

Promotion of the Hook&Line Fishery

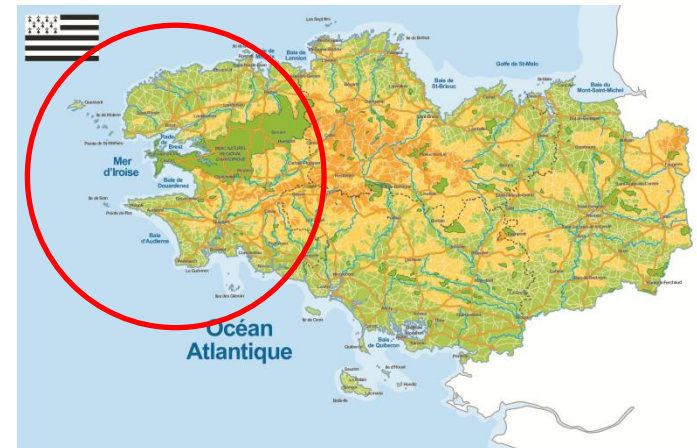


17 mars 2022



Context

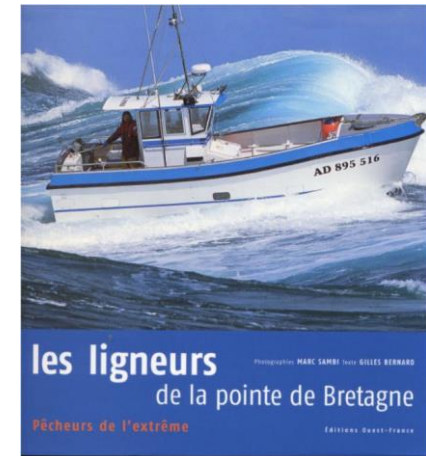
- The Hook&Line fishery is a major fleet in Finistère, Brittany. One of the pillars of the maritime identity of the Pointe de Bretagne.
- In 1993, our structure implemented a fish labelling system “Bar de ligne de la Pointe de Bretagne” in order to distinguish our fishes from the others : aquaculture, trawlers etc.





Context

- We faced a major decrease of fishery resources, especially seabass on which we mainly rely
- Issues affecting the whole fishing sector :
 - Our fleet has huge economic and environmental qualities but we are not well known
 - Consumers avoid many species that are unknown like conger, pout, wrasses, and gurnard
 - Seafood products are also avoided by young consumers, especially unprocessed species

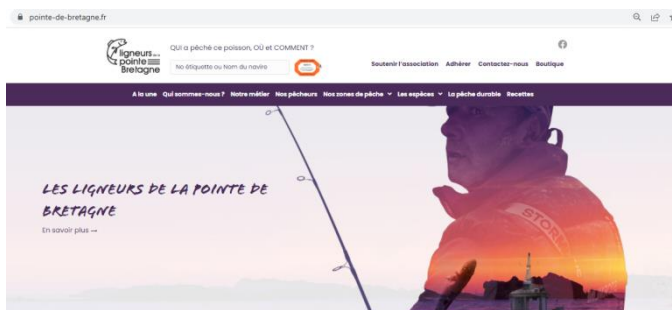


- 3 main axes :
 - 1. Set up a communication plan for the general public
 - 2. Communicate with school children about our activities and the importance of the marine environment
 - 3. Promotion of little-known or under valued species

- The communication plan :
 - Creation and editing of communication tools and media : logo, brochure, post cards, etc.



- Production of promotional films on the profession of hook-and-line fishing
- Redesign the association's website (improvement of the presentation and graphics of the site, portraits of our fishers, writing of articles and production of videos on fishers and their territory)



L'ASSOCIATION



Franck Baupal
Voir la fiche --



David Le Dreau
Voir la fiche --



Roullot Nathanaël
Voir la fiche --

- Participation and realization of events highlighting the products and fisher



- Promotion of little-known or under valued species via a communication campaign and a “humoristic touch”



chinchard sans l'assécher



chou blanc grondin rouge



dîner de congres



grondin mal aimé



gros congre



tacaud toqué

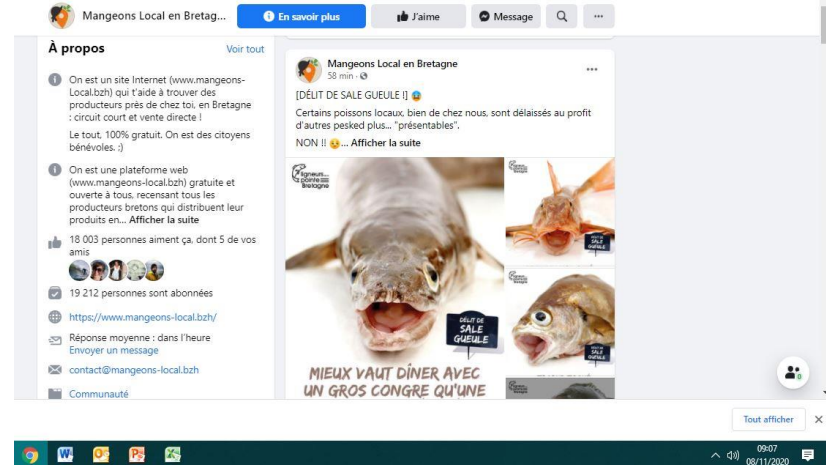


tendre vieille



vieille sauvage

➤ Influence media: social media, press, TV



- Educational part : Promoting our activities and culinary education to young people in schools
 - A full animation has been set up : one objective, discovering our activity, the fishes as well as the necessity to protect our environment
 - A card game of 2500 units has been created
 - From December 2020 to November 2021, 40 activities for students aged 7-11 years old from 29 schools for a total of more than 1,000 students in 24 different municipalities were carried out.



- And... a partnership with the cider producers of Cornouaille
- Organization of an event day in partnership with the CIDRE Cider Committee. This project aimed to promote the alliance between ciders and fish. To do this, two events were organized, a tasting lunch for the press and “culinary bloggers” (unfortunately cancelled) and a tasting session open to all in partnership with the CFA of Quimper and the town of La Forêt-Fouesnant.



Conclusion

- The objectives that we had set ourselves for this project have, in our opinion, been largely achieved
- Our plan to act on both local and regional level has been a success.
- The huge success of the campaign on the “forgotten” species was a very big surprise for us.
- We were also very pleased to have achieved the educational part of the project, and are looking forward to continue.
- Of course anything of this would have been possible without the help of the DLAL FEAMP so...

