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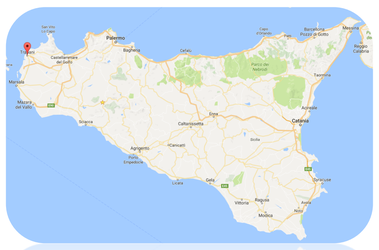
Labelling, new products and marketing strategies in the Trapani fish-market



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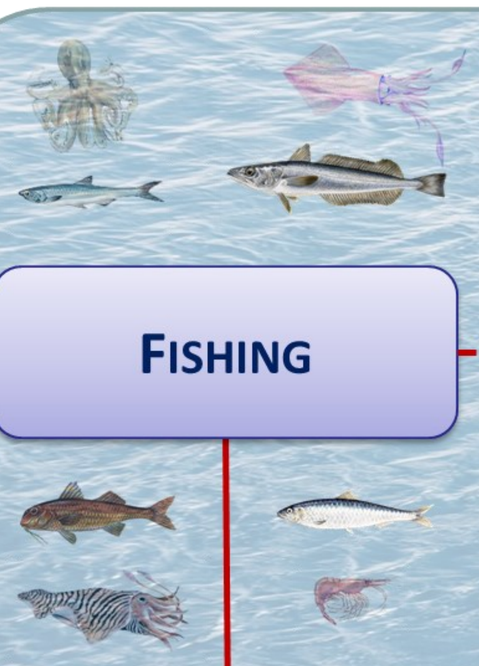
SEA-FOOD chain

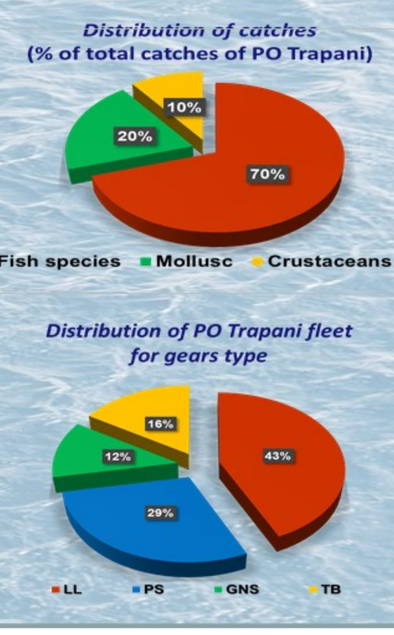
FISHING



COOPERATIVA Pesca MEDITERRANEA

LA TRAMONTANA COOPERATIVA

Dal mare il meglio – Coop. fra Pescatori "S. Adone" s.r.l.



The small pelagics	
Anchovy	12,9%
Sardines	5,8%
The main demersal	
Hake	3,9%
Red mullet	3,2%
The mollusks	
Flying squid	2,3%
Cuttlefish	1,9%
The large majority of crustacean	
Rose shrimp	14,5%
Red shrimp	3,3%

Major species caught			
Hooks and Lines (LL)	Surrounding Nets (PS)	Gillnets & Entangling Nets (GNS)	Bottom Trawls (TB)
Palamita	*Tattler*	*Cuttlefish*	*Mackerel*
Swordfish	*Anchovy*	*Menola*	*Sardines*
Albacore	*Octopus*	*Octopus*	*Shrimps*
Bluefin Tuna	*Hake*	*Hake*	*Mullet*
	Swordfish	*Albacore*	
	Albacore	*Red Mullet*	
	Mullet	*Flying Squid*	

MANAGEMENT

Organizzazione di Produttori della pesca di Trapani - OP

Governance, Coordination, Strategy, Innovation

DISTRIBUTION

TRAPANI FISH MARKET

Marketing, Purchase & sale, Risk (Health & Veterinary), Quality

INITIATIVES

Market strategies

On-line selling, on-line traceability, direct selling, stocks availability in real time

New products

"Ritunno Salato" (salted menola): Transformation of a less commercialized fish (spicara smaris) with traditional methods of preservation

Labelling

Mare Nostro
Pescato Marineria Locale

Quality label for the fish products caught by fleets operating in the Trapani area

Diversification of activities

Fishing tourism – Restaurant activity

Institutional / Organizational

Coordination of all PO of Sicily – Founder of major FLAG of Sicily

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UNIVERSITÀ DEGLI STUDI DI PALERMO

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success

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