The GOLION project
Creation and development of a trademark for the promotion of products of small-scale fisheries in the French Mediterranean

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Construire un avenir pour une pêche artisanale durable en Méditerranée et en mer Noire
Conférence régionale
7-9 mars 2016, Alger, Algérie
GOLION Background

• **GOLION** supported by the **Union of Professional Small-scale Fishermen of Languedoc Roussillon** (*SPMLR* in French – *Syndicat Professionnel des Pêcheurs Petits Métiers du Languedoc Roussillon*)

• **SPMLR since 2010** represent and defend the interests of small-scale fishing in the French Mediterranean (region of Languedoc Roussillon)

• ± **150 fishermen** working in the sector of the Gulf of Lion (FAO area 37.7) both in coastal areas and lagoon (salted waters)
GOLION Background

- Small-scale fishing (called "petits métiers") is practiced by very multipurpose (versatile) vessels with a length of less than 12m, whose trips do not exceed 6, sometimes 12, hours and without trawling.
- **84% of the fishing units** (on a total 600 reporting units), **70% of embedded staff** and about **40% of catch landing**. Aquaculture activities are also well developed, including shellfish (oysters, mussels) in lagoons and in the open sea. Some farmers also practice small-scale fishing complementarily.
- **3 systems** for marketing fisheries products: 1) Direct sale; 2) The auction; 3) The sale of over-the-counter (OTC or “de gré à gré”)
- Except for direct sale, **small-scale fishers have little influence** on the post-catch networks, markets and circuits.
GOLION Challenges

• Function of fishermen is related to extractive practice. Selling, processing, distribution of fish are commercial = other different legal status and prerogative of actors in the value chain: wholesalers, fishmongers, processors, transporters, distributors, etc.

• For all these reasons, the fishermen have no control over the price of fish and undergo very large changes in its market value throughout the year.

• The causes of these variations are multiple: 1) seasonal effect (tourism) on supply and demand; 2) strong technical versatility, seasonality and species diversity. Landed volumes and the added value of cash vary widely; 3) level of competition of professional buyers (auction and OTC); 4) leveling primarily quantitative, not qualitative, of prices (auction and OTC). When artisanal fisheries products are sold at the same time (and alike) than other products from industrial and semi-industrial fisheries.
GOLION challenges

All these difficulties are behind the design and implementation of the project GOLION around **four main objectives**:

1. Improve the **identification and traceability** of small-scale fishery products (tagging, labeling);

2. Improve **promotion of products** (quality, diversity, seasonality), of practices of small-scale fishing and strengthen better vertical integration in the fish value chain;

3. Contribute to a **more sustainable management of these fisheries** through better articulation of fishing effort (individual and collective) and market (**"fish better to sell better"**).

4. Develop a **Franco-Spanish dimension** of collaboration and exchange on valorization/marketing practices in coastal areas of Spanish Catalonia (implemented in 2016).

Supported by **private funding** (2015-2016, **60 000 euros**).
GOLION Strategy

1. Identification of small-scale fishery products

SPMLR developed its own logo GOLION as a trademark registered at the INPI (National Institute of Industrial Property). With several symbolic elements.
GOLION Strategy

2. Marking and traceability of small-scale fishery products

- marking of storage/transport bins for all small-scale products targeted by SPMLR fishermen (about 30 species) as part of their versatility (about 10 techniques) : with logo, name/surname, port, day of catches.

- hooked fish marking can identify each fish caught by these techniques (can, line or longline).

- Product traceability is firstly guaranteed by the legal and regulatory obligations in force in the European Union and which require indicating the following on each fishing product put up for sale: common name and Latin name of the species, area fishing, fishing gear and sender (name, address and health approval). GOLION completes this....
GOLION Strategy
GOLION Strategy

3. Valuation of small-scale fisheries products

COMMUNICATION: website (www.golion.fr - being actualized), hooked fish posters, commercial flyers, press, meetings (travel, conferences), etc. These different media target both the public and professionals stakeholders to whom the project wants to develop its trademark and distribute its products.
GOLION Strategy

3. Valuation of small-scale fisheries products

- SPMLR as *no commercial skills*
- Creation in 2014 an *economic interest grouping (EIG)* entitled "GOLION, small-scale fishermen of the Gulf of Lion".
- Depositary of the trademark and logo GOLION (registered) **Legal protection** that requires each member of SPMLR to also join the GIE GOLION if he wishes to use the trademark, logo and tags.
- GIE gathers to date nearly **25 vessels** from SPMLR and membership is **free**.
- To finance itself, the EIG is being developed a **tax system** in proportion to the value of products that will be validated during 2016. EIG is **not exclusive**, each member remains free to using modes of sale of its own (including direct sales).
GOLION Strategy
- EIG ensure **monitoring** and **quality** of products (art. 8 of status impose a duty **Extra** quality according to EU stds);
- EIG provide **added value** to products (increase average and regular price) during **auctions and OTC**.
- For OTC, EIG **negotiates directly with its customers** the amount of the selling **price** of the products of its members to ensure a floor (minimum) price which ensures greater profitability for the professional fisherman.
- EIG is **not directly involved in the sales process**: **intermediary and facilitator function** for the development of GOLION brand and its markets, links between catches and orders (pricing, recording and sharing of shipments), shipment tracking, warranty of quality, identification and traceability.
GOLION First results...

- GOLION project has made **half** of its implementation.
- **June 2015**, EIG GOLION start **selling** the products of its members with professionals **in and outside** the Region (two exclusives buyers based in Paris).
- **Regular orders**: 2-4 times a week (100 to 400 kg) by different buyers **receptive to GOLION approach**: Extra quality (freshness and shipping on the same day or D + 1), small fishing, marking and traceability.
- **Effect especially** on species less **“premium”** (mullet, eels, shell, octopus, Salema porgy, sargo, etc.) or **“premium”** (gilt-head bream, seabass, turbot, etc.) but of **small/medium sizes** ("portion“) = competition from aquaculture products. GOLION helps to improve the **"wild" image** of these products and their **"artisano-local"** nature (short circuit).
GOLION First results...

Average price on local auction
(June 1st to December 31 - Port la Nouvelle)

<table>
<thead>
<tr>
<th>Espèce</th>
<th>Prix moyen</th>
</tr>
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<tbody>
<tr>
<td>ANGUille</td>
<td>4,41</td>
</tr>
<tr>
<td>Bigorneau</td>
<td>4,23</td>
</tr>
<tr>
<td>Daurade Royale</td>
<td>5,37</td>
</tr>
<tr>
<td>Loup/Bar</td>
<td>14,75</td>
</tr>
<tr>
<td>Mulet</td>
<td>1,21</td>
</tr>
<tr>
<td>Poulpe De Roche</td>
<td>5,17</td>
</tr>
<tr>
<td>Sar</td>
<td>2,15</td>
</tr>
<tr>
<td>Thon Rouge</td>
<td>12,95</td>
</tr>
</tbody>
</table>

fix prices (OTC) for GOLION members
(June 1st to December 31 through local auction Port la Nouvelle)

<table>
<thead>
<tr>
<th>ESPECES</th>
<th>PRIX GOLION</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANGUille</td>
<td>8</td>
</tr>
<tr>
<td>BIGORNEAU (NASSA MUTABILIS)</td>
<td>6</td>
</tr>
<tr>
<td>DORADE ROYALE</td>
<td>8</td>
</tr>
<tr>
<td>LOUP/Bar</td>
<td>14</td>
</tr>
<tr>
<td>MULET</td>
<td>3</td>
</tr>
<tr>
<td>POULPE DE ROCHE</td>
<td>7</td>
</tr>
<tr>
<td>SAR</td>
<td>6</td>
</tr>
<tr>
<td>THON ROUGE</td>
<td>14</td>
</tr>
</tbody>
</table>

Calculation for determining the sale price is mainly based on the level of profitability established by the fisherman himself ("according to expert"). This is somewhat of an "ideal" price to reach for the professional but not systematically acquired and obtained during the sale process.
GOLION other objectives in 2016

1. Effect on fishing effort ("fish better to sell better")? Need more and better data, specially analyzed and compared with official statistics (landing and prices) given by auction on several years.

2. Franco-Spanish dimension collaboration and exchange on valorization/marketing practices in coastal areas of Spanish Catalonia
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