



410 KILOGRAM CATCH

Giant tuna sets a new record

Shortly before leaving to return home on the Monday after Easter, brothers David and Ángel Pavón with their colleague Ángel Ramón (aka El Chino) made the catch of their lives!

About 20 miles out from La Restinga, El Hierro, in the direction of the Orchilla lighthouse and in the middle of the Mar de Las Calmas section of the sea, about eight miles from the coast, they caught a real gem: a bigeye tuna that weighed 410 kilograms. The three of them thereby well exceeded a catch made three years ago in the same area which weighed in at 344 kilograms. "That's enough for a few pinchos" Captain David joked. In fact, a large piece will go to the Casa Juan restaurant and the rest will be processed by Islatuna in Tenerife.

"This year the fishing licence for 250 Canary Islands fishing boats was increased from 255 to 438.5 tonnes of bluefin tuna. Three of El Hierro's fishing boats also benefit from this. In addition, the calculation is not based on the number of fish caught, but on their weight. We are still allowed to catch about one more tuna to reach the 1,060 kilograms allocated to us. So far the Canarian fishermen have always been treated unfairly. Now it's a little better, but I wouldn't say it couldn't be improved some more" the captain explained. About a month ago, the crew from the boat Daniel and Andreas from the Cofradía



↑ Three men caught this magnificent bigeye tuna

↓ A record catch off El Hierro shortly before home time



Tajao in Tenerife caught a bumper load weighing 434 kilos. At the moment, experts advise reducing the catch in

order to keep prices stable. Since the tuna licences were released a few weeks ago, so much has been caught that

the price on the fish market in Madrid has fallen from €15 to €10.

In Canary Island waters, the red tuna that passes through this part of the Atlantic is only allowed to be caught from mid-March to the sixth of June. About 80 per cent of the permitted quota has already been caught. The Canary Islands Councillor for Agriculture, Livestock and Fisheries, Narvay Quintera, congratulated the catch on Twitter "This is the result of good work, by all those who are professionals in the field, who do their work with respect for nature and who are so dependent on decent working conditions." He also admitted that while the Canary Islands politicians were able to achieve better fishing quotas through their commitment to local fishermen, there was still a long way to go before a truly satisfactory situation could be achieved. "What is most important at the moment is that the Canary Islands fishermen are recognised as a historic fleet and for their socio-economic importance as well as their environmentally friendly fishing methods."

Bigeye tuna (*Thunnus obesus*) belongs to the bluefin tuna family and lives in tropical and subtropical waters. As a rule, they grow to a size of 2.50 metres and weigh up to 210 kilograms. This average value underlines the record catch of the three fishermen in El Hierro. In the Canary Islands, tuna is caught in the traditional way, without drift nets. ■

VIOLATION OF IMPORT BAN

Pineapples confiscated

Officers from the Guardia Civil environmental protection unit (Seprona), recently confiscated one and a half tons of 'illegal' tropical pineapples at Puerto del Rosario in Fuerteventura.

The fruits came from Costa Rica, though most of them were not declared as such. However, as the ecosystems in the Canary Islands are highly sensitive, the import of pineapples from tropical regions is banned in order to prevent invasive species from being brought in with the fruit. In addition, some South American countries use phytosanitary substances which are prohibited in Europe. The importer of the fruit could not prove the legality of the cargo, so all the goods were confiscated and examined for possible plagues and unauthorised means of cultivation. The importer was charged with illegal import of plants under the law of March 12, 1987, which regulates the import, export and transfer of plants and plant products. An additional list included in the law specifies that pineapples fall under this restriction. In addition to the import ban on pineapples, the import of avocados is also prohibited.

The Canary Islands form the only region in the EU that has such strict importation rules. They arose as a result of plagues which, in the past, reached the archipelago in this way and resulted in heavy losses to local cultivation. To avoid this in the future, strict rules were introduced. In addition to illegal imports, the entrepreneur is also accused of fraud against the consumer. Since importation is banned, the illegal fruit was falsely declared to be of Canary Island origin. Police units have also criticised the lack of phytosanitary control at the Fuerteventura airport and shipping port. This violation was uncovered during a routine inspection. ■



↑ Importation of tropical pineapples into the Canary Islands is prohibited because of the risk of introducing invasive species

DIGITAL CONSUMPTION

Average 75 hours online



Online media institute Nielsen España found in a recent study that Canarian residents spend an average of 75 hours per week on the Internet, one hour more than the national standard of 74.

The research, undertaken in collaboration with data collection company Dynata, was com-

← Canarians apparently spend more time in the virtual world than in reality, and prefer to shop in the evenings

missioned to investigate digital consumer behaviour.

Interestingly, the Canary Islands came out as the sixth most-connected independent community in Spain. Apparently, Islanders usually jump back and forth between different media, and sometimes go online via smartphones, at other times a computer, and at others via a tablet. A total of 83 per cent of users surveyed even claimed to have been online and watching TV at the same

time. In the evenings, shopping channels are particularly frequented. About 22 per cent of Canarian internet users said they shop virtually between 6pm and 10pm, which is why this time window is also known as the new prime time for consumerism.

Maira Barcellos, Digital Sales Lead at Nielsen, underlined the importance of understanding the digital behaviour of consumers in order to correctly place targeted online advertising. ■