

Better equipped in the face of crisis

FLAG support to fisheries communities



Monica Veronesi

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Support from Fisheries Local Action Groups (FLAGs) following the COVID-19 pandemic

- **Direct support for PPE** to keep the sector going
- **Promotion** of the seafood sector to maintain the local market for fisheries products
- Facilitating the **move to digital** sales
- Working with regional authorities to **minimise restrictions** to fishers' activities
- **New products** such as hand sanitiser
- **New partnerships** (e.g. processors with restaurants; care givers with fishers, delivery...)

Established direct sales

“Fisch vom Kutter”



<http://www.fischvomkutter.de/> - Launched in 2011 with support from the **Baltic Sea Coast FLAG** (DE)

11 fishing companies involved

Fishermen send catch details by SMS before arriving at port

Consumers can see what will be landed and when

Established direct sales "Fisch vom Kutter"



Initial Results:

- Higher prices
- Shorter supply chains
- Reduced dependence on wholesale

Second phase:

- A local fish farm joined the platform
- Mobile truck to sell fish directly while markets were closed

When COVID struck:

- 80% increase in visits to the website (March-April 2020)
- Daily customers increased from 500 to 700
- Fishers reported a 10-20% increase in direct sales

Local support network to defend businesses and feed those in need

Collaboration between:

- Esteral Côte d'Azur FLAG (FR)
- Provincial fishing committee
- Fishers, fish farm, filleting company
- Restaurants
- Volunteers



- Delivery of **free meals** to hospital staff, firemen & others in need
- **FLAG funding** to fishers, fish farm and restaurants
- Branded **cool boxes** for all local fishermen to support direct sales
- Strengthening of **local food networks**

Local support network to defend businesses and feed those in need

Short term results (April-June 2020):

- **Income** for local fishers & fish farm
- Keeping certain restaurants partially **in businesses**
- Stimulating restaurants to **innovate** with processed products
- **Meals for frontline workers & families in need**



Long term:

- New partnerships
- Local territorial food project
- Strengthened visibility for the primary sector
- Circular economy
- Innovation

Conclusions

- **Networks**
- **Funds**
- **Flexibility**
- **Long-term vision**



Thank you!

monica@farnet.eu

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