



FARNET

**Post-2020: Local action in a changing
world**

3 décembre 2019

<https://poiscaille.fr>



Charles Guirriec
CEO

charles@poiscaille.fr



ORIGIN



2006 Fisheries Engineer

2007 Fisheries on-board Observer

2009 Fisheries Directorate (Ministry of Agriculture)

2012 First distribution - 90kg of scallops (pecten maximus)

2013 Second distribution - 350kg of scallops (pecten maximus)

2014 Creation of the company (2x10k€ in savings)

2015 Launch of the Poiscaille.fr website



A LITTLE BIT OF HISTORY

Décembre 2013



DÉC
14 Livraison en direct du pêcheur : Coquilles
Saint Jacques de Plongée de St Malo
Privé · Organisé par Charles Guirriec

 **Charles Guirriec**
9 décembre 2013 · Paris · ✉

330 kg de commandes, on plafonne bientôt !

 4 2 commentaires



 **Linda Bedouet**
22 novembre 2013 · ✉

On t'en réserve 5 kg please !






 Charles Braine 3 commentaires

 J'aime

 Commenter

Afficher 2 autres commentaires

 **Charles Guirriec** Deal, c'est noté.
J'aime · Répondre · 5 ans

 Votre commentaire...    

 **Nathalie Savale**
22 novembre 2013 · Paris · ✉

ok, mes amis et moi nous vous prenons 30
kilos!

 Vous, Charles Braine et 4 autres personnes 6 commentaires

A LITTLE BIT OF HISTORY

2014 - First distributions



A LITTLE BIT OF HISTORY

2016 - Installation in Montreuil - 200 subscribers



A LITTLE BIT OF HISTORY

2019 - 3800 subscribers - 15 employees



INSPIRATION FROM AMAPS, HIVES, DIRECT SELLING



Fresh

Fish, shellfish, crustaceans, 48 hours after fishing (on-board)

vs

1 to 4 weeks in the traditional circuit.



Sustainable

Small scale fishing vessels: max. 12m long

-

Soft fishing techniques only (no trawl, no dredging)

-

Three people onboard max.

-

Day trips.



Ethics

Better paid fishermen, 20% more than the market.

OFFER

"The seafood basket": the basket of vegetables, seafood version



- ✓ **Subscription package:** 1 to 4 baskets per month.
- ✓ Prices from **19.9€ to 24.9€ per basket.**
- ✓ A **wide range of baskets** that provide a meal up to 2-3 people: 1 kg of fish or 2 kg of shellfish or 1.5 kg of crustaceans.
- ✓ A **fixed price**, regardless of the content (mussels or lobster at the same price)
- ✓ Selection on the website the day before collection (**5 to 15 options available**)
- ✓ Collection in **organic grocery stores, wine shops**, home delivery
- ✓ Flexible: no commitment and possibility to push back a basket.

OFFER




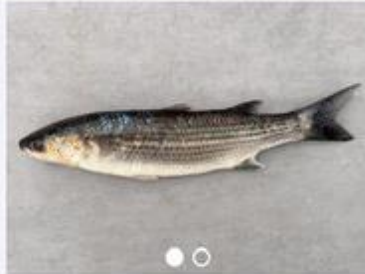




Subscriber's choice of basket

POISCAILLE

PÊCHEURS BLOG BOUTIQUE MON COMPTE S'ABONNER

← Prochain casier
Vendredi 22 février

RÉSERVER MON CASIER 0/1

 <p>Lieu jaune de ligne IKEJIME - vidé 31g à propos</p> <p>- 0 +</p>	 <p>Seiche entière - 1 à 3 pièces 31g à propos</p> <p>- 0 +</p>	 <p>Daurade royale - pêchée au filet 500g à propos</p> <p>+ - 0 +</p>	 <p>Mulet noir - 1 pièce - pêché au filet - entier 500g à propos</p> <p>Le cousin du bar, à cuire basse température.</p> <p>+ - 0 +</p>
 <p>Aide</p>		 <p>Rouget barbet - 1 pièce - pêché au filet - entier 500g à propos</p> <p>- 0 +</p>	 <p>Soles - vidées (2 à 3 pièces) 500g à propos</p> <p>- 0 +</p>

"All species are good as long as they are:

- fished sustainably,**
- by well remunerated fishermen who take care of them aboard ,**
- and delivered quickly to the consumer"**



RESULTAT

After 5 years of activity (2014-2019)



- ✓ 3800 subscribers - 8000 Seafood baskets per month
- ✓ 150 tons of fish, shellfish and crustaceans per year
- ✓ Monthly turnover - 200k€
- ✓ 230 relay points - all over France
- ✓ 15 employees
- ✓ 80 partner fishermen

WHAT IMPACT?



80 fishermen

on all French coasts: English Channel, Atlantic, Mediterranean, Freshwater.



Fixed prices higher than the market

E.g.: Black horse mackerel - 5€

Mullet - 4/8€

Pollack - 10€



Guaranteed volumes

Poiscaille represents between 10 and 80% of the annual volume of the vessel



Ondine Morin
Fisherwoman in Brittany

"Poiscaille is a real revolution with prices decided by fishermen all year round. We are counting on Poiscaille to finally promote small-scale traditional fishing. Poiscaille allows us to fish less, to live better, thinking especially of future generations."

<https://www.youtube.com/watch?v=8RWfazSjpYk>

AND AFTER?

- ✓ x10 in 5 years - 50 000 subscribers
- ✓ 1000 fishing vessels - ¼ of the French fleet
- ✓ Improving stocks status
Balancing catches
- ✓ Growing at European level



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Pêcheur ? Contactez-nous
Fishermen - get in touch

<https://poiscaille.fr>



LFDAY - Innovation in Agriculture (and Fisheries !)
Mardi 02 juin 2020

Palais d'Iena
Paris, France

<https://lfdday.fr/>



Charles Guirriec

Fondateur - CEO
charles@poiscaille
+33 6 30 57 04 62