

# Major industry role players

**THE fishing industry forms the backbone of the West Coast economy, and in fact the role this industry plays in the socio-economic development of the area can barely be overrated and provides work and an income for thousands of individuals and homes.**

The steel industry came into their own with the Sishen/Saldanha railroad which was established in the seventies and has since become an equally important role player on the West Coast.

Saldanha Works, one of the major industries on the West Coast, celebrated its first decade of hot-rolled steel production in 2008.

**ArcelorMittal** was born out of the Saldanha Steel project of Iscor and the IDC in 1995. A long list of integrated steps and partnerships followed to the establishment of ArcelorMittal when Mittal Steel merged with Arcelor to form ArcelorMittal in 2006.

Dheesan Moodley was recently appointed as General Manager, following in the footsteps of Heinrich Kriel, and the general managers before him.

**Sea Harvest** – flagship of the fishing industry – is one of the major players in the “white fish” industry and its activities include deep-sea trawling, processing and packaging; on-shore processing and packaging; and marketing and distribution of fresh and frozen products.

Sea Harvest is a leading and innovative South African fishing company established in 1964 in Saldanha Bay to catch, process and market Cape Capensis (*Merluccius* spp).

The company is vertically integrated and owns all its fishing vessels and processing facilities on the Atlantic West Coast in Saldanha as well as on the Indian Ocean coast in Mossel Bay.

Sea Harvest employs more than 2 000 peo-

ple and has capacity to catch and process over 40 000 tons of Cape Capensis per annum. It is an efficient and cost effective operation with ongoing development of new technology and processes.

The shore-based plants incorporate state-of-the-art equipment and techniques and produce a range of natural and coated products for both retail and food-service markets locally and internationally.

The company has been packing for a selection of leading international brands since its inception and also markets its own products internationally under the Sea Harvest and Cape Haddie brands.

One of Sea Harvest’s core competencies is its flexibility as it is able to catch and process its raw material according to customer specifications.

**West Point Processors** in St Helena Bay is another of the many important role players in the fishing industry.

West Point Processors processes more than 70 000 ton fish per annum, with anchovy making up the largest of the species. Pilchards, red eye, marsbanker are also being processed for fishmeal and fish oil, as well as being canned.

The factory houses a modern canning facility. Canning is labour intensive and supplies work for a number of season labourers.

The factory was rebuilt in 1994 and the work surface now consists of stainless steel.

The fishing quota for this factory are being processed within 30 days.

The company consistently researched new and alternative options to decrease air pollution to a minimum. Research proves that fish smells can only be reduced effectively if raw fish get processed as fresh as possible.

The team does everything possible to ensure the catch come in fresh and is processed

immediately.

**St Helena Bay Fishing Industries** fishing factory in Stompneus Bay is the largest fish-canning factory in South Africa and responsible for the development and manufacture of various value-added fish products.

As a member of the Oceana Group, St Helena Bay Fishing lands and processes more than 60 000 tons of pelagic fish, mainly anchovy, with a substantial percentage of pilchard, into fish meal, oil and canned products annually.

**Tallie Marine** is a ship building company in St. Helena Bay that has served the fishing industry for many years. In 2009 this family business received the International World Quality Commitment Award in Paris. The

event was presided over by Jose E. Prieto, President and CEO of Business Initiative Directions, along with outstanding personalities from the business world and diplomatic corps. This quality symbol is acknowledged in 178 countries around the world, and has created a firm ground for the implementation of an integral quality process through the technology and procedures of the QC100 Total Quality Management.

As with most of the industries on the West Coast Tallie Marine supports their local communities.

Part of their support in 2010 was adding a new class room at Steenberg Cove Primary School.



Sunset behind ArcelorMittal Saldanha Steel Works.