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Alternative markets for artisanal fisheries products

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SSF in the EU

Socioeconomic importance

☐ 83% fleet in number (10% GT, 35% kW)

☐ 54% of fishers employed in SSF

SSF is not only fleet, it is important in Europe in terms of:

☐ Employment (inc. women)
☐ Culture and tradition
☐ Welfare
☐ Food security and sovereignty
☐ **Providing markets with high quality fresh products**

Proportion of SSF fleet in total fleet by member-state

> 90% SSF
80-90%
70-80%
60-70%
50-60%
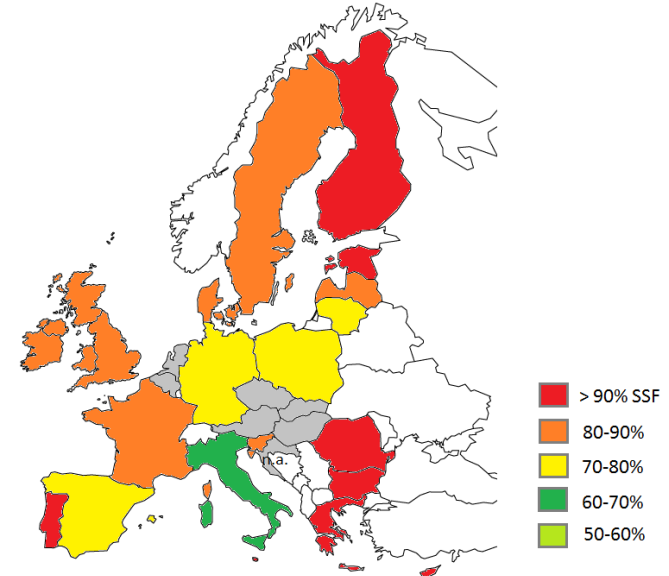
SSF in the EU

Challenges faced by SSF:

1. Uncertainty surrounding SSF (e.g., changes in policy and management, globalization)
2. "poor" governance
3. Competition for space
4. **Lack of profitability and economic viability**
1. **Problems with market access**

Mare Publication Series

Jose Pascual
Cristina Pita
Maarten Bavinck   *Editors*

Small-scale fisheries in Europe:

Status, resilience and governance

Springer

SSF and markets?

SSF provide markets with high quality fresh products

- ☐ Profitability depend on **what is fished, when it is fished,** and **how it is sold**
- ☐ Competition for markets
  - ▪ **Industrial** products; **Imported** products; **Aquaculture** products; **Recreational** fisheries (in some locations)
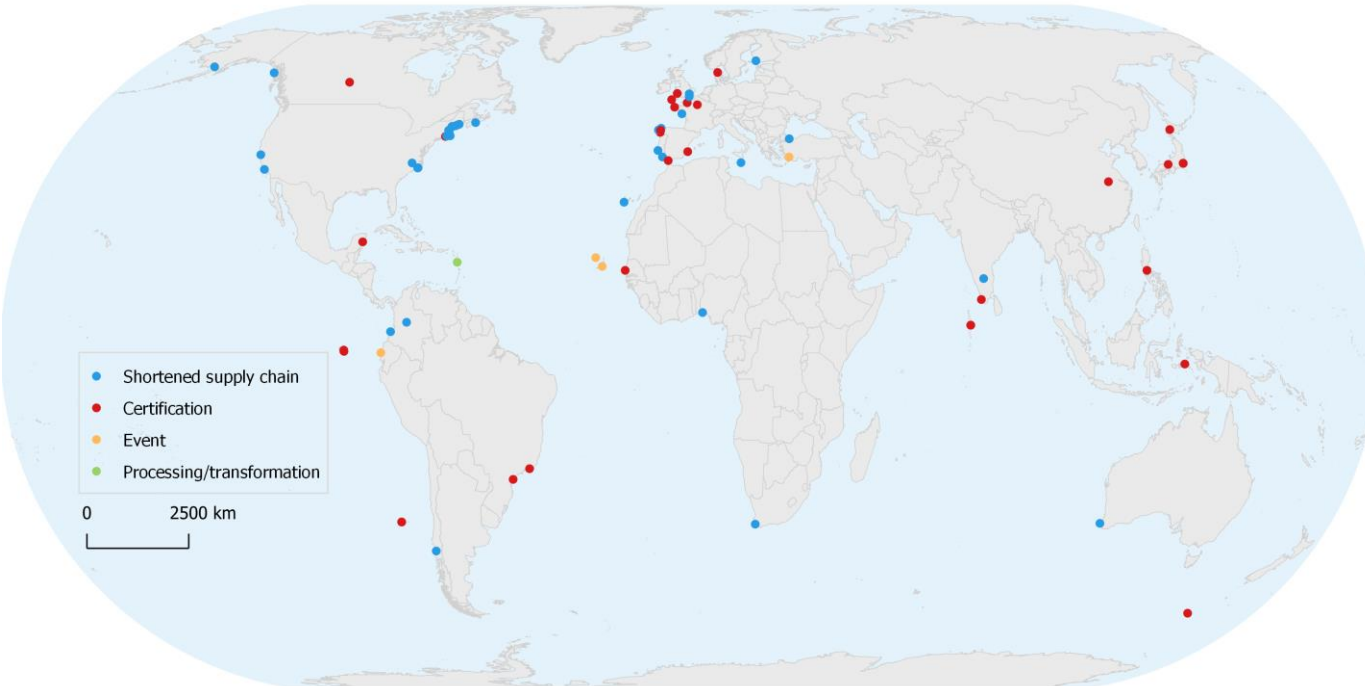
SSF limited capacity to get a good price

- ☐ Current strategies to **market** fish give power to middlemen/enterprises
- ☐ Lack of **organizations, capacity and competence** to improve marketing
- ☐ National, regional or local r**egulations**
- ☐ **Global market and free trade**

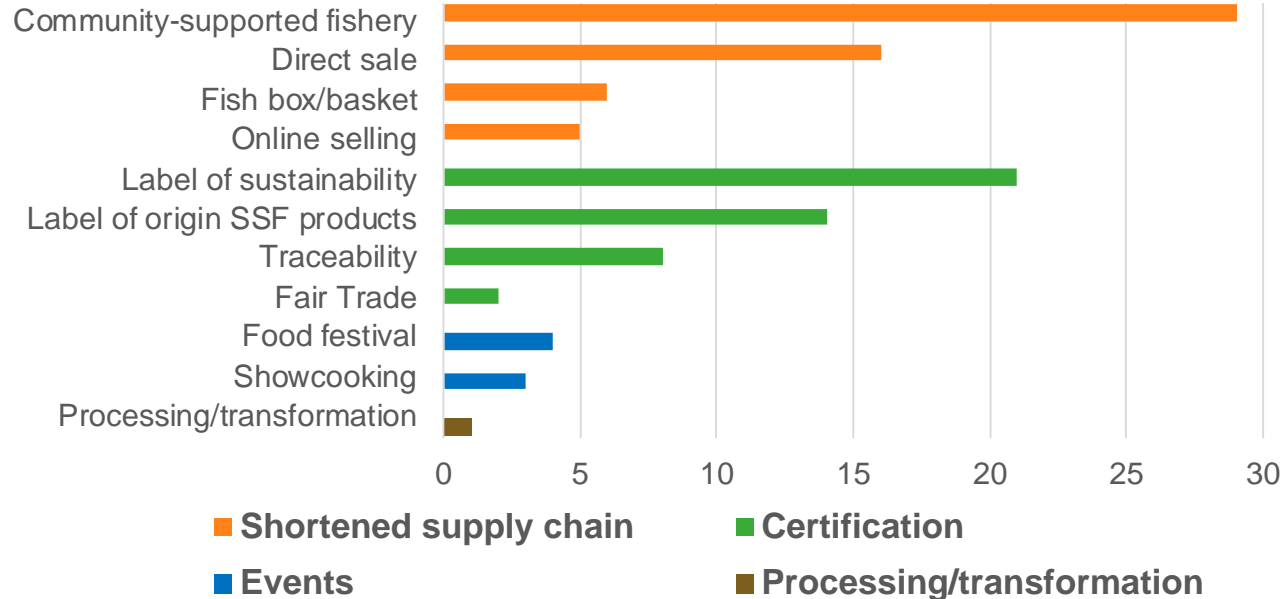# Alternative market strategies for SSF

102 initiatives

Legend:
- Shortened supply chain
- Certification
- Event
- Processing/transformation

0   2500 km

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Alternative market strategies for SSF

Initiatives to add value to SSF (n=85)

Bar chart showing initiatives to add value to SSF (n=85):

- Community-supported fishery (Shortened supply chain): ~29
- Direct sale (Shortened supply chain): ~16
- Fish box/basket (Shortened supply chain): ~6
- Online selling (Shortened supply chain): ~5
- Label of sustainability (Certification): ~21
- Label of origin SSF products (Certification): ~14
- Traceability (Certification): ~8
- Fair Trade (Certification): ~2
- Food festival (Events): ~4
- Showcooking (Events): ~3
- Processing/transformation (Processing/transformation): ~1

Legend:
- Shortened supply chain
- Certification
- Events
- Processing/transformation

Alternative market strategies for SSF

□ Motivation for the initiative
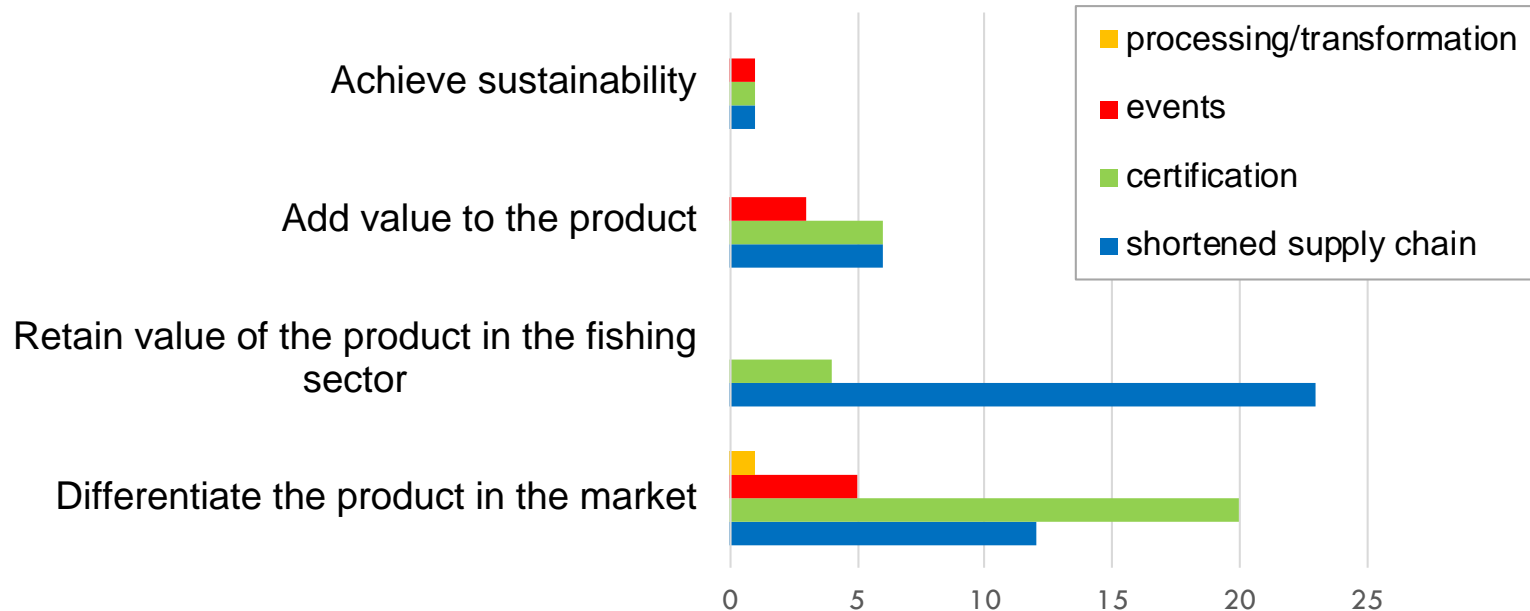
Alternative market strategies for SSF

☐ ## Main challenges

%	Shortened supply chains				certification		
	Community supported fisheries	Direct sale	online selling	Fish box/basket	Label of sustainability	Label of origin	Traceability
Access to appropriate consumers	38	20	20	29	24	21	20
Competing in price with imported products	4	16	10	7	10	21	7
Consumers' lack of preference for whole/unprocessed fish	8	18	30	21	14	8	20
Keeping supply consistent	8	13	30	14	10	25	27
Large startup costs for marketing, promotion, distribution, and outreach	31	0	0	0	29	4	0

Alternative market strategies for SSF

Example: Pesca Artesanal label (Tenerife, Canary islands)

- Characterize the fishery
- Analyse the market, market channels
  - commercialization (distribution and importation)
  - Intermediaries
  - Tourism and catering
- Tuna example
  - 10 associations, 202 hotels, 117 restaurants (sample)
  - Most catches in the Canary Islands under the control of a few organizations: 2 POs, 1 enterprise and some smaller cooperatives or organizations
  - March 2018 – 20 entities use the label
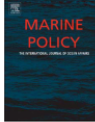

Pesca artesanal label inserted in a tuna, Canary Islands

Consumers

Who cares? European attitudes towards marine and coastal environments

Tavis Potts [a,*], Cristina Pita [b], Tim O'Higgins [c], Laurence Mee [d]

When buying seafood (fish or shellfish), to what extent would each of the following influence your purchase?

	UK (n=2000)	Portugal (n=1000)
Information on quality/freshness	4.3	4.6
The price of the product	4.2	4.4
Information about the origin of the fish	3.8	4.2
A label that indicates the product is environmentally friendly	3.9	4.1
A label indicating the product is locally caught	3.7	3.9
Information that the product is wild caught	3.8	3.9
Information about how the fish was caught	3.7	3.8
The branding of the product	3.2	3.3

Scale: Would definitely not influence (1) to would definitely influence (5)

Thank you for your attention

For any further information please contact me at: c.pita@ua.pt