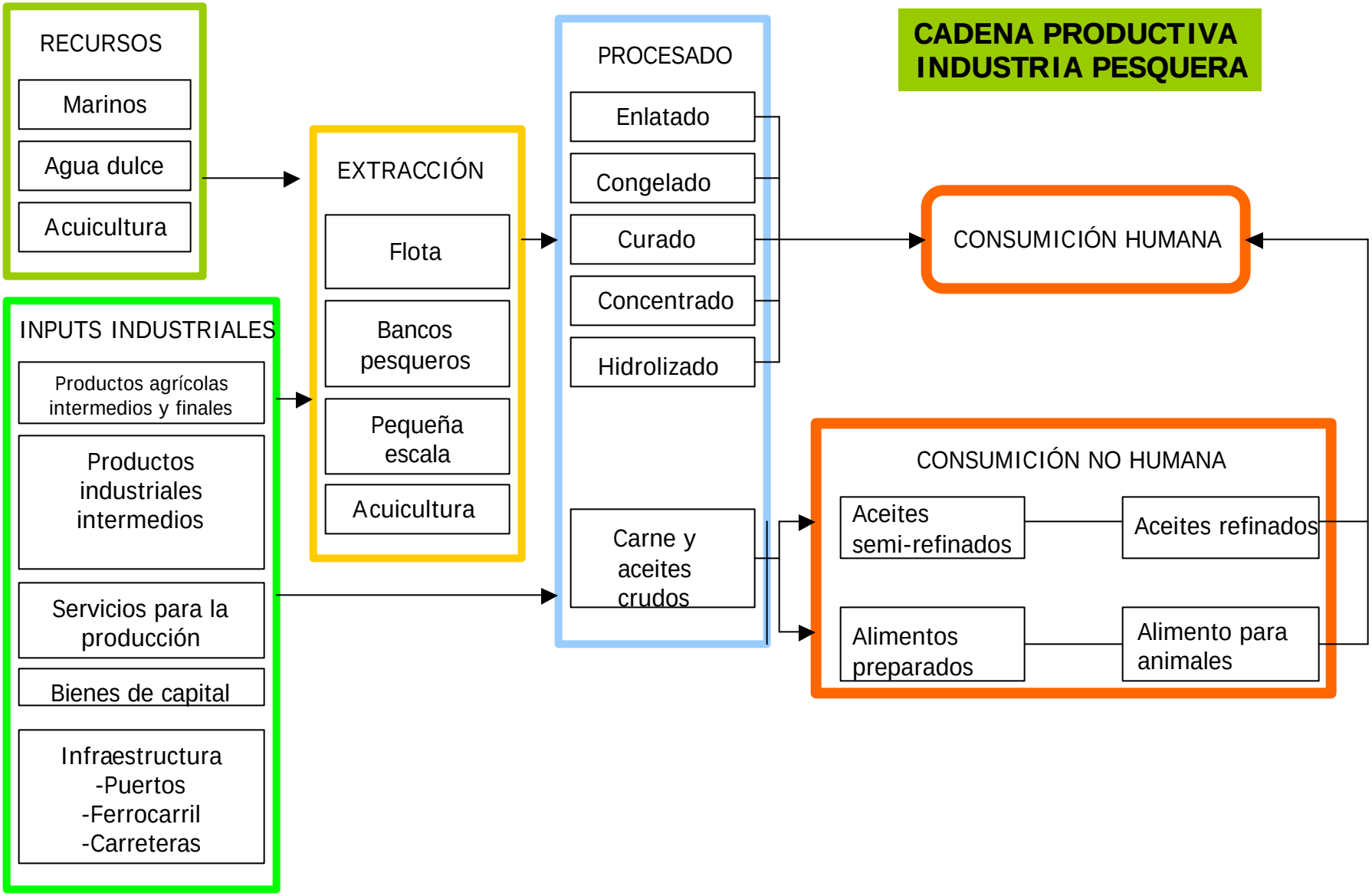CADENA PRODUCTIVA INDUSTRIA PESQUERA