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ARTESANAL



Artisanal Fisheries Marketing Strategies

Santiago de Compostela 11 July 2011



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www.iafi.net

www.was.org



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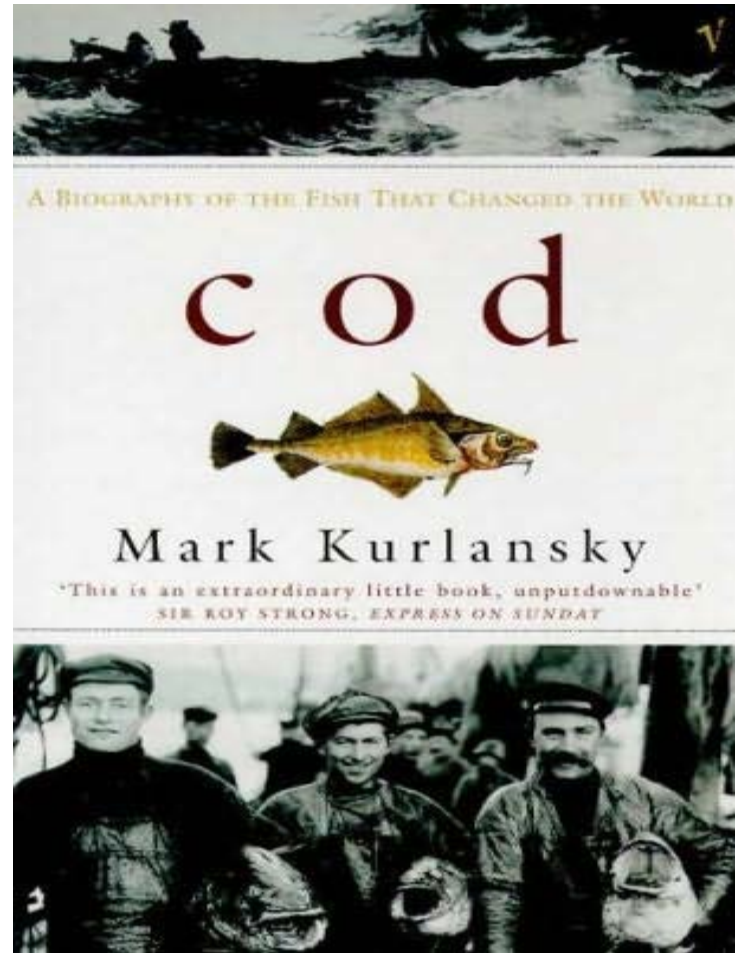
Linked in

Click here



www.australianseafood.com.au

- True stories of how the world was slowly discovered and how important seafood was in making this happen.
- The history is fascinating and fish/seafood is still very significant to the world today being the most globally traded food product.



<http://www.fantasticfiction.co.uk/k/mark-kurlansky/cod.htm>



Seafood Industry has a great story to tell.....

- **World's largest traded food commodity**
- **World Record quantity/value 2010**
- **Essential ingredient for health and well being**
- **Seafood is the most environmentally sustainable protein food on the planet!**
- **The industry employs 45 million people**
- **Domestic market awareness**
- **Opportunity abounds....**



Health Benefits

- Life evolved in the ocean - Oceans cover 72% world's surface – 99% volume of the world
- Seafood is the richest source of many nutrients that optimize the development of baby's brains and nervous systems
- Peer reviewed science repeatedly demonstrates health benefits far outweigh theoretical risks
- Scientific evidence is compelling that seafood deficient diets are a real and present danger
- Prevention through nutrition creates incredible savings for Public Health



Are we excited??



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Background

- **Fishermen have worked on the water, built boats and nets, and sold seafood for a very long time**
- **Fishermen can trace their fishing heritage back many generations**
- **Some traditional fishing methods still used**
- **In decline from the 1990s and Fishing communities struggle to maintain a viable industry and income**





Issues



- Increased population growth and coastal development = lifestyle & tourism
- High fuel costs mean that cost of production > profit
- Runoff from fertilizers, pesticides and wastes from agricultural industry
- Increased regulations and issues with recreational fishing



Challenges

- **Increased Global seafood activity and developing countries have seized opportunity**
- **Prices today have not improved with CPI**
- **Costs have increased – fuel, labor, services, fees, etc**
- **Fishermen not trained as business people**
- **Working ‘in’ business rather than ‘on’ business**
- **Price takers not makers, ‘commodity’ market**
- **Lack of organisation and trust**
- **Industry stuck in past and future bleak**



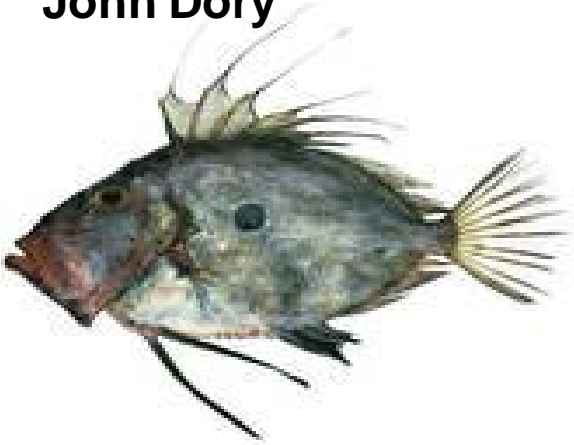
In The Global Seafood World

- Seafood is always on defence
- NGO's & Big Buyers are lifting the bar
- Diners are asking more questions
- Consumers are becoming more demanding
- People are going to JAIL....



Fish Substitution

John Dory



www.fishnames.com.au



Oreodory



Sardines, Pilchards, Anchovies



Australian Fish Names Standard SSA AS5300

Glazing/Breading/Weights/Counts



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What do we see/hear...

- Safety scares - Confuse and frighten people away from eating fish **Food Safety**
- Conflicting messages about safety and sustainability from Government agencies
- Use of environmental issues to create barriers
- Groups with agendas unrelated to health use contaminant scares to promote anti-seafood, anti-aquaculture, regulatory, or political turf issues **Animal Welfare**
- What is the industry doing re this?





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????????????????

Who do consumers trust?



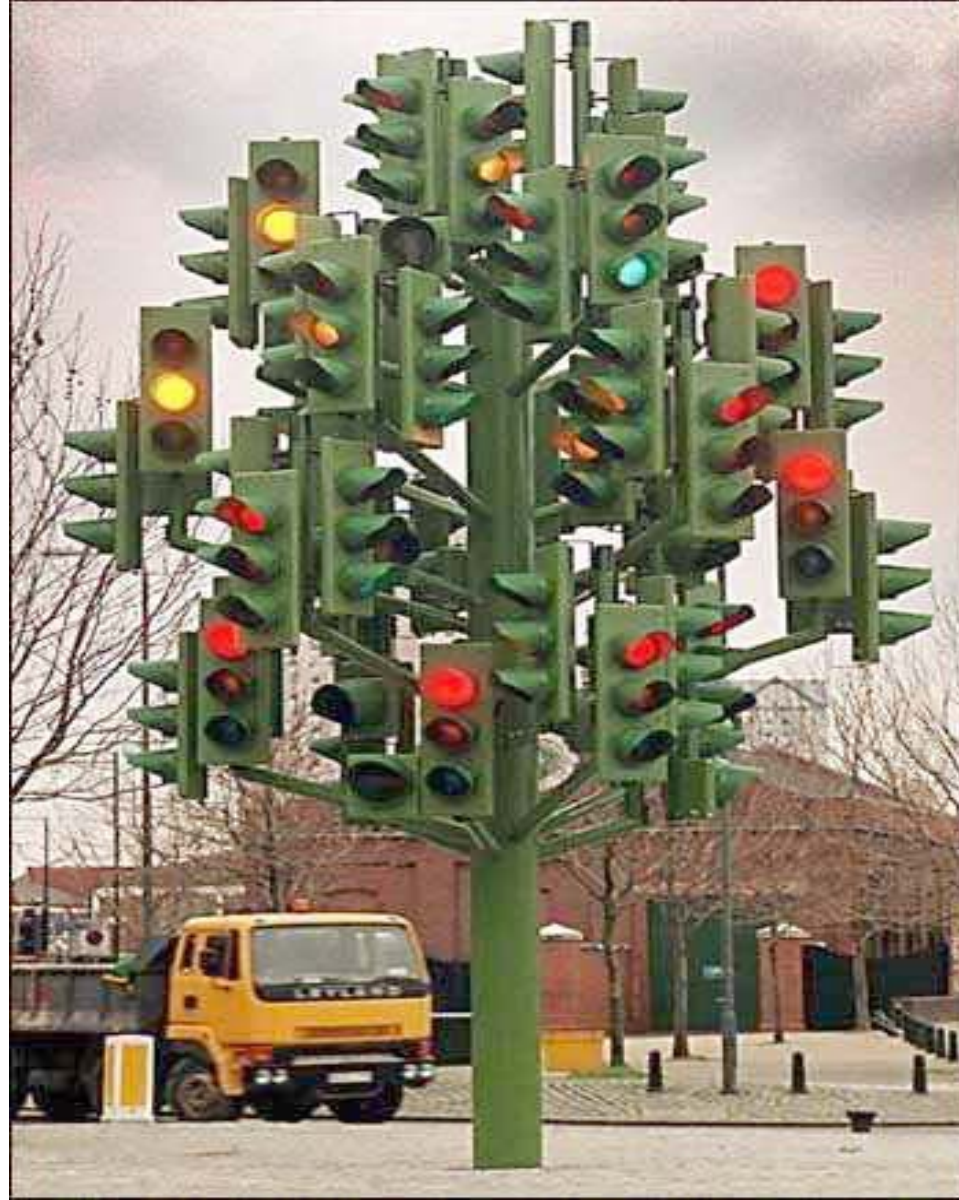
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Confusing Journey?



Pathway Forward



“What this industry needs :

- Standards that cover all integrity issues and then
- a total promotion of seafood based on health issues”

George Chamberlain, GAA in KL 2009



The Community Supported Fishery (CSF) Model

- **Consumers pay for the share of the harvest in advance**
- **Variety of fish species are provided on a seasonal basis**
- **Fishermen are able to sell their products at a premium**
- **Now 20 total in the USA**



Successes on Consumer End

- Grown from one drop off location to three
- Grown from 100 shareholders to 200
- Beginning to sell to wholesale markets
- Shareholders learning about new fish species, seasonality in seafood, enjoy supporting local



“The newsletter and recipes are great and I especially love knowing a bit of background about who caught the share, what the weather was like, etc. It's great being so tied to the whims of the weather and seeing how that impacts fishing. Definitely makes me more aware of my food.”



Challenges with CSF

- At times, difficult to fill shares
- Difficult to work with same fishermen consistently
- Working with consumer assumptions around sustainable fishing
- Offering enough variety
- Communications
- Need more shareholders



Ideas for CSF Model to be Applied Internationally?

- **Must have access to high income market willing to pay premium price**
- **Work with existing fishing cooperative organizations with a focus on marketing, investment in infrastructure and compliance to quality/safety regulations**
- **Work with artisanal fishermen groups in Europe to form CSFs?**



<http://queenslandcatch.com.au/>

- Government Funding
- Fishing Industry engagement
- Concentrating on two regional centres
- Centre promotion on “Is it Local”
- Seasonality Calendar
- Recipes & Tips
- TV adverts
- Information on local species



*“Give a man a fish, and you’ll feed him for a day.
Teach a man to fish, and he’ll buy a funny hat. Talk
to a hungry man about fish, and you’re a consultant”.*
Scott Adams (1957 –), Dogbert; Dilbert cartoons



Queensland Catch issues

- Is it sustainable?
- Engagement of through chain in original plan?
- Training and information of staff?
- Linkage with health benefits?
- Majority of product goes out of state
- Does not link whole of industry



Strategies to Engage

- **Open your minds to change and invest in yourselves**
- **Embrace business & management training**
- **Engage and educate more industry women**
- **Engage more academic research & training (PhD and Masters students) – marketing, economic, LCA**
- **Train industry staff & educate the community on species, sustainability and nutritional information**
- **Maximize quality and demonstrate that**
- **Create Marketing Plan and act upon it**
- **Get the Community on your side**



Win-Win-Win Proposition

Harvest fish + eat fish =

- *Creation of employment and economic development*
- +
- *Reduction of hunger/famine, and*
- *Improvement in global physical and mental health*



Mahatma Gandhi

1869-1948.



Whatever you do will be insignificant, but it is very important that you do it.

You must be the change you want to see in the world.





Muchas Gracias...



SW RAC traditional fisheries working group

Galician Federation of Fishermen's Brotherhoods

The Federation of Fishermen's Brotherhoods of the Asturias, Brittany and Portugal; supporters from the Federations of Cantabria, of the Basque country and the Canaries brotherhoods

Antonio Rodriguez

Pepe Polanco



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DE GALICIA**

