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Hobart december 2009
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European sea bass (*Dicentrarchus labrax*)



French name : in *Atlantic Ocean* “bar”,
in *Méditerrananean Sea* “loup”

Distribution area between Norge et north Africa



Sea bass :

Map and photo: L P B

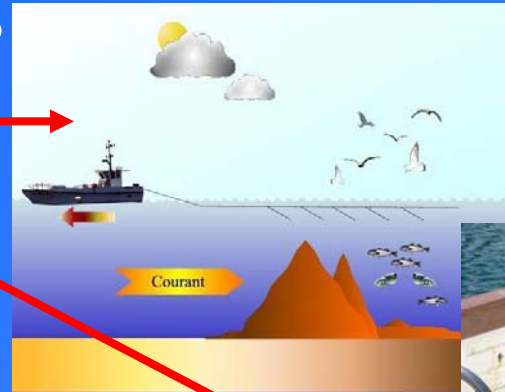
- Lives in coastal zones, in surface waters (except during winter),
- Can lives in estuarian and saltish waters. In mediterranean areas it can lives in fresh waters of coastal rivers,
- Is a carnivore fish.

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Fishing gears

Commercial fisheries

- Pole line,
- Longline,
- Net,
- Midwater trawl,
- Bottom trawl (in winter),
- Seine



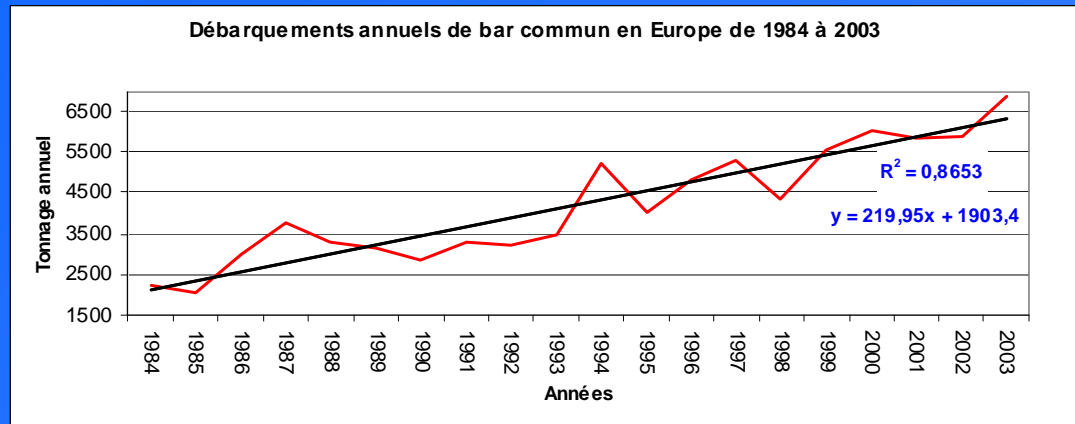
Photos: LPB

Leisure and sportive fisheries :

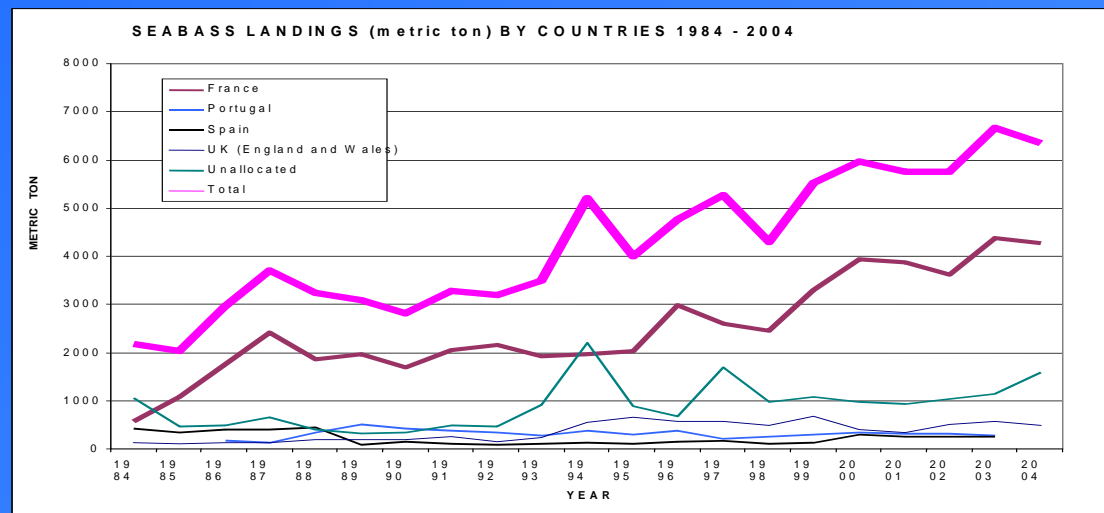
- Hand line or Pole line



UE CONTEXT



TOTAL UE LANDINGS for seabass

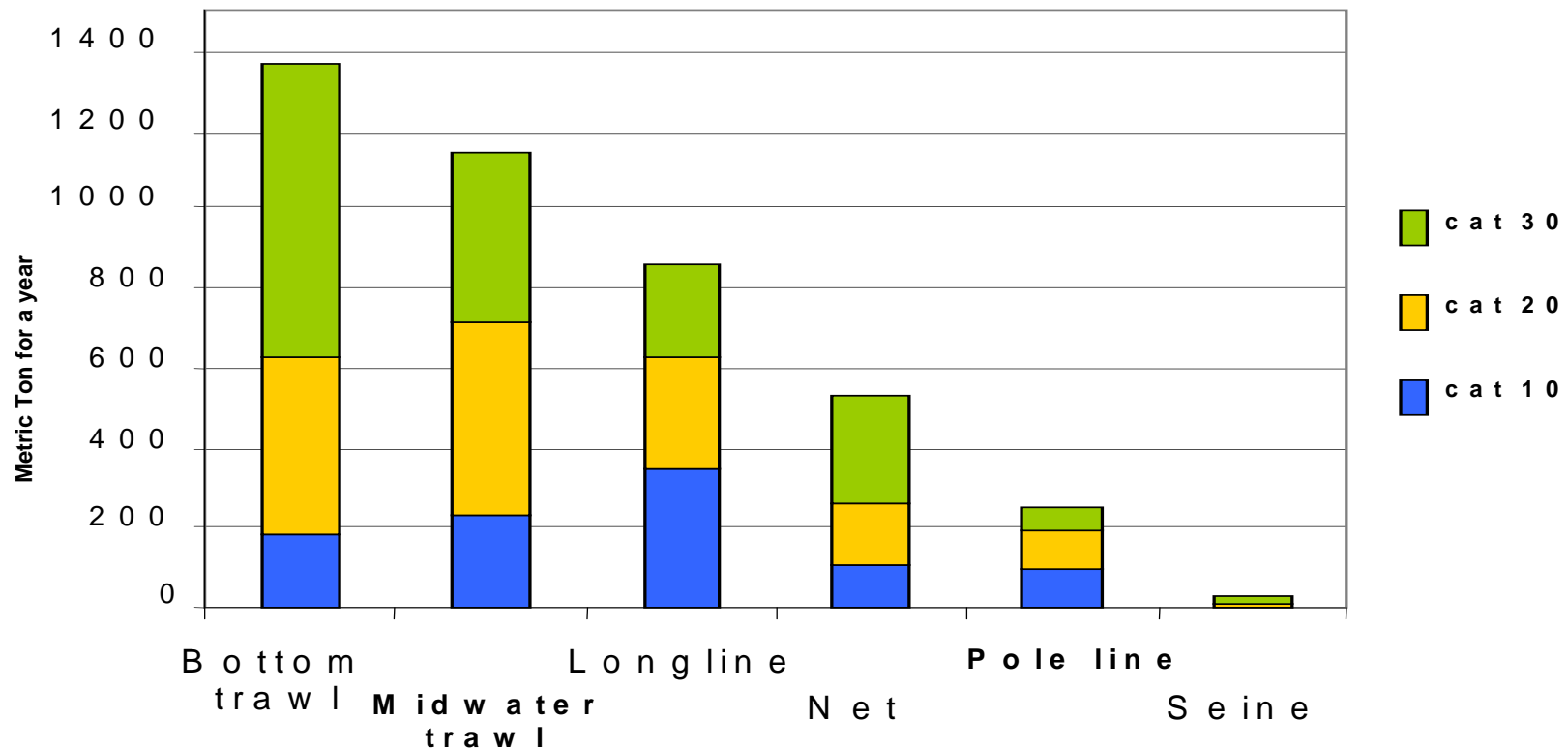


LANDINGS / COUNTRY

Source: B DROUOT

NATIONAL CONTEXT (2004)

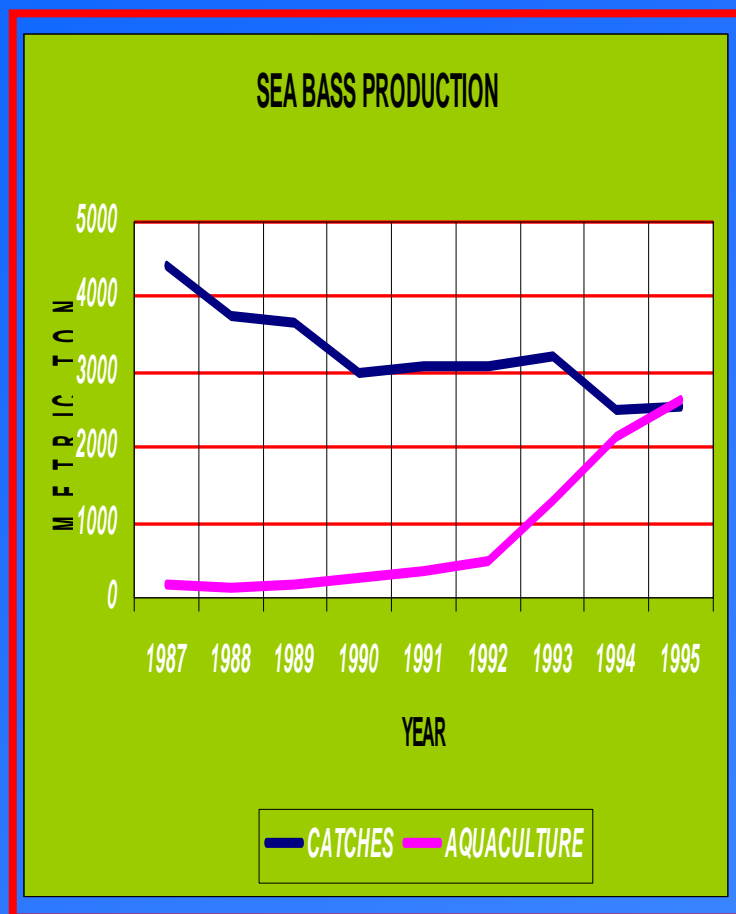
Seabass landing / fishing gear / commercial category



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NATIONAL CONTEXT in 90'



1993-1994 FISHING CRISIS

For sea bass:

- FALL IN PRICE FOR FISHERIES PRODUCTION (from 15 to 8 €/kg)
- FALL IN FISHERIES PRODUCTION
- FAST INCREASE OF AQUACULTURE PRODUCTION (7 €/kg)
- PRICES FOR AQUACULTURE AND FISHERIES PRODUCTS: SAME LEVEL

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Association of line fishermen of the point of Brittany



Map and photo: LPB

- 1993 : creation of this association by a little number of Finisterien fishermen
- Joined by fishermen of all Brittany

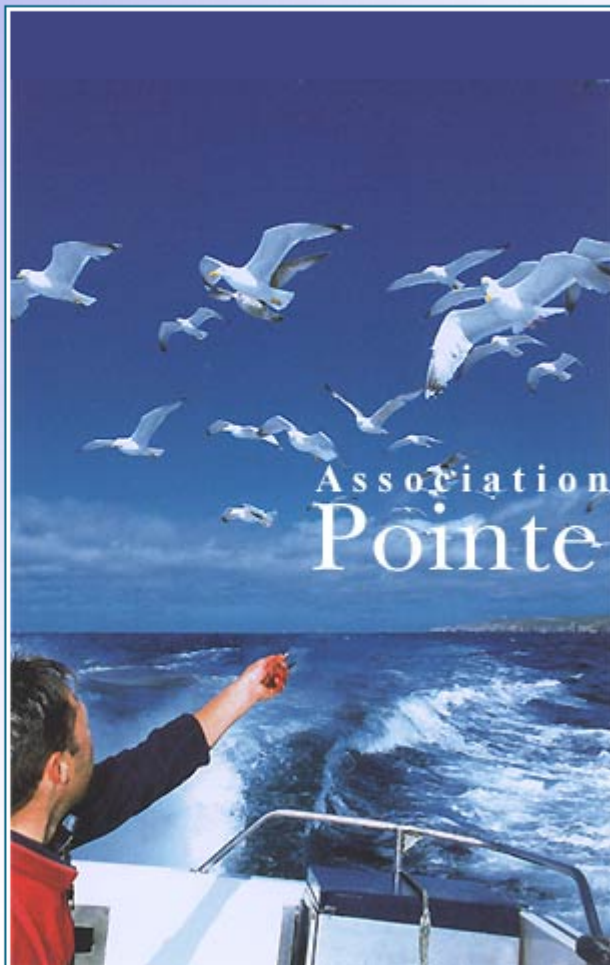


The goal : a tag per fish

- The fishing technique: the pole line
- The geographical origin
- The name of the ship and the phone number of the fisherman
- A number code (each per tag)
- The Web address of the association
- This address makes it possible to find, using the code the name of the ship and various informations including a printing certificate of authenticity.

THE TAG





L'Association des Ligneurs de la Pointe de Bretagne a pour mission de promouvoir les techniques de pêche traditionnelles, respectueuses de l'environnement, soucieuses de la préservation des ressources.

en savoir plus.. 

Association des Ligneurs de la Pointe de Bretagne



• Vous avez acheté un poisson portant l'étiquette des Ligneurs, tapez ici la **RÉFÉRENCE NAVIRE** pour tout savoir sur **QUI** a pêché ce poisson, **OU** et **COMMENT** :

afficher... 



• Vous souhaitez en savoir plus sur l'Association des Ligneurs de la Pointe de Bretagne ?

continuer... 



Association des Ligneurs de la
Pointe de Bretagne

Présentation

Ports d'attache

Zones de pêche

Code étiquette :



AD584772 - Ondine

Je me présente...

Mr Paul Yves Milliner
3, rue du nifran
29990 ILE DE SEIN
Port d'Audierne ■■■ ▶

Mes techniques de pêche

- Je Pêche dans l'**Archipel de Sein** ■■■ ▶
- Je pratique différentes techniques de pêche mais ma technique préférée est la traîne de surface
- Je pêche à la ligne et aux palangres toute l'année et je suis spécialisé dans le bar



Caractéristiques

- Puissance :149 cv
- Longueur :8.0000 m
- Année de construction :1985
- Jauge : 4.8600

SPECIFICATIONS

- Operation started in 1993
- 5 species fished with the line and tagged (2008)
Sea bass, Pollock, Sea bream (pink - grey - pagre)
- Operation completely financed by the fishermen
- ~ 1 000 access / month to the website using the number code of the tags

The objective of this association

A process of traceability

+

A collective brand

*determined by a
association of fishermen*

PROCESS

- Extra quality only caught with line
- Bleed on board
- Tagged on board
- Iced in special box
- Non mixed with non tagged sea bass
- Daily landed and sold to selected buyers
- Respect of other liners
- Ethic compartment

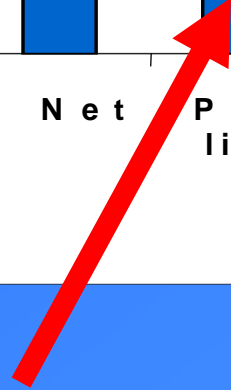
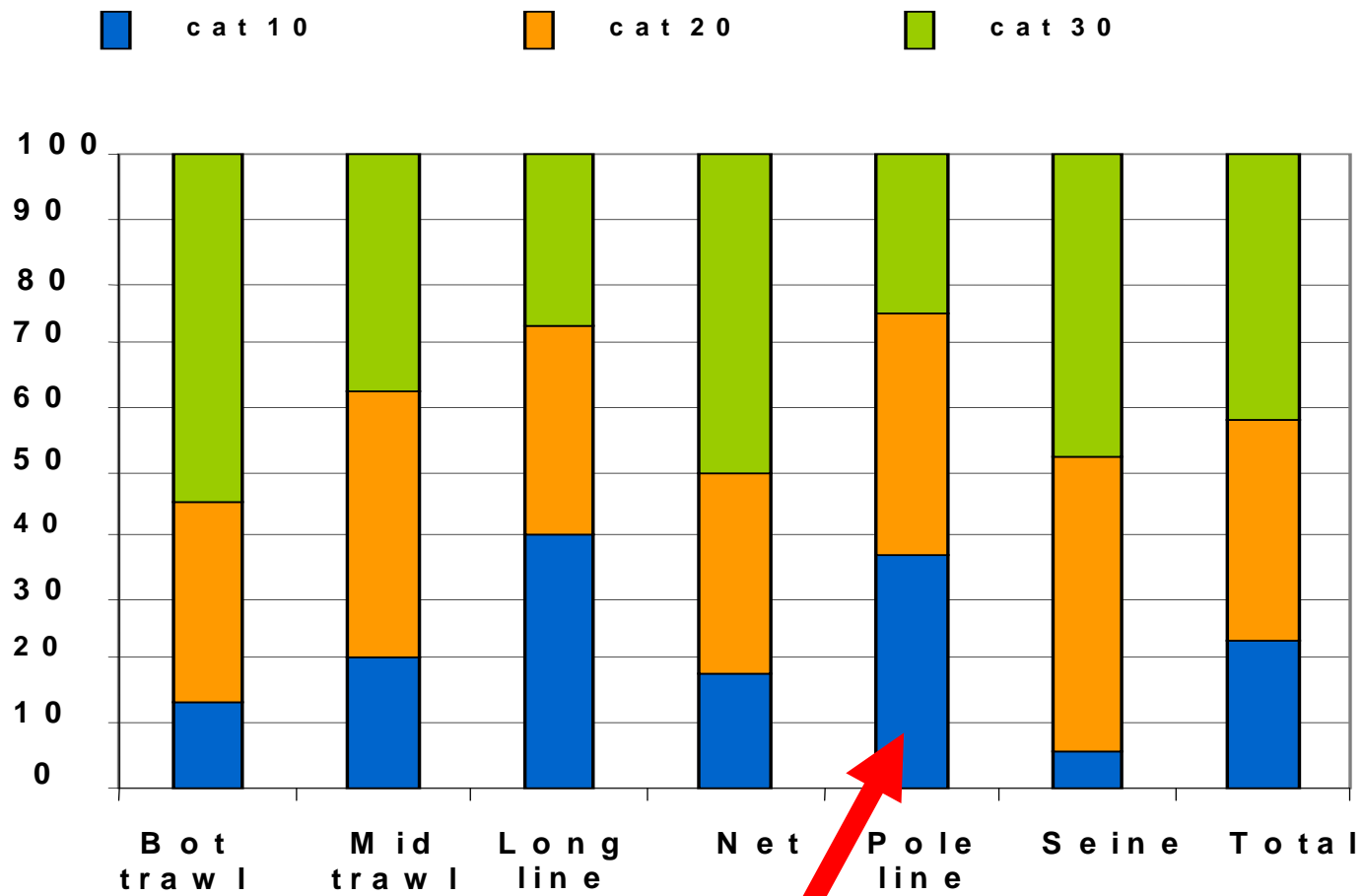


Photos: LPB

200 fishermen committed

- **Distribution along the Brittany coast**
- **500 000 fishes tagged each year
(450 000 Sea bass)**
- **Turnover estimation: 10 000 000 €**

C A T C H E S (%) b y C o m m e r c i a l c a t e g o r y a n d G e a r



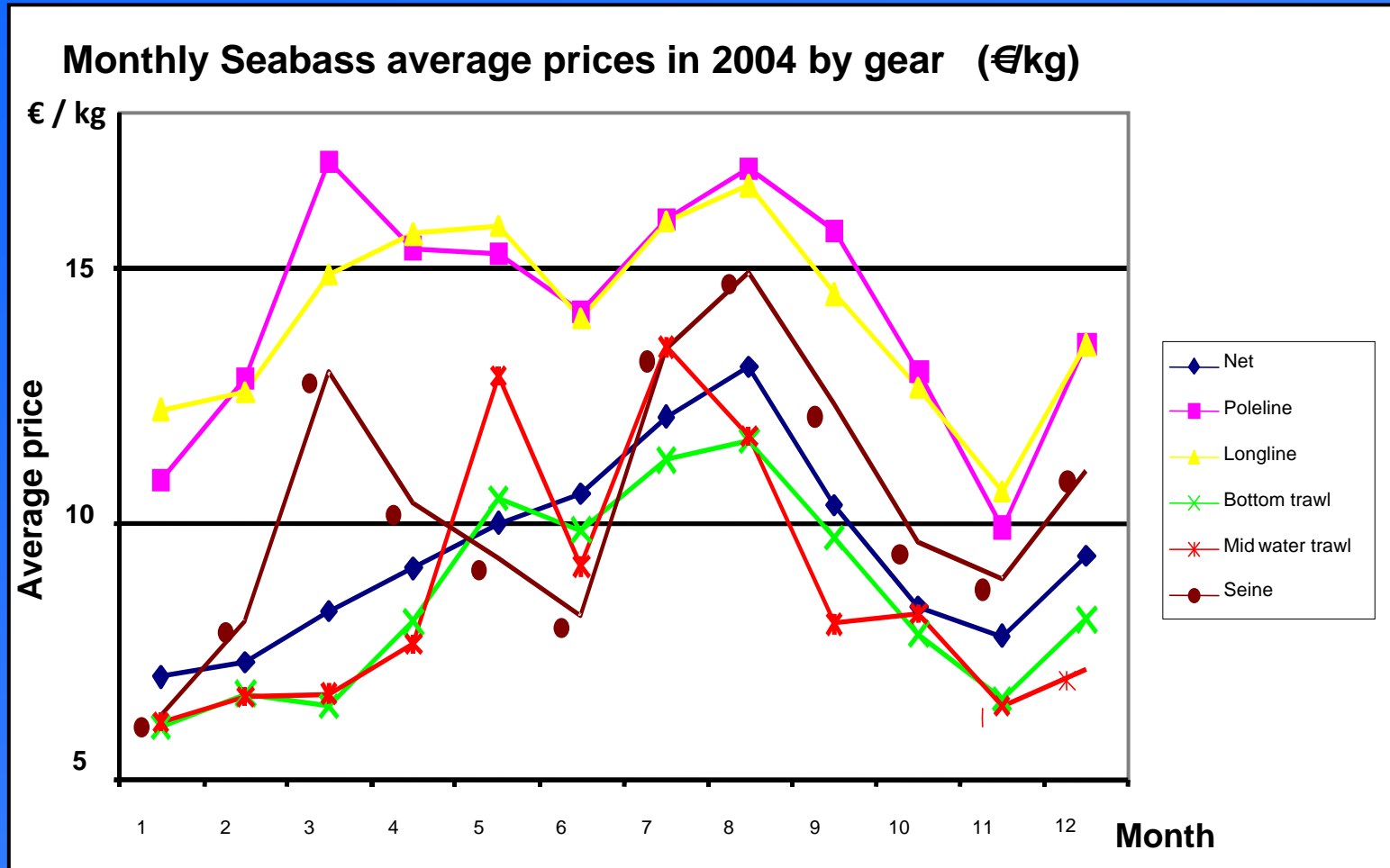
The implication of members consists of :

- **Specific biddings at the first sale level or a specific quotation by the wholesale fish merchants**
- **A specific quotation on the market of national interest of Rungis**
- **The fishes tagged observe a specific condition of sale**

Cost of the process (annual per boat)

Investment	Gun	89 €
	Tags	283 €
Additional cost/time (Opportunity cost)	« work on the fish »	449 €
Miscellaneous	Contribution	38 €
	Administrative costs	33 €
	Annual total cost	892 €

Differential in terms of prices



Differential in terms of prices

- A difference from **0,30 to 0,80 €/kg** between the « sea bass **captured with line** » and the sea bass captured with line and tagged
- For the « sea bass **captured with net** », the difference of the price is about **1,5 €/kg**

Differential in terms of prices

- For the « sea bass **captured with trawl** », a strong discrimination on the price level exists : **3 to 4 €/kg**
- For the « sea bass of **aquaculture** » a price difference of **5 to 9 €/kg** appears

Impacts on the turnover and on the profitability

- 65% of the fishermen had a **stabilized** turnover during the 5 last years
- 34% had an **increasing** turnover of more than **+10%**

Supplement of annual turnover due to the process (by boat on the basis of 4 500 kg captured and tagged)

Type of differentiation	Supplement of Turnover	Supplement of Benefits	Supplement of Benefits / Turnover
Sea bass captured with line	4 500 kg x 0,30 € = 1 350 €	458 €	0,05 %
Sea bass captured with net	4 500 kg x 1,5 € = 6 750 €	5 858 €	7,10 %
Sea bass captured with trawl	4 500 kg x 3,8 € = 17 100 €	16 208 €	19,20 %
Sea bass captured with aquaculture	4 500 kg x 5,4 € = 24 300 €	23 408 €	27,42 %

Impact on the investments and on the fishing practices

- **60%** of fishermen had **not a different comportment for investments** induced by an increasing of their incomes
- **30%** had a **greater financial capacity** to have renewed more quickly their fishing material or their engine
- Some of them had been incited to renew their ship

Impact on the fishing practices

- **94%** of fishermen have **changed their fishing strategy** and have affirmed to plan a turnover level
 - 6% increased their fishing effort in order to **maximize** their profit
 - 88% decreased their fishing effort and **maintain** their profit
- **6%** of them affirmed that the rise of the price had induced **no change** in their fishing strategy

Impact on the fishing effort

- **34%** said « **the tag policy limits the effort** because without this policy they could increase it of about **+20%** »
- **54% reduce effort** (about **-15%**) and maintain their income

Impact on the fishing effort

- **44%** of fishermen had **reduced the days at sea** while they maintained the same level of turnover
- **10%** had changed practices (from the longline to the poleline)

Impact on the vertical organisation

- Strong cooperation between the different partners in the chain of value
- Partners of the first sale level have a positive compartment allowing a return on investment for the fishermen
- Fishermen engaged in the process have initiated (for the protection of the resource) a biological cessation of fishing (45 days)
- Association act to ban the sale of the sea bass at the retail level during this time (for wild sea bass)

CONCLUSION

- Commercial Improvement ?
 - Traceability ?
 - Quality ?
 - Ecolabelling?



- In reality : Identitary Improvement
- **ECONOMICAL RENT** substituted by **CONFORT RENT**