



Circles of Sustainability: A Good Market Value

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Editorial

Ensuring the public on the safety of food for consumption is a major risk, which links to numerous processes in the food chain. Food as a balance diet requires a variety of minerals, vitamins, and proteins, whereas these days, fish and fishery industry generally became the consumer's choice for their main course and can be seen in every table. This however explains why the current economic development of fish and fishery industry is unstoppable. Although this observation is too obvious in the global market, businessmen are still stringent to venture in this kind of business because of higher risk and lower throwback compared to other commodities. Another contribution to the inflexibility of businessmen is the absence of Supplier Qualification and Compliance to reach the market, so to speak that this area is not properly given attention and still infantile.

The role of inter-government agencies in different countries is to provide protection to the consumer. Several factors necessary to achieve food safety varies depending on the country and the product's country of destination. These includes: (1) Supplier Quality Assurance Program to guarantee the public and its primary consumer to a safe product. A well-established SQA Program controls the entire food chain and the end-product; (2) Harvest Methods and Personnel Control, best practices always give us a quality product. Methods and

practices are important aspects of good manufacturing, selling and marketing as it determines and controls the value of the end product; (3) Diversity and Productivity on Supply and Demand deliberately affects the countries inflation thus, measures the idea of how fast the product can reach the market and how it proliferates; (4) Control of Disease and Contamination becomes a serious subject of today. A good risk assessment program will help us identify the potential hazards that may be eliminated in any stage of the process; and lastly, the required (5) Standards and Certification which nowadays became a compulsory requirement by trade buyer's. The principles and criteria described in the requisite standards allow us to magnify our understanding in keeping our product in its highest quality to satisfy our customers. For some reasons, though some of the standards and international accreditations are sector-specific, we may look at it as an initiative to keep the demand and attracts buyers all over the world but still adheres to our corporate social responsibility.

The learning process in Fish and fishery industry is an everlasting commitment. Thus, requires an avid frontrunner to achieved sustainability that will support the company, deliver its social accountability and its role in the global market. Sustainability demonstrates stability, competitiveness and productivity in all aspects of fishery industry and to the society it belongs.