



Organisation des Nations Unies
pour l'alimentation
et l'agriculture



General Fisheries Commission
for the Mediterranean
Commission générale des pêches
pour la Méditerranée



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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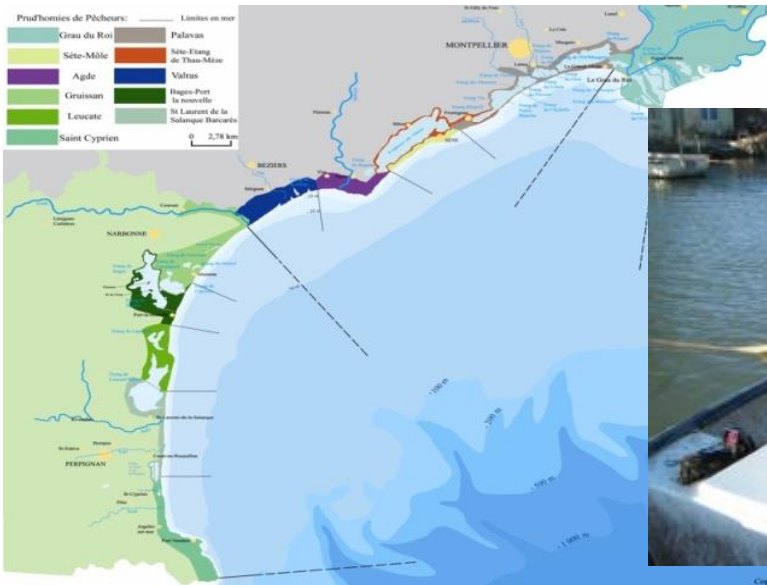
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**Construire un avenir pour une pêche artisanale durable
en Méditerranée et en mer Noire**

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**)



fondation
daniel & nina carasso
sous l'égide de la Fondation de France

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.



The logo GOLION (trademark) in color and black and white version

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

Poisson de ligne
Qualité fraîcheur

La Charte Qualité

- Pêche à la journée
- Poisson de qualité "extra"
- Capture sur les côtes du Golfe du Lion par des pêcheurs artisans du Languedoc-Roussillon

Retrouvez les artisans-pêcheurs adhérents sur www.golion.fr

GOLION
Pêcheurs Petits Métiers du Golfe du Lion

Groupement d'Intérêt Économique

Site : www.golion.fr
Courriel : petitsmetiers@golion.fr

286 Bd de l'Avenir, 11 210 Port la Nouvelle (FR)
Président : 06 04 15 59 17
Gestionnaire : 06 13 29 51 40

GOLION regroupe des patrons petits métiers du Golfe du Lion. Notre objectif est de diffuser et de valoriser les **produits** de nos pêcheries **polyvalentes** et **saisonnnières** (calendriers des pêches). La polyvalence est le fondement de notre **durabilité**, à travers une adaptation optimale de nos **techniques** (> 10) à la **diversité** des **milieux** (étangs, zones côtières/large, fonds rocheux et sableux) et des **espèces** exploitées (> 30).

QUALITE, MARQUAGE & TRAÇABILITE : Tous les produits de la **marque GOLION** (déposée) sont **100% sauvages** (sauf coquillages élevés), de qualité **Extra** (sorties < 8h), identifiés par notre **logo**, ainsi que le **prénom/nom/port d'attache** du pêcheur et le **jour de capture**. 2 types de **marques** sont utilisés :

- les étiquettes **bacs**
- les étiquettes **poisson de ligne** apposées sur l'ouïe de chaque poisson.

Produits SUD DE FRANCE
La Méditerranée sur votre étal et dans vos assiettes !!

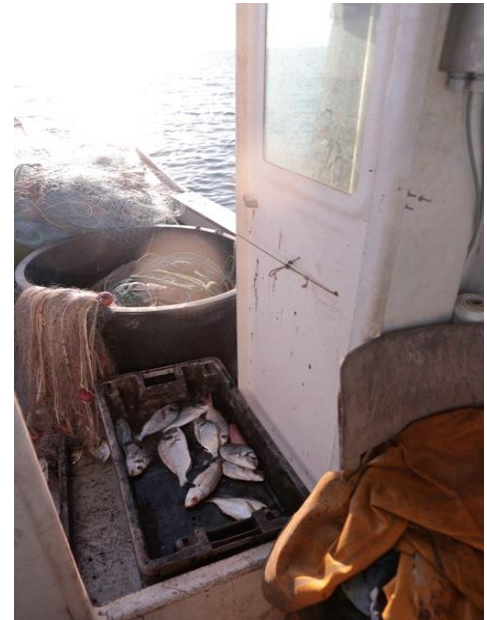
Nos partenaires : Syndicat Professionnel des Pêcheurs Petits Métiers du Languedoc - Roussillon (SPMLR)

CCI NARBONNE | Cépralmar | la Région Languedoc Roussillon | fondation daniel & nina carasso

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).



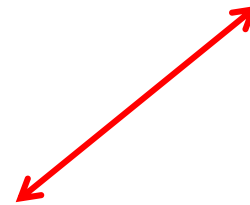
GOLION First results...

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

Espèce	Prix moyen
ANGUILLE	4,41
BIGORNEAU	4,23
DAURADE ROYALE	5,37
LOUP/ BAR	14,75
MULET	1,21
POULPE DE ROCHE	5,17
SAR	2,15
THON ROUGE	12,95

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

ESPECES	PRIX GOLION
ANGUILLE	8
BIGORNEAU (NASSA MUTABILIS)	6
DORADE ROYALE	8
LOUP/BAR	14
MULET	3
POULPE DE ROCHE	7
SAR	6
THON ROUGE	14



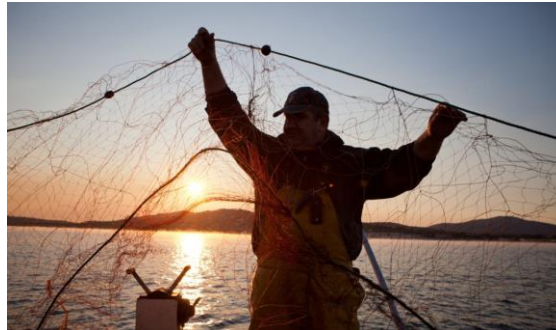
Calculation for determining the sale price is mainly based on the **level of profitability** established by the fisherman himself (“according to expert”). This is somewhat of an **"ideal" price** to reach for the professional but not systematically acquired and obtained during the sale process.

GOLION other objectives in 2016

1. Effect on fishing effort ("fish better to sell better") ? :
need more and better datas, 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



MERCI

