Brittany region’s actions to enhance the value of fishery products

Anne GUILLAUMIN GAUTHIER
Fishing ports and products recovery
Policy officer
Fisheries and Aquaculture Department
Regional Council of Brittany
Why EMFF should support fishing ports and fish trade

- Add value to the products (prices in auctions > direct sailing prices) and valorize them on the EU market
- Can valorize the products of a diversity of fishing fleets and especially small scale fisheries
- Concentrate the catches and help maintain fish trades and processing industries
- Employment in peripheral and maritime regions

➢ EU / CFP Public goods!
Fishing ports in Brittany

1. Fishing ports are on **a strategic position in the seafood channel**
2. In Brittany the majority of landing products are sold **through 13 auctions**
3. These auctions halls have suffered in the last decades under-investment → the operating margin cannot fulfill the needs and public investment is therefore necessary

4. Fishing ports and landing areas are part of a **spatial and functional integrated system**. They do structure the seafood channel spatial organization by hosting logistic and fish trade hubs.

5. Investments were made in Brittany under previous **CFP funds and had a real leverage effects** on all value added channel: internet selling in auction to improve the range of buyers by distant selling, or on the quality conservation of products and working conditions.
Main opportunities for fishing ports

1. The Regional plans for fishing ports defined in the previous funds a clear investment strategy and pointed the following horizontal priorities:
   Promotion of cooperation, support to investments contributing to ports facilities and services synergies.

2. A Public Interest Grouping (GIP) is about to be created. In this context a new governance in Brittany between (among others) Regional council and the Côtes d’Armor and Finistère Departements who signed in 2016 a fishing ports agreement in the context of the territorial reform. Gathering port operators, local public authorities, the State, the fishing private sector and their representatives will be associated.

Operational objectives of GIP will be:

- Inter-port synergies and capacities mutualization: e.g. landing forecast
- Marketing strategy to promote fishing products e.g. communication
- Adding value to the products, practices harmonization as well as working conditions
How to create the good conditions for fishing ports

The fishing ports will have to invest to cover these needs of collective actions:

1. **Consolidate and improve landing conditions** and first sale and create a network of adapted infrastructures and associated services

2. **Harmonise sorting practices** including training plan and investment for improve working conditions.

3. **Enhance global information** network to answer the market’s demand

4. **Structure the information on landing previsions** to get them more efficient in relationship with OP and to be largely diffused
1. The fish trade sector was mainly represented by very reactive SME. Since a few years the capitalist restructuring of the sector is changing the landscape.

2. In the context of landing shortage the fish trade is buying on several auctions and importing whole fish to secure his activities and provide the market.

3. Innovation stays on a low level in a very manual trade with hiring difficulties.

4. Poor development of official quality marks even if some commercial brands like MSC or pavillon France are well represented in large-scale distribution sector.
How to create the good conditions for fish trade development

1. Increase the availability of offer in the landing shortage context:
   - New transformation technics in relation with news species to be improved including aquaculture production
   - Securing and reinforcing landings
   - Greater readability of landings previsions
   - Targeted innovation on product treatments and new packaging
   - Developing byproducts transformation

2. Improve and develop new markets
   - Taking advantage of the opportunities of digital tools to increase e-business and communication to consumers.
   - Promoting fish products with new transformation technics in special sectors such as institutional catering.

3. Rationalise logistics on the whole network
   - Limiting products manipulation to maintain high quality level
   - Improve logistic channel until the distribution centers
1. EMFF support to Fish trade and fishing ports is needed and coherent with the CFP

2. Claims

   1. To maintain EMFF funding to ports beyond 2020
   2. To broaden the redaction of art. 43 in the regulation
      - To authorize under certain conditions the construction of new facilities which are prohibited in article 43.4
      - To broaden the support of marketing, sales and auctions facilities realized by ports.
   3. Art. 68-69: support the innovation and new business systems for seafood
      - Shall EMFF eligibility be opened? Fishmongers? E-business newcomers / web startups?
      - Which support to non-SMEs?
Thank you for your attention and let’s discuss

Anne GUILLAUMIN GAUTHIER
Fisheries and Aquaculture Department
Regional Council of Bretagne