



SUCCESS

Strategic Use of Competitiveness towards Consolidating the Economic Sustainability of the European Seafood Sector

Editorial : Innovation is in the air

Any worry that seafood production is an overwhelmed, old-fashioned activity? Then just have a look at the current experiments and events around the world to be reassured: innovation is at the heart of the concerns and developments of the seafood industry, paving the way for a promising future.

As one would expect, technical innovations pop up everywhere, from new material for gear (e.g. biodegradable nets – Idmer, Lorient) to new design for vessels (e.g. in the Dutch flatfish industry or the 'vessel of the future' in France), from innovative aquaculture farm design (e.g. some fresh-water facilities in Germany for Trout or in Poland for Carp) to original ways to make a better value of underutilized species (e.g. through a preserving method developed in Italy). Such innovations are not just about reducing cost, it is also about reducing the footprint on the natural environment.

But innovations are not limited to technical aspects. In some places, financial innovations are investigated to facilitate the investments in new producing methods and tools (e.g. the Brittany Region). Also, innovations occur for the promotion of sustainable fishing, with the development of ecolabels (e.g. the recent "Friends of the Sea Certification" for farmed fish in Corfu, Greece), the development of regional collective brand and initiatives (Pescaderias in Spain) or the continuous involvement of retailing companies (e.g. the recent initiatives from Lidl and Ikea for the MSC label).

Last but not least, innovative management systems are likely to develop following some increasing exchanges between stakeholders (e.g. in the Bay of Biscay Sole fishery or the Channel Scallop fishery). This could also be fostered by the implementation of the new CFP and the Conference organized by the DG MARE in Malta next February 2016 (<http://www.economics-fisheries.eu/>). Of course, all these challenging progresses will be analyzed by the project SUCCESS, and a film will be made to further disseminate the information.

Spotlight : the Case Study on Carp Aquaculture



Two-thirds of worldwide fin fish provided by aquaculture activities belong to the family of carp. In Europe, the common carp (*Cyprinus carpio*) plays an important role in Eastern and Middle-Europe. Traditionally, carp farmers use extensive rearing methods, which are not capital intensive and provide ecosystem services as externalised benefits: Carp aquacultures serve as natural enclaves of nature and support biological diversity. Nonetheless, the carp market in many EU member states stagnates or decrease since a couple of years. Changed consumer preferences, increasing predation pressure from wildlife animals, diseases and other challenges lead to less profitability of traditional carp farms.

The **SUCCESS** case study 'Carp' focuses on strategies to integrate carp farms in the Blue Growth policy for maintaining their environmental services. We analyse if carp farms are able to take part in the price-competitiveness. From production perspective we focus on the costs, quantities and returns on farm level as well as on their environmental performance. Next, we investigate the supply-chain to identify imbalances. Finally, we analyse the willingness-to-pay for environmental and cultural services of extensive aquaculture.

The National Marine Fisheries Research Institute (NMFRI) from Poland and the Thünen-Institute (TI) from Germany cooperate closely to collect economic data via focus groups and farmer interviews in both countries, which are planned for 2016. The University of Brest (UBO, France) support the study in questions of environmental and cultural services provided by carp farms.

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STORY : Read about SUCCESS's visit of carp fish farms in the Barycz Valley in Poland on our website <http://www.success-h2020.eu/> under « Latest News »

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Stakeholders involvement and co-creation platform

As part of the project goals, the SUCCESS partners have to set up an “inventory” of stakeholders, to develop a comprehensive and publicly accessible database of all relevant potential stakeholders in each country. This will be used for dissemination purposes, as an outreach for organizing stakeholder workshops and for others co-creation activities. This work will complement the information obtained through the description of the value chains.



As part of the co-creation activity, the SUCCESS partners will organize workshops around Europe and invite these stakeholders to take part in them and share their experiences and knowledge.

These workshops will begin soon and will involve stakeholders interested in subjects such as:

- **Sustainable sourcing of fish and seafood** - LEI of Wageningen, Netherlands
- **Non-tariff measures in the fisheries and aquaculture – barriers from the EU perspective ?** - LEI of Wageningen, Netherlands
- **Identify the benefits and barriers of improvement for a concrete and sustainable added value for the fishing and aquaculture sectors** - University of Brest, France
- **Wild Fish** - Haskoli Islands, Iceland
- **Fish value chain integrity and information transparency for informed choices** - Markmar EHF, Iceland

This list of possible workshops is not exhaustive. At the moment, the SUCCESS partners are contacting potential stakeholders in their respective countries. This is still a “work in progress” and more workshops will be organized depending on future meetings with stakeholders during formal events and informal gatherings.

NEWS AND UPCOMING EVENTS

SUCCESS WAS THERE...

This summer, the SUCCESS project was represented in various scientific manifestations. Bertrand Le Gallic, coordinator of the project, along with Pepe Polanco and Jose Louis Fernandez from the University of Cantabria (Spain), attended the 3rd edition of the « **Advanced Lessons in Fisheries and Aquaculture Economics** » ([ALFAE](#)) coordinated by the CETMAR Foundation along with the FAO and the Galicia Regional Ministry for Rural and Maritime Affairs in Santiago de Compostela. This conference was an opportunity to meet with officials from the Government of Galicia and some of SUCCESS's members of the advisory committee from the USA.

Later, on, Bertrand Le Gallic presented SUCCESS during the summer university « **Sea & Society : feed the people** » organized by [LabexMER](#), in collaboration with the UBO, Ifremer and Océanopolis.

In September, Sigurdur Bogason (WVP9) and Guirec Vannier (UBO) both attended the « **World Seafood Congress** » ([WSC2015](#)) in Grimsby (UK) on behalf of the SUCCESS project. New contacts were made with fishing and aquaculture stakeholders from all over the world.

Finally, in November, some of SUCCESS members attended the « **Aquaculture Europe Conference** » ([AE2015](#)) to talk about labeling, certification, traceability and governance in aquaculture

COMING NEXT...

Some key manifestations for fisheries and aquaculture are coming soon :

- [SeaWeb Seafood Summit](#) 01-03 February, 2016 in Malta
- [DG MARE / European Association of Fisheries Economists](#) (EAFE) Conference 2016, 04-05 February 2016 in Malta
- [The Seafood Expo Global/Seafood Processing Global](#) 26-28 February 2016 in Brussels, (Belgium)
- [The International Institute of Fisheries Economics and Trade conference](#) (IIFET) 12-15 July 2016, Aberdeen (Scotland)

Make sure to register in time if you want to participate ! SUCCESS will be present in most of these events !

Don't forget to download our latest publications on : <http://www.success-h2020.eu/>

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