



FARNET: Challenges and opportunities for the marketing of fisheries products under Axis 4

- What is Axis 4 and FARNET
- Who is the FARNET Support Unit (FSU)
- Good practices, Ideas and projects

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FARNET Support Unit



What is Axis 4?

- ▶ **The “territorial dimension” complementary to measures of Axes 1, 2 and 3 of EFF**
- ▶ **€518 m. 13% EFF. €827 m. public investment**
- ▶ **Based on the Leader experience (local area-based, integrated strategies, bottom-up partnership ...)**
- ▶ **Priority given to measures which improve the linkages between fisheries and other aspects of local development:**
 - Adding value to fisheries products.
 - Diversification of economic activity.
 - The environment, culture and society.
 - Governance. Local and multilevel linkages.



What is FARNET

The Fisheries Areas NETWORK (FARNET) : the network of all those involved in Axis 4

FARNET is:

A community

FLAGs - **F**isheries **L**ocal **A**ction **G**roups -

National Networks

Managing authorities and intermediate bodies (National and Regional governments, paying agencies)

FARNET Support Unit

European Commission

A territory

composed of coastal and inland **fisheries areas** of **21 Member states**

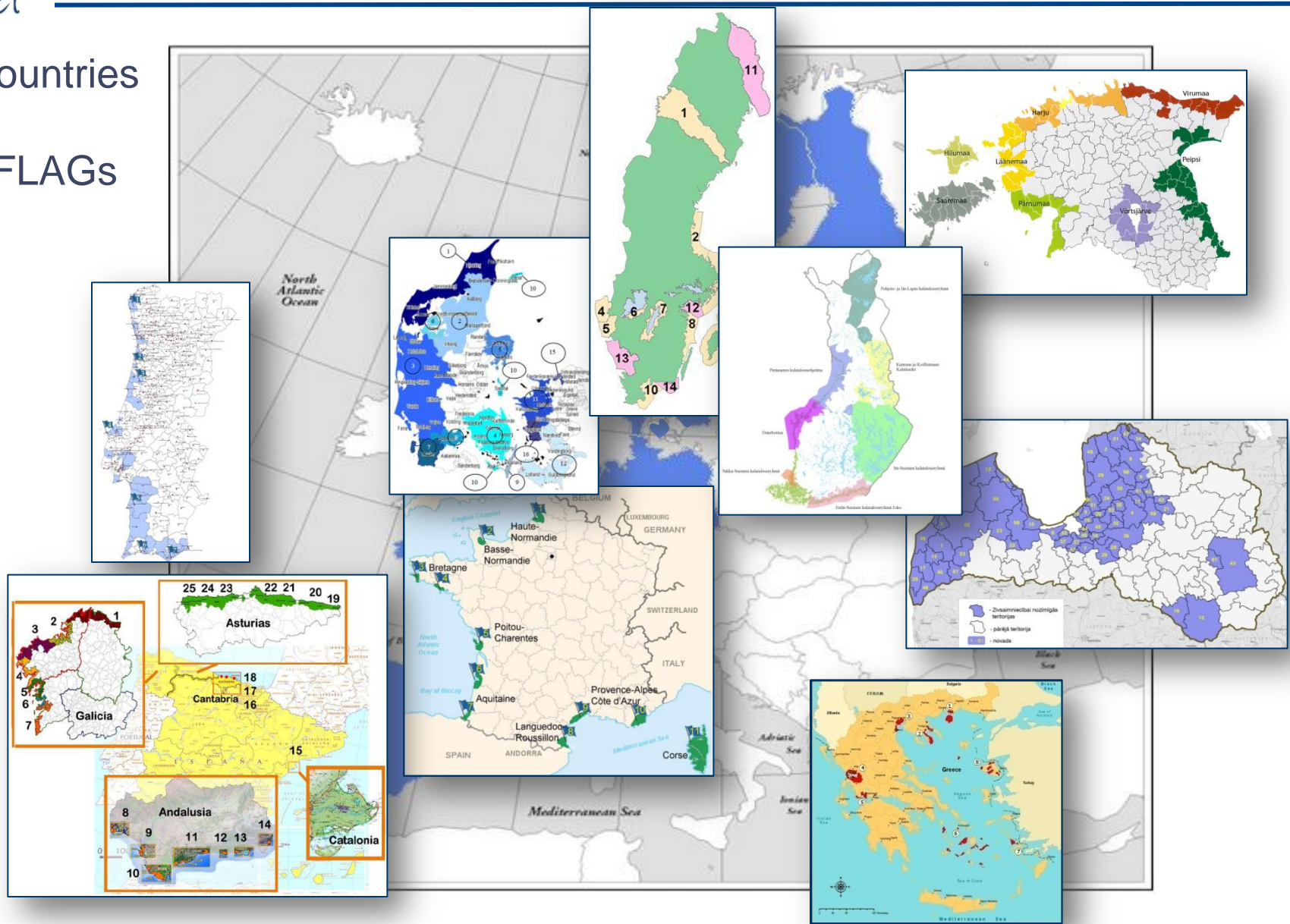
A philosophy

Emphasizing **local decision making** and a **bottom up approach** in designing the future of your fishery area

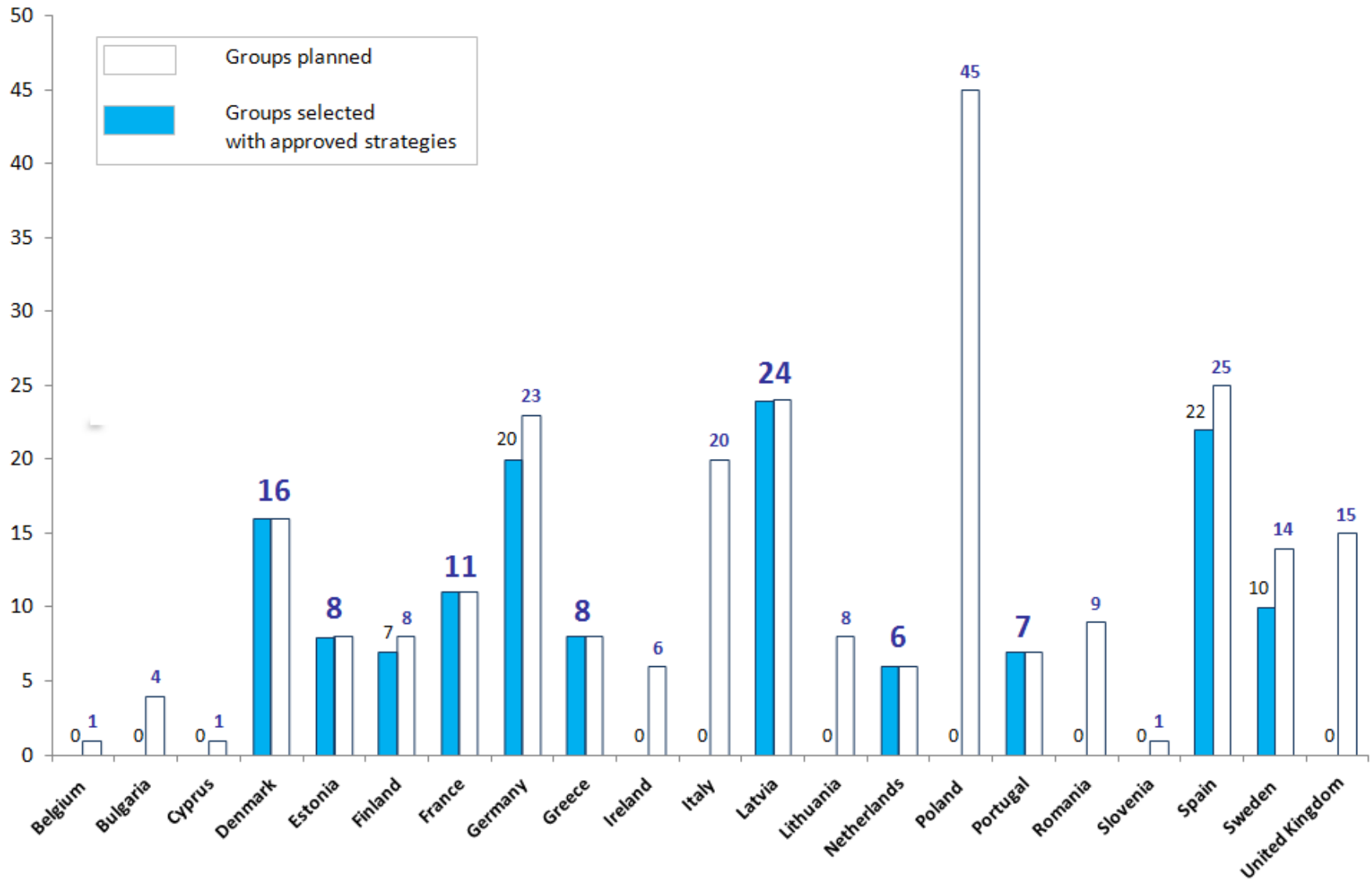
Implementation state of play, October 2010

11 Countries

139 FLAGs



Towards 250 Local Groups



What is FARNET: state of play, July 2010

Country	Average budget per FLAG (total public) /M€	Planned number of FLAGs	FLAGs with selected strategy
Latvia	1,9	24	24
Germany	1	23	20
Denmark	2,3	16	16
Spain	6	25	22
France	1	11	11
Sweden	1,5	14	10
Finland	1	8	7
Portugal	3,4	7	7
Estonia	3,2	8	8
Netherlands	1,7	6	6
Greece	5	8	8
Poland	6,5	40-50	0
UK	0,88	15	0
Italy	2,6	20	0
Romania	11	9	0
Lithuania	1,1	8-10	0
Ireland	1,2	6	0
Bulgaria	4	4	0
Belgium	5.8	1	0
Cyprus	2	1	0
Slovenia	3	1	0
Total	3,25	245 +-	139

Region	Total Public Funding available
Sicilia	12 400 000
Puglia	9 800 000
Campania	8 500 000
Calabria	4 100 000
Veneto	2 100 000
Marche	1 960 000
Emilia Romagna	1 390 000
Sardegna	1 380 000
Abruzzo	1 200 000
Toscana	1 000 000
Lazio	870 000
Friuli Venezia Giulia	840 000
Liguria	570 000
Molise	230 000

- ▶ **Wide variety of budgets (figures indicative only)**
- ▶ **EUR 1 million, minimum advice for a territorial strategy**

► Forecasted end of FLAG selection procedure

2010	2011 first half	2011 second half
Sardegna, Marche, Puglia	Calabria, Friuli Venezia Giulia, Campania, Sicilia	Toscana

► EFF programming 2007-2013 but implementation of projects possible until 2015



What can FARNET do: aims & tools

•The website:

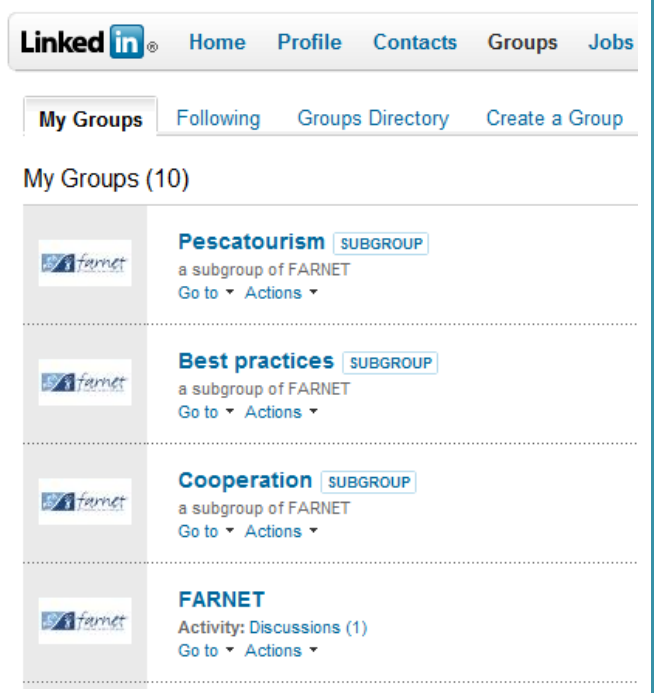
Knowledge & experience database
 Events
 News
 An Axis 4 toolbox



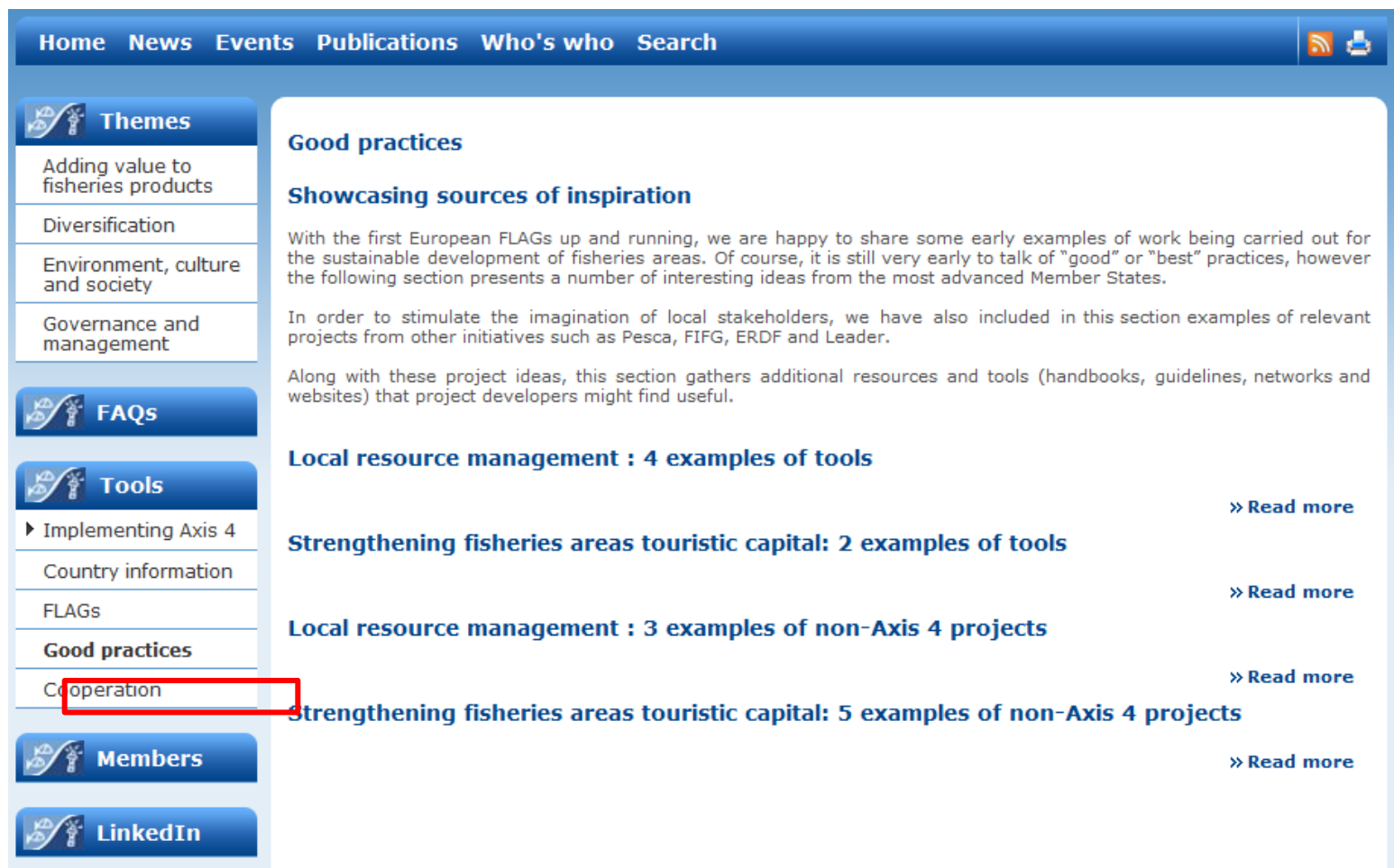
•Communication tools: magazine and newsletter



•Social networking tools: the online FARNET community



Growing database of projects and promising practices on **FARNET.EU**

A screenshot of the FARNET website interface. The top navigation bar includes links for Home, News, Events, Publications, Who's who, and Search, along with RSS and print icons. A left sidebar contains menu items for Themes, FAQs, Tools, Members, and LinkedIn. The main content area is titled "Good practices" and includes a sub-section "Showcasing sources of inspiration" with introductory text and several project examples with "Read more" links. The "Cooperation" link in the sidebar is highlighted with a red box.

Home News Events Publications Who's who Search

Themes

- Adding value to fisheries products
- Diversification
- Environment, culture and society
- Governance and management

FAQs

Tools

- ▶ Implementing Axis 4
- Country information
- FLAGS
- Good practices**
- Cooperation

Members

LinkedIn

Good practices

Showcasing sources of inspiration

With the first European FLAGS up and running, we are happy to share some early examples of work being carried out for the sustainable development of fisheries areas. Of course, it is still very early to talk of "good" or "best" practices, however the following section presents a number of interesting ideas from the most advanced Member States.

In order to stimulate the imagination of local stakeholders, we have also included in this section examples of relevant projects from other initiatives such as Pesca, FIG, ERDF and Leader.

Along with these project ideas, this section gathers additional resources and tools (handbooks, guidelines, networks and websites) that project developers might find useful.

Local resource management : 4 examples of tools

[» Read more](#)

Strengthening fisheries areas touristic capital: 2 examples of tools

[» Read more](#)

Local resource management : 3 examples of non-Axis 4 projects

[» Read more](#)

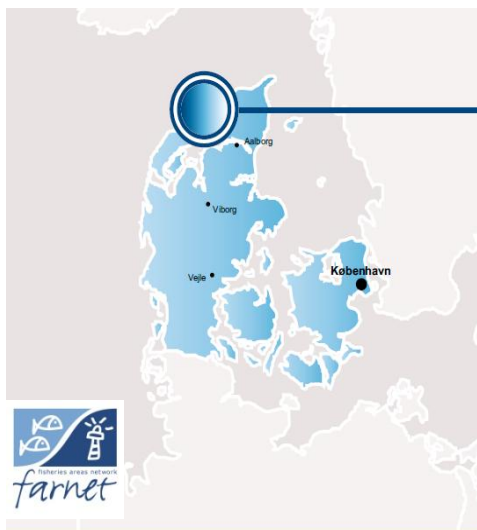
Strengthening fisheries areas touristic capital: 5 examples of non-Axis 4 projects

[» Read more](#)

Is there potential for increasing value added in fisheries without increasing fishing effort?

What type of projects?

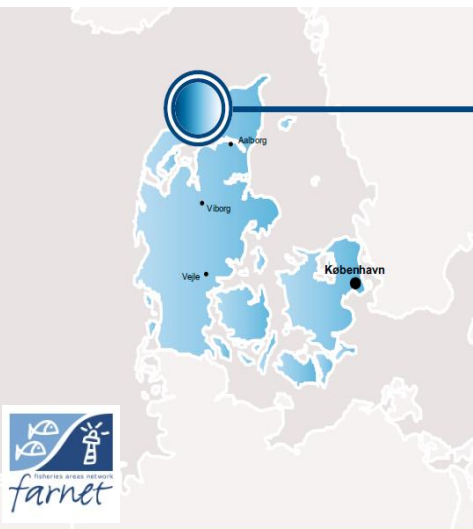
- **Vertical integration along the supply chain**
- **Innovations in processing: smoking, canning, etc.**
- **Innovations in marketing and distribution.**
 - **Shorter circuits**
 - **Collective marketing.**
 - **Labels of origin and ecolabels**
- **Innovations in the application of information technology.**
 - **Internet selling**
- **Traceability**



Adding value:

« Skagenfood »; innovation in packaging and shipping of local fisheries products

- €22 000 grant from the FLAG: purchase of a packaging machine and promotional material for marketing a range of ready made seafood dishes
- Skagenfood employs 18 people and sells fish and seafood packs to individual customers via the Internet.
- 10 000 expanded polystyrene boxes leave the company's packing unit each week for DK



Country	Denmark		
Name	Fiskeri LAG Nord		
Area	North Jutland		
Budget €	EU	Nationa I	Total
Total (2007-2009)	762,781	293,377	1 056,159
Average per year	254,260	97,792	352,053
Area	3 920 km ²		
Population	236 311 inhabitants (2009)		
Density :	60 inhab./km ²		
Contact	Fiskeri LAG Nord c/o Lars Hedegaard Vestre Strandvej 10 – DK-9900 Skagen Tel. : +45 9845 8007		
website	www.fiskerilagnord.dk		

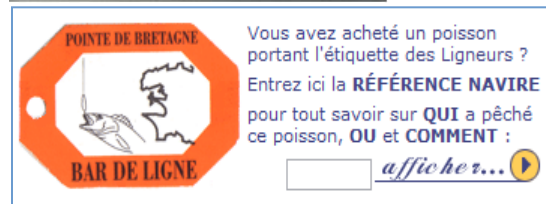
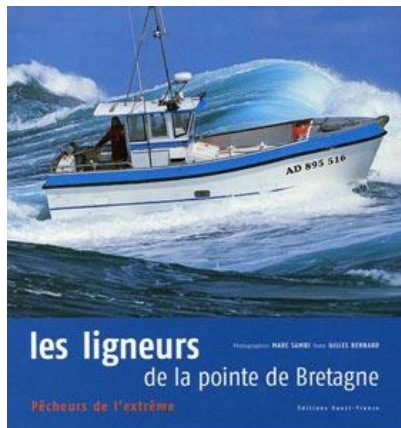
Adding value to fisheries products



- **€40 000 grant from the FLAG** –for smoking equipment to complement a wide range of fish and seafood products.
- Increased staff from 2 to 8
- Value added to local fisheries products, strengthening and diversifying the available product range

Example taken from EAGFF/LEADER+

Total budget: EUR 40 000



- traceability scheme
- enhancing the value of local products
- linking customers to the fishermen, through a tag database tracing the purchased fish up to the boat and the fisherman who landed it
- innovative communication strategy
- edition of a photograph book dedicated to the fishermen
- modernisation of SMEs, learning to use new communication technologies

Link - image courtesy of <http://www.pointe-de-bretagne.fr>

How to promote diversification into other sectors? How to create alternative sources of employment

What type of projects?

- **Tourism (including pesca tourism)**
- **Green products and services (environmental protection, waste management, energy saving, alternative energy, ...)**
- **Social services and jobs (child care, old peoples care, working with schools, health,...)**
- **Smart products and services (uses of IT, creative and cultural industries, design and research, ...)**



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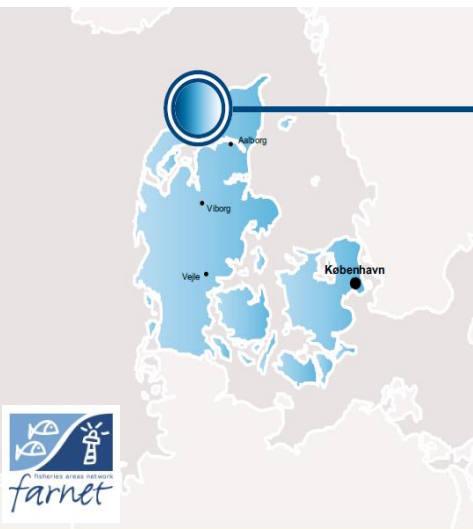


Cultural products and services (museums), tastings



• €300 000 grant from the FLAG (€1 700 000 total investment)

- Old shipbuilding wharf refurbished and turned into a restaurant.
- Customers are offered and integrated experience of the local fishing community by visiting the local harbor and fish auction where they buy the fish they will learn to prepare and eat in the newly refurbished restaurant.



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Diversification in fishingtourism



•€23 000 grant from the FLAG

•Covered 43% of the cost of adapting his boat.

•“North Sea Fishing”: employs two people, proposes fishing trips costing between €50 and €120, customers can fish and keep their catch.

▶ **Wide range of possibilities:**

- Axis 4 not linked with any specific activity,
- the added value lies in the integrated approach

▶ **Marketing activities can have a strong place within Axis 4**

▶ **Private investment strongly encouraged**

▶ **Constraints:**

- respect EFF rules and eligibility criteria
- fit within local development strategies (hence need for strong local anchorage)
- Projects selected by the local FLAG

Who is the FARNET Support Unit

- ▶ 8 Permanent staff based in Brussels, coordinating the life of the network
- ▶ 21 geographical experts, assisting on the ground
- ▶ 1 interdisciplinary advisory group, thinking ahead, the future of Axis 4



Our office
in Brussels

A team in
Brussels



An advisory
group



EU network of
geographical
experts





Thank you for your attention!

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