

DELIVERABLE D4.4.3

Large retail shops regularly selling labelled SSF products

Project ID	10045781
Project acronym	Adri.SmArtFish
Project full title	Valorisation of SMall-scale ARTisanal FISHery of the Adriatic coasts, in a context of sustainability
WP4	Valorisation of Small-Scale Fishing and diversification of opportunities
Activity 4.4	Market innovation
Partner in charge	PP1
Partners involved	
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D4.4.3

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labelled SSF products

Sustainable fishery project

The Adri.SmArtFish project envisaged, within Activity 4.4, the experimentation of distribution of SSF products by large-scale distribution companies. Contacts were made with different realities and a project on the sale of sustainable fishery products was drawn up in collaboration with company X.

Unfortunately, the partner later withdrew from the collaboration and implementation of the activities. Two aspects were found to be of primary importance in preventing collaboration with company X.

Firstly, one of the strengths of small-scale fishery, i.e. the seasonal variability of the composition of the catch, is however a limitation for large-scale retailers, who require a constant daily supply of fish, both in terms of species supplied and in terms of quantity. Unfortunately, the small-scale fishery sector was not currently equipped to meet this demand.

Secondly, during the meetings to define the details of the collaboration, company X highlighted a critical issue in relation to the sustainability of small-scale fishery products. In detail, the company believed that selling small-scale fishery products as from 'sustainable fisheries' would cause image damage to all other seafood marketed, which would therefore be considered 'unsustainable' by the consumers.

The success of the pilot actions, with fisher's villages and food-trucks, show how direct sales of small-scale fishery product, fresh or processed, could be the best solution for this sector. If in the future small-scale fishery operators decide to try again the collaboration with the large-scale retail trade, it should be underlined that the situation will be different, due to (1) the constitution of the cross-border association, which will allow the large-scale retail companies to dialogue with a single actor representing the whole small-scale fishery sector for the GSA17, making it possible to organize a more regular supply to the market, and (2) the deposit of the collective mark "Adriatic Small-Scale Fisheries" (whose regulation of use is based on the Shared Sustainable Fishery protocol - D4.2.1), which would help to dissipate any misunderstanding about the concept of sustainability related to the SSF products.



As a result of this activity, the description of the Sustainable fishery project is given below.

Sustainable fish – Pilot project

The management and consumption of marine renewable resources has been a hot topic in terms of sustainability of food supply for years now.

Indeed, it is now clear the need for interventions capable of radically changing the state of the current industrial fishing system. We are aware that marine resources are quickly declining, with many stocks showing overexploitation signals. Within this context, it has become imperative to move towards a more sustainable exploitation, that means at least to reduce the present unsustainability, to guarantee a future to the fishery sector. The adoption of the ecosystem approach (i.e. focused on the entire ecosystem and not just on the single species, FAO 2000) has confronted us with the problem of recognizing how far the current management process is from the goal of sustainability. In this context, within the many attempts to identify more effective management measures and strategies, 'bottom-up' initiatives have been revealed of considerable interest, especially for the (sometimes) striking results obtained. Indeed, there are many examples of awareness campaigns that, by leveraging consumers, have tried to direct, often successfully, fishing activities towards more environmentally friendly practices.

On the other hand, there are traditional fishery practices that demonstrated to have less impact on marine resources in comparison with other kinds of fisheries. For instance, small-scale (or artisanal) fishery (SSF), based on single-day trip, adopting passive fishing gears and respecting target species seasonality, could be a good example.

The gear of artisanal fishing is defined as fixed, as the nets are anchored to the bottom and held vertically by floats. Depending on the type of net, these remain at sea from a few hours to a few days. Other gears, the pots, are structures that trap live fish and remain for longer at sea, but are cyclically controlled so as to take the fish that is caught there.

The developed project aimed at building up a consumer awareness campaign for promoting the responsible consumption of marine resources and enhancing the products by artisanal fishing. The project is based on the Shared Sustainable Fishery Protocol for Small-Scale Fishery (D4.2.1), developed by Ca' Foscari University of Venice, and on the willingness of

some fishers to adopt it, making available the product (5-10 boxes of mixed fish on a predetermined day, per week, variable in quantity depending on the season).

The project was proposed on three distinct levels, which were complementary to each other and must be implemented in a synergistic way:

- **Company**

Pilot project that aims at starting an experimentation of acquisition and sale of sustainable fish on a local scale, within a context of a short supply chain.

- **Sale Point**

The project aims to revive interest around the fish counter through new forms of promotion of sustainable fishery products.

- **Customer/Consumer**

Educate the consumer to make informed purchases, regarding sustainability, seasonality, local products, fishing methods, enhancement of 'poor' species, ...

Project description

Work Package 1a

Launch campaign: Two events at one (or more) stores

I Event

The first event aims to introduce the themes of sustainability, of exploiting renewable resources such as sea products in a sustainable way, and the importance of the consumption of a local product fished with the techniques of artisanal fishing.

In the introduction the values conveyed with the campaign will be exposed, through a narrative assisted by videos and photos, carried out by different 'actors' who will alternate in order to create an involvement with the customers who attend the event.

In the second part, a fisher will talk about artisanal fishery and will illustrate nets and other equipment, also using anecdotes and historical. The event could end with the fisher showing the preparation of simple traditional recipes, possibly with the tasting of some products.

II Event

The typical products of the artisanal sustainable fishery are the main focus of the event, thus leaving in the background the general themes of the first meeting. Like the previous one, this meeting is also divided into two parts.

In the first part, through a debate between researchers and fishers, an initial overview of the most representative species (for example cuttlefish and mantis shrimp, but also mullets and other poor fish) showing them fresh, if present in the store, or otherwise through photos / videos will be given. The absence of some species will serve to introduce and explain the seasonality, which is one of the fundamental characteristics for the choice of the local product, also to make it clear that the genuineness is given precisely by the different seasons, as it should be in agriculture. This will be followed by a focus on one or two species in particular, to be selected according to the availability of the moment, and on their use in the local tradition; this allows the introduction to the second part.

In the second part a local chef will illustrate and prepare some recipes based on the species of the day. A sommelier of wines and possibly one of beers will propose the pairings choosing from the labels distributed by hosting company. The event will end with the tasting (if feasible, based on how many people are expected to participate) of the products prepared by the chef.

Work Package 1b

Training of fish-selling staff on the characteristics of the product that will be sold at the selected points of sale

WP functional to the objective of selling sustainable fish even on days when there are no organized events. An expert will take care of instructing the staff and providing the study material. A preliminary

activity of 'observation' of the management of the counter and customer behaviour can also be envisaged, which can then be discussed with the operators themselves.

Work Package 1c

Days of support to the fish-selling staff

The project involves a phase of support of the staff employed for the sale of fish in the store. In this period a person, scientifically prepared in the field of sustainable fishery, will support the sale, offering a dissemination service and working to make the project known to people who pass near the fish counter. The presence of the staff will be guaranteed on the day of arrival of the fish and will continue for the central hours of the sales day.

Work Package 2

Experiential journey for families aimed at the knowledge of artisanal fishery

The final WP of the project, in which customers will be involved in the fishing activity. During the experience, the themes already seen at the opening events will be further explored. It is the end of a journey that took place over several weeks and that revealed moment by moment the "secrets" of artisanal fishery and the motivations behind the "responsible choices". With methods to be defined, fishing trips will be offered, to be carried out flanked by researchers, who will allow you to see live what has been approached at the sales counter.

Work Package 3

Dedicated to the knowledge of fishing and the problems related to it (targeted for the primary schools)

The aim is to offer schools a cognitive-experiential teaching path that allows students to learn more about the marine ecosystem, fishery and their interactions. The path can be integrated at several levels with those already present (if present) and will be aimed at schools in the area where the selected sale points are located. The package consists of 3 lessons lasting 1-1.5 hours each, plus a visit to the fish counter of the nearest store.

Work Package 4

Production of multimedia content for the promotion / dissemination of the project, production of scientific content of events, scientific assistance to the organization of popular events

WP4 is functional to the other packages, as it collects the necessary content (content that could then also be used to create a site / internet page). In WP4 will be made movies, photos, drone shots, underwater shots both traditional and with 3D techniques in 'first person view'. The necessary assistance will be provided to the creation of immersive videos that will focus on life on board fishing boats, fishing and underwater marine exploration of the sea. WP4 could become the starting point for the creation a subsequent phase of collaboration, with a real submerged virtual reality experience, an experience designed to make the consumer live a few moments 'like a real fish'.