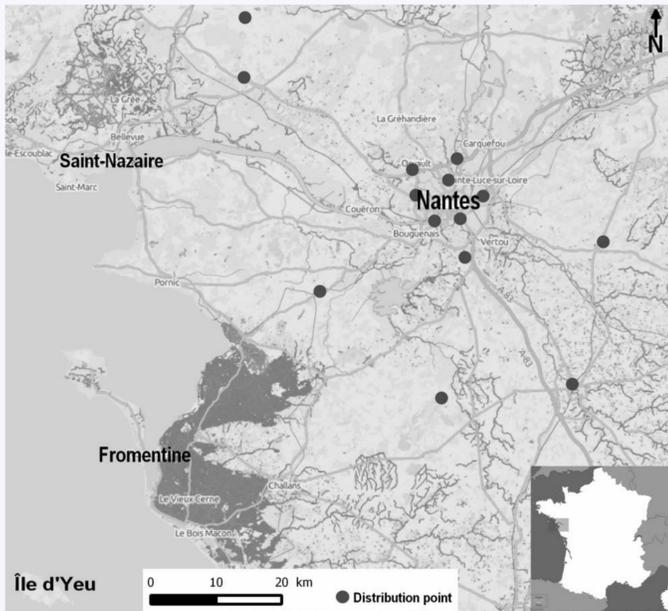


A fish-box scheme in France

➔ “Direct” sales of fresh fish from the isle of Yeu in the city of Nantes



Locations of the fish-box scheme's distribution points
(source: Le Velly, Dufeu & Le Grel, 2014)

- Five small scale netters from the isle of Yeu (in the bay of Biscaye) delivering fish boxes to members of 15 associations for the preservation of small holdings in the large city of Nantes area.
- A charter commonly designed by fishers and consumers to promote responsible fishing.
- First “test” delivery of 240 boxes in spring 2010.
- 2017 : 1500 contracts between households in the city of Nantes and surrounding region.
- These contracts provide for nine monthly deliveries, from October to June, of 2.5 to 3.5 kg packages of fish (33 euros per box, *i.e.* about 11 €/kg).
- A total of 4.5 t/month and more than 40 t per year, *i.e.* 5 % of the total auction sales in Yeu (820 t in 2015).
- An active involvement of volunteers: one coordinator and 3-4 relay persons per consumers association => 80 to 100 volunteers.

WHY? ➔ The number of fishing vessels in the isle of Yeu has decreased fourfold in 20 years and the remaining vessels are netters. They suffer from a low bargaining power at the auction market and their crew are attracted by the higher remuneration provided by the other ports trawlers.

How does it work?

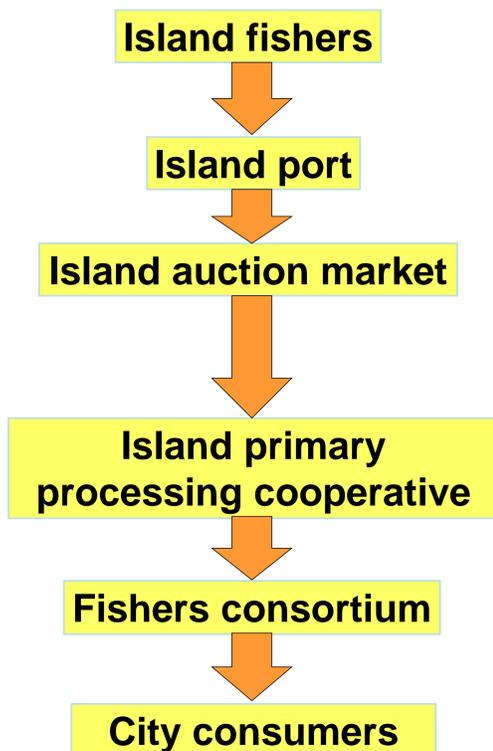
Sustainable fishing in the Bay of Biscaye

In order to maintain the port infrastructure and not to destabilise the local market:

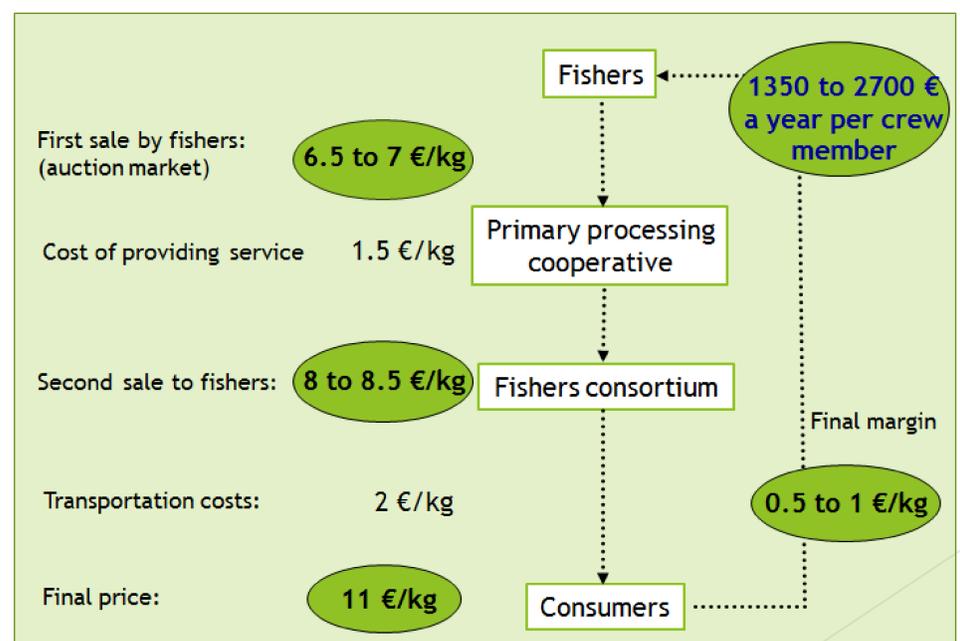
- fish is landed at the local port
- and is sold through the island auction market.

Fish is bought by the primary processing cooperative held by fishers, which prepares the boxes following health and phytosanitary standards. The cooperative then sells the fish back to the fishers.

Boxes are moved by boat to the continent, then by road to the city (80 km) where they are delivered to consumers.



How does this create value?



An egalitarian distribution rule, deviating from the usual ‘shared-wage’ system: in agreement with the consumers, the skippers have agreed to share out the final margin equally among the crew members, giving one share to each crewman.

RESULTS



An additional profit representing about 10 % of the total annual wages per vessel and the equivalent of a monthly salary for each sailor due to an egalitarian way of distribution.

High quality fresh fish for consumers at a lower price than the average on the French final market (11 €/kg vs 13.2 €/kg in 2015).

Not really a short supply chain since it integrates the local auction market and seafood wholesale cooperative. But in doing so, it contributes to maintain local infrastructures of high importance for an island and is clearly an alternative food network (vs conventional).



References:

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