than 97% are SMEs) employ almost 500,000 workers (first industrial employer in France).

ANIA represents 22 sub-sectors of the Food industry: processed meat products, dairies, soft drinks, ready to eat meals, snacks, canned foods... Its mission is to promote the competitiveness of the food sector.

This is why ANIA's staff is dealing with all key issues for food companies: i.e. Food quality and safety, economic issues, sustainability and innovation...

The last two items are the reason why ECOTROPHELIA is seen as a real opportunity by French food companies.



# DuoMarin-Les Lardons de la Mer

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### DuoMarin-Les Lardons de la Mer

The marriage between the qualities of fresh fish and the uses of diced bacon. As a true product innovation, les Lardons de la Mer join a duo of fresh fish in the shape of lardon. Thanks to DuoMarin, present in the fish section, customers can find lardon's convenience (colors, tastes and originality in daily cooking) in fish based ingredients, which is a source of essential fatty acids, vitamins and minerals. Developed according to sustainable fishing, we will produce DuoMarin by recovering the high quality left overs of the filleting process. Moreover we will work with suppliers who have a real sustainable production (fish-farming and fishing). The production of les Lardons de la Mer leads to the development of a real technological knowledge to stick pieces of fresh fish together, as well as maintaining them stuck after cooking. Thanks to high hygienic conditions and a modified atmosphere we are able to keep DuoMarin during 7 days in the refrigerator, as well as other similar products. The non-processed product (neither salted nor smoked) allows one to rediscover the original taste and texture of fresh fish with two unknown and surprising associations (Salmon-sea bream and Bonito-coalfish). More than a simple product, DuoMarin - eaten raw or cooked - offers a lot of possibilities, where the consumer's imagination is the limit.

