



SUCCESS

Renforcer la compétitivité et la durabilité économique des secteurs européens de la pêche et de l'aquaculture en saisissant les opportunités offertes par le marché

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

Editorial : Coastal fisheries, an up-to-date segment

In the face of the scarcity of resources, the sustainability of the fisheries sectors is more than ever a major challenge. Like all stakeholders in the sector, the consumer also has an influence in choosing to buy sustainable products. Coastal fisheries, a source of ultra-fresh products and traditional, locally-based fishing techniques, can meet these challenges. Awareness and dialogue are the keys to the transformation of the sectors.



The Slowfood organization understood this and brings together consumers and stakeholders (fishermen, cooks, consumers, researchers and institutions) around the issue at the Slowfish event in Genoa (Italy) every two years.

Slowfish 2017 (May 18-21st) provided an ideal opportunity to present and discuss the first results of the SUCCESS project on the examples of coastal fisheries studied throughout Europe ([available here](#)). The enthusiasm of the stakeholders for the animations organized by the partners highlights the reality of the challenges faced by the coastal fishing industry and the many opportunities available to it. Back on the course of the event with the teams of Nisea & Ifremer (Co-organizers), UBO, Fishpass, UNIPA and Markmar.

Faced with the current difficult situation, inshore fishing innovates to better sell its products

Coastal fishery, which is characterized by a high proportion of artisanal vessels, faces many difficulties linked to the state of stocks, conflicts of use and competition in the market. Several initiatives, studied by the SUCCESS project, have therefore emerged to respond to the demand for fresh and qualitative products, with a low environmental impact.

To better promote products meeting these expectations, more and more professionals are turning to labeling. And for good reason: the teams of Ifremer and the UBO have proved statistically that the label "seabass Brittany" (France) has allowed to sell more labeled products and has created a clear and lasting demarcation with the seabass from aquaculture and other fishing methods (F. Daures et al.).



Better distribution of added value along the value chain allows fishermen to upgrade their incomes while having little impact on the selling price of the product. The fishermen of the island of Yeu (France) exploited this track by creating the "AMAP fish". It distributes fish regularly to distant consumers who engage in regular purchases. This innovative value chain enabled the annual profit per boat to be increased by 10% and to maintain the local fishing activity (L. Le Grel).



Ensuring the stability of the sector also depends on that of fish stocks. The O.P. Fasolari (Italy) has set up a local management of the varnish fishery (Callista chione), thus ensuring the viability of the deposit and the balance of the market, resulting in higher prices for the benefit of fishermen (L. Malvarosa et al.).

Knowing consumer representations to communicate better

An effective communication is one that takes into account the representations of consumers, which are studied by the SUCCESS project on a European scale.

The survey and think tanks conducted by the SUCCESS team across Europe showed that inshore fishing has a positive connotation and is perceived as a guarantee of quality by consumers, although it is difficult to define it exactly. In addition, consumers are willing to pay more for these products perceived as fresh, local, and with a low environmental impact (Y. Feucht et al., C Pirrone et al.). However, these perceptions and assessments differ from one region to another.

Buyers of seafood products are looking for more precise information (on fishing areas, techniques and catch dates...) as well as "stories" about the product. The "Fishcode" tested on coastal vessels provides promising prospects including on this type of fishing (Macabiau).



Words associated with "coastal fishing" by participants in the survey

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GET IN TOUCH

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SUCCESS at Slowfish

- 12 posters presenting the different results of the project on the topics of labeling and marketing, value chain, non-market values, consumer perceptions and direct sales of inshore fishing were made available to visitors. Round tables around these posters were organized.
- 5 films were presented in the form of a projection-debate, animated by the actors of the films (Ken Kawahara (small artisanal fishing platform), Natale Amoroso (P.O. della Pesca di Trapani) and Trapani Angelo Tiozzo Fasolari)).
- A roundtable discussion gathered all invited stakeholders, representatives of the LIFE program, the SUCCESS team and other visitors. These actors discussed the difficult balance in the management of artisanal and industrial fisheries, the complexity of European regulations and the risks linked to contradictions and misunderstandings in their implementation at national and local levels.
- A book with the presentations of the posters was published for the occasion.
- The specialist press echoed the event and the presence of SUCCESS (Eurofish No. 4,2017 and Pesceintere, May 29, 2017)



Photo: the SUCCESS stand with the Nisea & Ifremer (Co-organizers), UBO, Fishpass and UNIPA teams.

Of the 200 people who visited the stand and attended the events, more than 50 visitors expressed their opinion on the results of the project via a questionnaire. They found the works presented interesting and corresponding to the current concerns of the professionals of the inshore fishing. The results highlight the importance of such an event and such a project to create dialogue between consumers and professionals. Scientific/professional/institutional/co-operation aspects, a better product valorisation, public awareness through increased communication are seen as particularly important aspects.

To access the films, posters, articles and other tools presented by SUCCESS at Slowfish event, [click here](#) or go to the "Events & conferences" tab on the Success website

NEWS AND UPCOMING EVENTS

PAST EVENTS...

- **SUCCESS workshop** " mussel farming in Italy: opportunities for growth and valorisation " (May 2017-Cattolica) ([more info](#))
- **Project general assembly meeting** (June 12-15 2017—Athens)

EUPCOMING EVENTS...

The next events organized by SUCCESS are:

- **SUCCESS workshop** " Blue Growth: Sustainable Development of the Fisheries and Aquaculture Sector " (Sept 7-8, 2017-Santander) ([more infos](#))
- **SUCCESS workshop**: " Impacts of BREXIT, free trade agreements and non-tariff measures " (10-11 oct.2017-Brussels)
- **SUCCESS conference** : "global fish supply and markets : the long perspective" (12 oct. 2017—Brussels)

SUCCESS WAS THERE...

Team members attended and presented the project to:

- **Slowfish event** ([more info](#))
- **7th Global Innovation and Knowledge Academy** (GIKA): SUCCESS presented results on the place of seafood in school catering (28-30 June 2017-Lisbon) ([more info](#))

SUCCESS WILL BE THERE...

- SUCCESS will be present at the **World Seafood Congress** (10-13 Sept. 2017 - Reykjavik): SUCCESS co-organizes round tables and presentations around the value chains and commercial strategies with the European PrimeFish project ([more info](#))

PROJECT PROGRESS

LAST RESULTS AND OUTCOMES...

The SUCCESS project produced a new film, "[the small-sale fisheries platform](#)". Ken Kawara, founder of the Small Craft Fisheries Platform in France, presents the structure and tells us his approach to valorise this sector. The press talks about SUCCESS! [Several articles](#) were published last month in the specialized magazines Eurofish magazine, the Italian online magazine Pesceintere and the news platform of European projects CORDIS

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