



Billingsgate Market

THE UK'S LARGEST INLAND FISH MARKET



Sourced responsibly...



...caught with pride by local fishermen

Email: responsiblefishing@seafish.co.uk

Web: www.seafish.org

Billingsgate Market



Billingsgate is the United Kingdom's largest inland fish market. An average of 25,000 tonnes of fish and fish products are sold through its merchants each year.

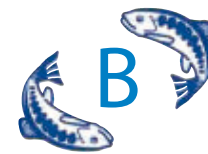
Approximately 40% of that tonnage comprises fish imported from abroad. The annual turnover of the Market is estimated to be in the region of £200m.

Billingsgate is served by almost every port in the United Kingdom-from Aberdeen to Penzance. Most of the fish is transported by road directly from the coast and arrives at the market in the early hours of the morning. Imported frozen fish is usually shipped in large refrigerated containers. Imported chilled fish is

often airfreighted-sometimes from countries thousands of miles away-or arrives by sea via roll-on, roll off ferries.

The Market complex covers an area of 13 acres and is entirely self-contained. The ground floor of the building comprises a large trading hall with 98 stands and 30 shops, including two cafes; a shellfish boiling room; a number of individual cold rooms; an 800 tonne freezer store (maintained at a temperature of -26°C), an ice making plant and 14 lock-up shops used by processors, catering suppliers and merchants dealing primarily in trade sundries, non-perishables, poultry and potatoes. The first floor of the building consists of offices for >>

Billingsgate Seafood Training School



We live in a fast-moving age where time is a rare asset and people demand immediate results - without a compromise in quality.

This is true of the food we eat. While people's lifestyles are growing ever faster, recent years have seen a tremendous boom in different types of food - which is reflected in ever-bigger supermarkets stocking items never before available, TV chefs earning a celebrity previously associated with pop stars and our high streets bursting with a staggering range of restaurants.

Our palates may have grown more sophisticated and our time may be more valuable, but we now understand that the type of food we eat is vital to our health.

The seafood industry is in a superb position to answer people's needs in all these areas: fish is a healthy, wholesome, nutritious food that's fun to eat and can be prepared and cooked in a few minutes.

Billingsgate Seafood Training School has a vital role in getting this message across.

The School offers a wide variety of courses that are tailor made to suit the needs of a wide variety of groups:

Schools, Catering colleges, Retailers, Hotels, Restaurants, Processors, Members of the public.



Students at the School have modern facilities at their disposal and some of the most expert minds in the seafood industry to teach them.

The Billingsgate Seafood Training School is located on the first floor of the Billingsgate Fish Market, which is the UK's largest inland fish market. Billingsgate is based in the heart of

London's Dockland area under the shadow of the giant Canary Wharf Tower. The market supplies an enormous variety of high-class seafood products that is probably only bettered in the world by the famous Tsukiji market in Tokyo. This meant that there was no better location in the Country for a Seafood Training School.

The school has been established as a charitable company with the aim of promoting the awareness of fish in young people and to increase the knowledge of those people already working in the industry, in areas such as retail and catering. All commercial activities undertaken by the school will fund courses for school children free of charge.

By establishing the School at Billingsgate, anyone attending a course is able to visit the market in order to gain the broadest possible knowledge available on all the different types of fish and fish products now on offer. The market has been at the forefront of the fish industry for several centuries and the development of this unique facility will allow it to maintain its position.

The Trustees of the school have made extensive enquiries throughout Europe to ascertain whether any similar facilities exist. The result of these enquiries has established links

with other countries such as Norway and Holland that are keen to send students to the School for training. It was the success of Sydney fish market Seafood School in Australia that initially convinced the Trustees of the need to develop a similar facility in the UK. >>

Free: 0808 144 0152

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Speciality Fishshop Ltd

Communications House

26 York Street

London W1U 6PZ



Speciality Fishshop Ltd, offer fish in bulk at cost effective prices into the UK, EU and USA markets. We import and distribute fish from global catchment areas and offer DDP (delivery duty paid) services into all UK mainland fishmongers and fish wholesalers. We distribute fish from the UK mainland by road to France,

Italy, Germany, Belgium, Norway and Spain. We work with a wide range of products to suit all requirements, products offered fresh, frozen, canned, marinated, pan ready, or cooked. We also offer products in Brine and offer the option of products being packaged with customers "own labelling".

VAT no. 901729144 • Company Reg 6385162 GB

Billingsgate Market

Billingsgate Seafood Training School

Sea Fish Industry Authority

This is a leading body for the development of operational standards, vocational qualifications and training for the sea fish industry.

Billingsgate Merchants

There are 55 merchants based at the market. The benefits of establishing the School at the Market are obvious - it has created a means of publicising the Market and the fish industry.

Schools Programme

With the introduction of the National Curriculum, there has been much comment over the last few years that one loss has been access for young people to Home Economics courses (now known as Food Technology). In fact, no primary school pupils have formal access to such activity. There is also a growing desire for schools to develop healthy eating policies and to increase young people's awareness in this area as well as teaching them home management and life skills. The provision of the Seafood Training School located within the Billingsgate Fish Market opens up a new resource and potential for increasing young people's awareness and knowledge in a number of key areas of the curriculum. The range of educational activities includes:

- A demonstration of fishmongering skills, followed by a demonstration of fish cookery with opportunity for hands-on practical involvement. This could be



used as part of various subject areas such as Environmental Education, Food Technology, PSHE, Geography and Business courses. The use of material will create cross-curricular links with Literacy, Numeracy and Nutrition, as well as other subjects.

- A day course on the Health and Nutritional benefits of fish, including preparation and cooking a meal.
- Tailor-made activities with schools to offer the Training School as a resource to enhance Home Economics and Home Management Courses. These activities are not possible in some schools due to lack of facilities.
- During the Summer Holidays, by working with the local Summer University, courses will be offered to enhance both familiarity and job prospects using links with industry. Through menu preparation and awareness of fish/seafood, skills will be developed which help young people's independent living.

The educational programme has targeted Year 10 pupils upwards. The School works closely with Education/Business Partnerships to link up with schools, offer appropriate courses and develop materials for use within the Market and the School. This includes worksheets, etc to back up the material handed out during lectures.



>>



...working in partnership with the MSC

Code	Product Description	Pack Size
34095	Young's Wild Alaskan Pink Salmon Fillets	60 x 90g
36309	Young's Breaded Garlic & Herb Wild Alaskan Pink Salmon Goujons	10 x 500g
36307	Young's Breaded Wild Alaskan Pink Salmon & Broccoli Fish Cakes	24 x 70g
36549	Young's Breaded Wild Alaskan Pollock Fillet Squares	36 x 70g
05097	Young's Skinless & Boneless Wild New Zealand Hoki Fillets	30 x 110-170g
05286	Young's Chip Shop Battered Wild Alaskan Pollock	24 x 100g
05285	Young's Chip Shop Battered Wild Alaskan Pollock	24 x 145g
05263	Young's Chip Shop Battered Wild Alaskan Pollock	24 x 175g
34094	Young's Chip Shop Chunky Bites	10 x 600g
40359	Young's Chip Shop Jumbo Battered Wild Alaskan Pollock Fillet Fish Finger	36 x 71g
37088	King Frost Breaded Minced Wild Alaskan Pollock Fish Finger	120 x 25g

At Young's, we have a policy called Fish for Life, which governs all the species we buy - both wild caught and farmed. We are also strong supporters of the Marine Stewardship Council's (MSC) initiative to identify and label sustainably-caught wild fish.

To be sure you are choosing responsibly sourced fish options for your customers, look out for the MSC and 'Fish for Life' logos on our products.



To find out more about sustainable seafood call 0800 132 096, visit our website www.youngscaterer.co.uk or alternatively visit the MSC at www.msc.org

Errigal Fish

Tel +353 749739023 E-mail tom@errigalfish.com

Cooked Chilled Pasteurised Products

- Crab
- Half Crab
- Half Crab Claws Scored
- Crab Claws
- Crab Claws Scored
- Whelk Meats in Shell
- Whelk Meats
- Winkles
- Prawns
- Canadian Lobster
- Razor Clam
- Premium White Meat
- Standard White Meat

Cooked Frozen Products:

- Crab Claws
- Scored Claws
- Whelk Meats
- Winkles
- Prawns
- Premium Meats
- Standard Meats
- Whelk Meats
- Brown Meats
- Marinated/Sayo Products



Errigal Fish Co. Ltd.

Meenaneary, Carrick, Co. Donegal, Ireland.

Introduction to Fishmongering

A training module for the Seafood Industry



Instructor Mick Mahoney (left, centre) with the first successful group of students to complete the Introduction to Fishmongering at Billingsgate.

"It was a brilliant day, in fact the best taught course I have attended."

"The trainee manual you provided is invaluable."

"The knife skills was extremely beneficial."

"Has prompted me to further investigate setting up a fishmongers."

Acknowledgements: This fishmonger training module has been developed by Lyn Gower and Adam Whittle of Billingsgate Seafood Training School along with Richard Wardell of Sea Fish Industry Authority. Duncan Lucas and Sue Hallman of Passionate about Fish has kindly provided the photographs and words in the 'step by step' knife skills guides.

high impact and focused modules that are outlined below.

Your chance to learn the skills required to be a fishmonger

Dates:

Thursday 29th May 2008
Wednesday 20th August 2008

£100 (including training manual and certification)

Contents:

General Guide, An Overview of the Seafood Industry, Quality Assessment, Care of Product, Hygiene and Food Safety, Care of Tools, Knife Skills, Cleaning, Display, Customer Service, Answers to Exercises, Further Training.



A selection of photographs taken during the sessions of the 'Introduction to Fishmongering' course at Billingsgate Seafood Training School.





3G Food Service & Seafood Solutions is a specialist supplier of chilled and frozen fresh fish and seafood to the food service sector.

Our Seafood Solutions range provides caterers with the freshest fish and seafood of the highest quality, at competitive prices. Presented in unique, leak proof packaging exclusive to 3G, the range currently includes over 100 species. We also have a flexible approach to preparation options tailored to individual customer requirements.

With a 70 year family heritage in fish and seafood, we have a wealth of knowledge and sourcing expertise. This means we can ensure the best seafood from UK coastal and global markets throughout the year. And thanks to our national temperature controlled delivery service, the freshness of all our products is guaranteed.

We already supply popular restaurants and busy catering establishments across the country and in particular London and the West End. Each has a valuable reputation to protect for serving fresh, high quality food. They consistently place their trust in 3G Seafood Solutions to meet their requirements.

To find out more about 3G Seafood Solutions, please contact us for a copy of our latest Product Guide on 0870 850 5213 or visit our website at www.3gseafoodsolutions.co.uk

At 3G Food Service & Seafood Solutions, we're passionate about what we do.

Serving independent customers, high quality restaurants, hotels and national chains, we bring the caterer closer to the catch, with the freshest supply from the world's oceans.

It's all about supreme quality of product, preparation and service.

For more details call us on 0870 850 5213, or visit www.3gfoodservice.co.uk



Fish & seafood specialists, with the reassurance of a 70 year family heritage.

Fresher. Naturally!

The Buyers

Fishmongers and fish-and-chip shop proprietors; delicatessens; publicans; restaurateurs; cafe owners; embassy caterers; specialist fish suppliers; world renowned chefs; buyers from some of London's most famous department stores and from the country's greatest hotels-these are the people who comprise the most important part of any market, the buyers.

It is the demand created by these various buyers which stimulates the merchants to seek and offer new and improved supplies. Billingsgate is, by law, a "free and open" Market giving everyone the right to attend the Market during trading hours and to purchase fish from any merchant who is willing to serve them. Sales are by private treaty between the parties concerned and no auctioning of fish takes place in the Market

The Fishmongers' Company is fourth in order of precedence within the 'Great Twelve' City Livery Companies. The Company possesses 24 Royal Charters, the first in the reign of Edward 1 (1272) and the latest in the reign of George VI in 1937. However, the Company is known to have had connections in the fish trade long before its first charter.

Today, the Company still plays an important role in Billingsgate Market and in the fish trade generally. Its inspectors or 'Fishmeters', as they are historically known, inspect all fish coming into the Market and into the City of London.

The fishmeters check the quality of fish to ascertain that they are "fit for man's body" and have statutory powers to seize any fish they consider not to be up to their required standard. They also undertake routine sampling of shellfish before it is sold in the market. The right to seize fish which is not "fit for man's body" is laid down in the ancient charter of 1604 in the reign of James 1 and still exists today. However, the Fishmeters do have modern statutory powers of enforcement through various Acts, such as the Salmon and Freshwater Fisheries Act 1823, the Sea Fisheries (Shellfish) Act 1967 and the Sea Fish (Conservation) Act 1967. The Company founded and still actively supports the Shellfish Association of Great Britain and the Salmon and Trout Association.





We are a family run Scallop Processing business in Buckie. We have been in business for approximately 27 years and have around 25 staff (seasonal).

Our main produce is Shucked King Scallops, and we have a by product of cleaned Scallop Shells. We supply wholesalers / supermarkets in France, also the UK and Ireland.

We have local boats which land to us regularly (depending on weather) and also our own Scallop Boat.

We believe our Scallops to be a sustainable food source as great care is taken by the boats to not take any undersize scallops – these are returned to the sea still alive for the future.

We have a modern factory and a reputation for good quality scallops. HACCP procedures are up to date and hygiene is of great importance to us.



For further information you can contact our sales team on the telephone number below or send an email to:-
speyfish_ltd@tiscali.co.uk.

Spey Fish Limited
6 March Lane, Marchmont Ind Est.
BUCKIE, Banffshire AB56 4BB
Tel: (01542) 834524
Fax: (01542) 834970

Billingsgate Porters

All porters working in the Market are licensed by the City of London and a register containing details of each porter and his employment is kept by the Superintendent. Should any dispute arise in negotiations or in relation to conditions of service, rates of pay or operating practices, which cannot be settled between the parties involved, the matter is brought to a Joint Labour Committee composed of representatives of the porters' union and the employers in equal numbers and chaired by the Superintendent, in the capacity of neutral Chairman.

Billingsgate Market enjoys a good reputation in respect of labour relations and most problems are settled without the need to resort to a formal meeting. For practical reasons, Market porters traditionally wore flat-topped leather hats but these days they are only worn on 'special' occasions. The white sailcloth smocks have been retained and apart from their practical usefulness these add to the Market's colourful background.



H.J. Nolan (Dublin) Ltd. Rathdown Road, Dublin 7, Ireland

Nolans smoked salmon - taste it once and you're caught forever.

Nolans has been a family run fish business since it began in Belfast, Ireland in 1921. Today, with four generations of tradition behind us, we are Ireland's leading supplier of smoked salmon.

Our Salmon

Our salmon has been enjoyed by people all over the world. From presidents to postmen. Singers to seamen. As a gift it's perfect. Because you know it will be used, spoken of fondly and continuously appreciated.

Ireland's finest catch

From the crystal clear waters off Ireland's west coast, Connemara Atlantic salmon is harvested and then brought to our state of the art processing facilities in Dublin. There, only the best fish are chosen and carefully handled before being oak smoked to give it a distinctive flavour and texture.

Your guarantee of quality

At Nolans, we pride ourselves on our fish. We have worked hard to ensure that you get the very best. We are a premium brand, delivering premium products at consistent top quality. Nolans smoked salmon - taste it once and you're caught forever. Guaranteed 24 Hr delivery to Ireland and UK, 48 Hr to rest of Europe and Canada. For the rest of the world, please e-mail us for a quotation. For deliveries to the USA contact us on mailorder@nolanseafoods.com for more information.

Welcome to our family

tel: +353 1 868 0066 | fax: +353 1 868 0260 | e-mail: info@nolanseafoods.com | www.nolanseafoods.com

Orkney Food Company supply the *FINEST* Seafood from the Orkney Isles.
Please contact us to discuss our full range
of Herring & Seafood
Products.



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Scrabster Seafoods Limited

Seafood Park, Scrabster Harbour, Caithness, Scotland. KW14 7UJ

Tel: 01847892380 Fax: 01847893090

E-mail: mail@scrabsterseafoods.co.uk

Scrabster Seafoods Limited, based in the far North of Scotland and with offices in the Faroe Islands, is one of the largest Importer/Exporter of Seafood products for the UK and European Seafood Markets. We offer a unique opportunity for our customers to purchase high quality fresh products through our ability to procure on a daily basis from the Faroe Islands and from Scottish ports.

With a state of the art processing and packing factory based in Scrabster and several of our own vessels working both in Faroe and Scottish waters we are ideally suited to service our customer's needs with fresh whole and filleted products.

Fresh products, which we currently offer from our own vessels and line caught day liners, include:

• **Cod • Haddock • Salmon • Monkfish • Whiting • Lemon sole • Plaice • Saithe • Redfish** and all other ground fish, landed daily in Scotland and the Faroe islands.

In addition to our fresh fish products we can offer:

• **creel caught Lobster • Brown Crab • Velvet Crab • locally caught King Scallops either dressed/shucked or live in shell** all caught in the clean North Atlantic waters and landed daily.

Fishmongers Company

The Fishmongers' Company is one of the Twelve Great Livery Companies of the City of London and amongst the most ancient of the City Guilds, with an unbroken existence of more than 700 years. The Fishmongers of London are known to have been an organised community long before Edward I (AD 1272) granted them their first Charter. That, and others granted in the reigns of Edward II and Edward III, provided that no fish could be sold in London except by the Mistery of Fishmongers; they also limited the markets at which fish could be sold in the City and made it the duty of the Wardens of the Mistery to oversee the selling of fish and to ensure that none but sound fish was offered. Later Charters, granted in the reigns of Richard II, Henry V, Henry VI, Henry VII, Henry VIII, Edward VI, Mary, Elizabeth I and James I, formally incorporated the Company and laid down rules for its governance and regulation of the trade.



Queen and then "all well mounted and costumed very richly" escorted her through the City on her way to Canterbury on pilgrimage. In the reign of Edward III the Company made a substantial contribution to the cost of the Hundred Years' War with France.

From the beginning to the end of the fourteenth century the City of London was much disturbed by the vexed question of whether there should be free trade in food or not. The Fishmongers were at the head of what were known as the Victualling Guilds, whose interests in retaining their monopolies in various foodstuffs were opposed by the Craft Guilds who wanted free trade in food, but not in the goods they manufactured themselves. The Fishmongers' monopoly had been challenged unsuccessfully in the reign of Edward II and was confirmed by Charters of Edward III.

The fourteenth century was a period of great expansion for the Fishmongers. They had secured a complete monopoly of the sale of fish - one of the chief necessities of life in the Middle Ages. With the granting of their Charters, their wealth and influence had increased enormously and they took a prominent part in the affairs of the City. They were even required to furnish three ships for the Royal Navy in the reign of Edward I, and on his return from the successful war in Scotland they furnished him with an imposing pageant. Another pageant was provided by the Guild in the reign of Edward II (1307-27) on the birth of the young prince who afterwards became Edward III (1327-77). In this a boat was fitted out "in guise of a great ship with all manner of tackle that belongs to a ship and it sailed through Chepe as far as Westminster". The Fishmongers there presented the ship to the

In 1383 an influential Mayor of London and grocer, John of Northampton, who was the leader of the Guilds wanting free trade in foodstuffs, persuaded the Common Council to declare that the Fishmongers were not entitled to monopolise the fish trade. That decision was confirmed by Parliament, but later, in a Charter granted to the Fishmongers by Richard II in 1399, all their privileges were restored and they were given license to elect six Wardens, which is the present number.

Until the end of the fourteenth century the Fishmongers had their own Court of Law (Leyhalmode) at which all disputes relating to fish were adjudged by the Wardens, whether such disputes were between members of the Company amongst themselves or with "foreigners", i.e. non-members of the Guild.

White fish Code of Practice

Developed by the Yorkshire and Humber Seafood Group

The Yorkshire and Humber Seafood Group was established in 2006 and aims to develop best practice for those in the fishing industry, from trawl to table, across the region.

Our role is to deliver a more sustainable and profitable future for the industry, whilst contributing to the protection of the fishing industry. We work throughout the supply chain to promote, market and develop the industry. We also aim to improve investment returns in all sectors.

Our overall objective is to provide a clear vision concerning the requirements of the industry and covers those involved in the sector from the Humber area and the Yorkshire coast and inland as far as Bradford.

The Code of Practice is a comprehensive program that consists of:

- A nationally recognised standard
- A user friendly factory manual

- A comprehensive training DVD
- Internet based technical support
- Direct technical management support

The Code of Practice is applicable to the following organisations:

- All white fish processors large and small
- Local authority enforcement agencies
- Multiple food retailers
- Food service operators

"For some considerable time now, this industry sector has required an effective method of self-regulation, to ensure that we are all working to one, high, standard. It is my belief that the Code of Practice will give the public a real confidence in our operations, whilst making working life easier for processors of all sizes in this region." Austin Mitchell MP, Chairman of the Yorkshire and Humber Seafood Group.



Yorkshire and Humber Seafood Group

Contact us to obtain your copy of the Code of Practice

The Yorkshire and Humber Seafood Group, The Deep Business Centre, Hull, HU1 4BG t: 01482 216222 e: info@yhsg.co.uk f: 01482 223310



Raga Foods Ltd are importers, exporters, wholesalers & distributors of exotic fresh & frozen seafood & frozen vegetables to the Caterers, Hotels, Restaurants, Food service & Wholesalers.

Raga Foods Ltd is an associate company of Ragasaan Ltd, who are into Event organising, catering and banqueting are authorised suppliers with most of the major Hotels in UK.

Our Specialist advisers will be happy to discuss your requirements. Please call:



Raga Foods Limited
0208 839 0890

Fax: 0208 839 0891 • Email: info@ragafoods.com • Web: www.ragafoods.com

Raga Foods Limited, 3 Ragas House, Northolt Trading Estate, Belvue Road, Northolt, Middlesex UB5 5QS, United Kingdom

Our courteous drivers deliver from our premises to your door 5 days a week within the M25, in our well maintained temperature controlled vehicles. We also make arrangements to deliver to the rest of UK & Europe.

We stock premium frozen products like : Alaskan Black Cod & Salmon • Mexican Rock Shrimp • Chilean Seabass • Bahamian Lobsters • Canadian Scallops • King Crab Clusters • Soft Shell Crabs • African Wild Caught Jumbo Prawns • King Crab Clusters • Asian Black Tiger & Fresh Water King Prawns • Squid • Octopus • Frozen vegetables • Fresh Tuna & other fish. We have many more lines to meet varied customers requirements.

The City of London Market Authority



The Corporation is the local authority responsible for the City of London, the

"Square Mile". It is also the Market

Authority which owns, operates and manages Billingsgate Market on behalf of the "Mayor, Commonalty and Citizens of London".

Billingsgate, London's Fish Market, is the oldest of the four markets maintained and operated by the Corporation. The others are Smithfield (meat, provisions and poultry), Spitalfields (fruit,

vegetables and flowers) and Leadenhall (a retail market).

The Markets Committee is the Corporation Committee responsible for Billingsgate Market. It is made up of Aldermen and Common Councilmen (councillors), who meet regularly at Guildhall, the seat of government in the City. The City appoints a Superintendent who is based at the Market and is responsible for its day-to-day management and operation.



Trading at Billingsgate



Unlike the other London markets, Billingsgate merchants sell by sample. The fish displayed on the stands and in the shops inside the trading hall are samples only; the main bulk of the supplies is held outside the market building, away from the sales area. Sales and orders are made against these displayed samples. The carrying-in and unloading of the fish at the Market is called 'shoring in'. This probably dates from the days when Billingsgate occupied the old City site and fishing boats came up the River Thames and moored alongside the Market where the fish were unloaded. This work is carried out by porters who are licensed by the Corporation. They are responsible for the collection of sales orders from the supplies placed around the Market apron' and for 'harrowing' these to the buyers' vehicles in the goods vehicle park.

In return for this portage delivery service, the buyers pay the porter 'bobbin money' in accordance with a scale agreed between the porters' union and the Merchants' Association. Porters also receive a basic 'retainer' wage from their employer and are guaranteed a fall-back wage in cases where the employer's sales of fish do not meet a predetermined minimum amount.

The trading hours are set by the Superintendent under bye-law powers and the start and finish of trading continues to be signalled in the traditional way by the ringing of the Market Bell by a Market Officer. Trading may not be conducted outside the prescribed hours of trading and anyone doing so would be guilty of forestalling the Market.



Tradimar

The number 1 choice for all your logistical requirements

Bellshill Office:

Sholto Crescent
Righead Industrial Estate
Bellshill
ML4 3LX
Telephone 01698 845225
Fax 01698 845226
sales@tradimar.fr

Aberdeen Office:

Units 1-3 Raik Road
Aberdeen
AB11 5QL
Telephone 01224 584400
Fax 01224 584422
sales@tradimar.fr

"We are proud to have supplied J. Bennett (Billingsgate) for over 15 years and look forward to working closely with them in the future."

Reinhartsen Seafood, a well respected family company established over 70 years ago, today operates one of the most modern seafood brining plants in Europe.

State of the art production facilities in Denmark

- An excellent quality of water which is not chlorinated.
- A computer management system controlling the water temperature and process speed.
- Product processed through the high care area in less than 5 minutes.
- Fully automatic stainless steel production lines.
- Product which is not handled until ready for stacking on pallets.
- Awarded the *Higher Level* of the *International Food Standard (IFS)*.



Crayfish Tails in Brine



Prawns in Brine

For all UK enquiries please contact the company's UK office

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E info@jsmarketing.co.uk **W** www.jsmarketing.co.uk



pomona
TerreAzur



We import FRESH FISH from all over the world

- Tuna, Swordfish, Shark, Marlin from Sri Lanka, Maldives, Reunion, Chile, Ecuador...
- Pink bream, Snapper, Red Mullet from Brazil, Argentina, Senegal, Oman...
- Exotic filets (mahi mahi, grouper, emperor...) from Yemen, Oman...

We also offer you farmed fish

- Bass and bream from Greece, Turkey, Spain and France
- Mirror carp, river trout from France
- Turbot from Spain

And a large range of other products

- Wild : sardines, mackerels, grey mullets, bass, black bream, john dory...
 - Fresh water : zander, pike, river trout
- Shellfish : palourdes, amandes, cockles, razor clams...
 - Crevettes : raw, cooked, brown, peeled or whole
- Manufactured products (fish eggs, terrines, caviar, anchovies in oil...)

Benefit from our 40 years of experience in the fish industry!!

Contact : Tony HAUDIQUET

Pomona Export Marée, 1, avenue de l'Europe, Zone des entrepôts, 94538 Rungis MIN, France
Tel : 00 33 1 45 126 358 • Fax : 00 33 1 45 126 385 • Mail : t.haudiquet@pomona.fr • Web : www.pomona.fr

The Traders

These are the firms or individuals who rent selling space on the floor of the Market and are tenants of the City of London. The London Fish Merchant's Association is a body which represents the merchants trading interests, while Billingsgate Traders Ltd represents the interests of the tenants in their dealings with the City of London and has representatives on the Market's statutory Consultative Advisory Committee. This Committee also includes representatives from the City of London, the London Borough of Tower Hamlets, the Transport and General Workers' Union and the National Federation of Fishmongers.

The Market's cold store is leased to, and operated by, a subsidiary company of the Merchants' Association.

The Market complex also houses several firms who trade in goods and services ancillary to the fish trade; cooking oils, poultry, potatoes, catering supplies, trade utensils and a laundry.

A recent addition is a new distribution cold store centre built by a Merchant with assistance from an EU grant and the City of London.



The buyers

Fishmongers and fish-and-chip shop proprietors; delicatessens; publicans; restaurateurs; cafe owners; embassies; specialist fish suppliers; world renowned chefs; buyers from some of London's most famous department stores and from the country's greatest hotels-these are the people who comprise an essential part of any market, the buyers.

It is the demand created by these various buyers

which stimulates the merchants to seek and offer new and improved supplies. Billingsgate is, by law, a "free and open" Market giving everyone the right to attend the Market during trading hours and to purchase fish from any merchant who is willing to serve them. Sales are by private treaty between the parties concerned and no auctioning of fish takes place in the Market.

Tenants

Billingsgate Market has 98 stands, 30 shops and 79 offices.

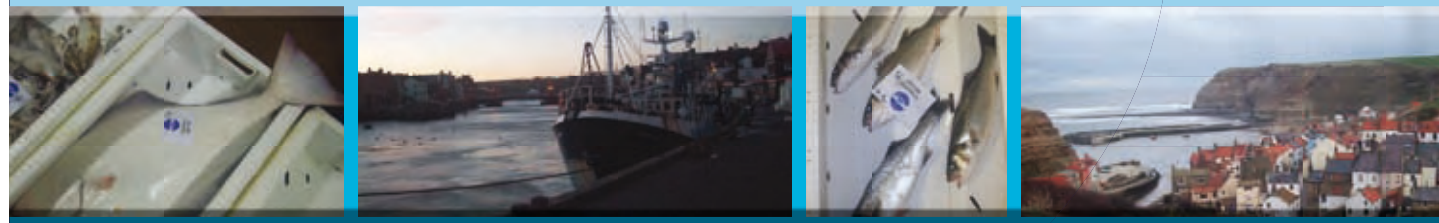
Whitby Seafood Ltd

deliciously **Yorkshire**
fantastic food & drink from Yorkshire & Humbers

We are a long established business based at Staithes on the coast of the North Yorkshire Moors National Park. In its heyday Staithes was home to hundreds of fishing boats and was the busiest fishing port of the North East. It was here that Captain Cook discovered his taste for the Sea during his Apprenticeship at the Chandlers.

We have the luxury of buying direct from Staithes Fishermen who still use the traditional methods and are only at sea for a matter of hours, this freshness combined with the traditional methods provide truly exceptional quality. We are also located next to Crab and Live Lobster processors. This means we can offer a broad range of products caught and processed here, minimising 'food miles' with full traceability.

All of our prime fish is sourced from the North East Coast, without exception. Namely Whitby and Scarborough Fish Quays. As the boats are at sea for 3 days at the most, more often only 24 hours, the quality is excellent, and the variety is surprising; Halibut, Turbot, Seabass, Squid, Dover sole, Lemon Sole, Red Mullet, Gurnard, Skate, Monkfish and John Dory's all landed frequently, as well as the Cod and Haddock you would expect. All trade customers can ring the Manager Matthew Asquith on 07980866654 every evening till 10pm to discuss their requirements for their next order.



We are a small yet efficient team, with combined experience of over 90 years. We can provide the variety of species all prepared and filleted by hand to your exact requirements. Thus meeting the needs of an increasingly demanding consumer who wants to try new tastes but is concerned about 'food miles', sustainability and traceability.

A history of Billingsgate

The Market rights of the City of London were based on a charter granted by Edward III in 1327 which prohibited the setting up of rival markets within 6.6 miles of the City, (six and two thirds miles being the distance a person could be expected to walk to market, sell his produce and return in a day). In 1400 King Henry IV granted to the citizens the right, by charter, to collect tolls and customs at Billingsgate, Cheap and Smithfield. Since then, the Billingsgate Market Acts of 1846 and 1871 and the City of London (Various Powers) Acts of 1973, 1979, 1987 and 1990, have confirmed the City's role as the Market Authority and laid down its responsibilities and rights, including the making of

regulations, byelaws and the collection of tolls, rents and other charges.

Billingsgate was known as Blynesgate and Byllynsgate before the name settled into its present form. The origin of the name is unclear and could refer to a watergate at the south side of the City where goods were landed-perhaps owned by a man named 'Biling'-or it may have originated with Belin (400BC) an ancient King of the period.

Billingsgate was originally a general market for corn, coal, iron, wine, salt, pottery, fish and miscellaneous goods and does not seem to have become >>



marineharvest
excellence in seafood

Pleased to be associated with J. Bennett
(Billingsgate) and wish them continued success



Sterling

Marine Harvest (Scotland) Ltd
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Fort William, PH33 7PT

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JACK

G&J JACK LIMITED
Wholesale Fish Processors

Harbour Road, Fraserburgh, AB43 9TD, Scotland

The successful marriage of traditional skills and new technology is the secret of G&J Jack's success. In every major Scottish port, Jack buyers are familiar faces in the fish market. Their intimate knowledge of the local market gives them an unparalleled experience of securing only the best fish at the best possible prices.



Tel: 01346 514433 Fax: 01346 517091

Holmes Seafood is a family business whose connections with the industry span over 70 years. We are now firmly established as one of the UK's leading importers and distributors. From our traditional base at Billingsgate, we use an extensive knowledge of international markets to work closely with leading suppliers all over the world. This experience and expertise enables us to constantly secure the highest quality products on behalf of our customers.

Wholesale and distribution service

With a product portfolio in excess of 500 lines, we specialise primarily in the provision of frozen seafood products to wholesalers and food service suppliers. Our own fleet of refrigerated vehicles delivers swiftly to customers throughout Southern England. Established national carriers distribute products punctually and reliably throughout the UK.

Quality and Commitment

In addition to representing the best overseas suppliers, we also offer a comprehensive range of own brand seafoods. All our products meet strict specifications and comply with comprehensive quality control standards. Our objective is simple: To consistently offer a first-class range, backed by equal efficient customer service.

- **Coldwater prawns**
- **Cooked & coated king prawns**
- **Raw king prawns**
- **Scampi & Scallops**
- **Molluscs**
- **Sardines, Octopus & Whitebait**
- **Fishsteaks, Soles & Monkfish**
- **Exotic fish**
- **Crab and lobster**
- **Squid & Cuttlefish**
- **Value added & specialist fillets**
- **Breaded battered fillets**

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