



SUCCESS

Strategic Use of Competitiveness towards Consolidating the Economic Sustainability of the european Seafood sector



Bertrand Le Gallic - Coordinator
AMURE /University of Brest – France
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Consortium overview

- 4 Universities & 7 National Fisheries / Marine Institutes (data provision / 'EAFE – European Association of Fisheries Economists - network)
 - 8 Industry partners (producers – fisheries and aquaculture; trading companies – 'real world tests')
 - 5 Consultancy companies (market analysis; value chain; software / web)
- + Stakeholders (External Experts Advisory Board - EEAB; End-Users and Stakeholder Group - EUSG) → WP9, specific events, international conferences;
- Website: <http://www.success-h2020.eu/> (NB: page for Events)
- Brief presentation of the project, in link with the workshop's theme
- Katrin Zander: first results of the 'awareness survey'

Project general description

- 5 m€ - 3 years –start April 2015; end March 2018
- What is the project about?
 - Improving the competitiveness of the European fisheries and aquaculture industries
 - Increasing the value of European fisheries products
 - Increasing the demand for European fisheries products
- What are the main objectives?
 - analyse the present and expected future bottlenecks for competitiveness of European fisheries and aquaculture sectors (= the challenges).
 - investigate the potential for new markets and marketing tools to increase revenue
 - ***role of labels (and product differentiation)***
 - identify innovations to improve efficiency and reduce production costs

Tracks for improving competitiveness of the European seafood sector - 1

- Improving the awareness (what is a 'good' fish?)

→ Consumer:

- Understanding and informing about the origin of the product
- Understanding and informing about the quality of the product (e.g. 'surimi – crab' products)
- Knowledge of how to use the product (e.g. Spider crab story; trials in Greece for testing new mussel products)
- Understanding the impact of collective representation on consumption patterns

→ Retailers; restaurants

→ Policy makers (e.g. schools; army; canteens)

Tracks for improving competitiveness of the European seafood sector - 2

- Alternative / innovative markets (and potential role of '*quality*' attributes):

a/ Direct selling ('niche' markets – but big one)

b/ Export markets (e.g. Middle and Far East):

Illustration – Emirates Mall – King scallops – 170 AUD - 34 €/kg



Other examples



Tracks for improving competitiveness of the European seafood sector - 2

- Alternative / innovative markets:
 - a/ Direct selling ('niche' markets – but big one)
 - b/ Export markets (e.g. Middle and Far East):
 - c/ Investigating new European markets for (local) traditional products (e.g. plaice; mussels)

Tracks for improving competitiveness of the European seafood sector - 3

- Certifications schemes (UC) –
- Denomination of origin
- Organic product
- MSC (sole, sardines...); Friends of the Earth; Global G.A.P (for trout farms?), ASC
- Label Rouge (salmon; scallops)
- Local labelling schemes (<http://pointe-de-bretagne.fr/>; PescadeRias)

Tracks for improving competitiveness of the European seafood sector - 4

- Improving / promoting production methods
- New gears (incl. Switch in gear - sole netters)
- Aquaculture (trout, carp, mussel, seabream & seabass, shrimp - recirculation)
- Stock enhancement / Hatcheries (scallops; abalone in France; mollusc in Galicia)

Tracks for improving competitiveness of the European seafood sector - 7

- Improving (the efficiency of) regulatory frameworks / conditions
 - identifying the cost of such regulations
 - identify / propose some alternative strategies (Best Practices)
- What SUCCESS is expecting from you
 - What are your business partners /clients are telling you
- What will you get from this shared experience