



# Fisheries diversification activities in the Channel

*Analysis of supply and demand*



Laura-Mars Hénichart et Marie Lesueur - AGRO CAMPUS OUEST

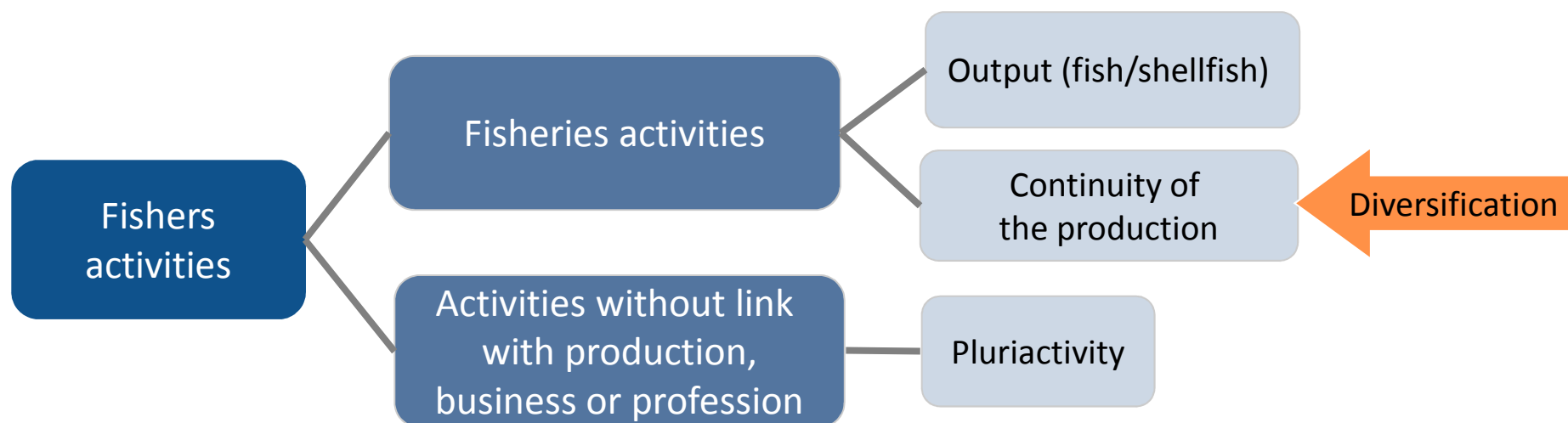
Richard Morgan - University of Portsmouth

Public meeting  
Boulogne-sur-Mer, 2012





# What is diversification?



« Complementary activities to production, in link with the product, the profession or the business that fishers practice to have an additional income but also to promote products, profession or land »

## Categories:

Tourism and heritage activities

Market activities

Ecological activities

Contract work





# What is diversification?

"Socio-economic" diversification in fishing activities

Element to solve  
problems in  
the fishery sector

-  
Additional income  
or  
diversified sources of  
income

Reaffirmation  
of the status of fishers  
as territorial actors

Integration into  
territorial approaches

Sustainability of fishing activities in the coastal zones





# Aims and methodology

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## *Analysis of determinants and strategies*

- ✓ Which activities are practised in the Channel?
- ✓ Why do fishers diversify?
- ✓ What are the constraints?
- ✓ What future for diversification?





# Aims and methodology

## *Analysis of determinants and strategies*

- ✓ Which activities are practised in the Channel?
- ✓ Why do fishers diversify?
- ✓ What are the constraints?
- ✓ What future for diversification?

## *Inventory*

- ✓ to identify existing diversification activities
- ✓ to establish the nature and extent of diversification among French and English fishers

## *Survey of fishers & stakeholders*

- ✓ to explore attitudes and opinions
- ✓ to analyse the relative influence of different constraints upon diversification

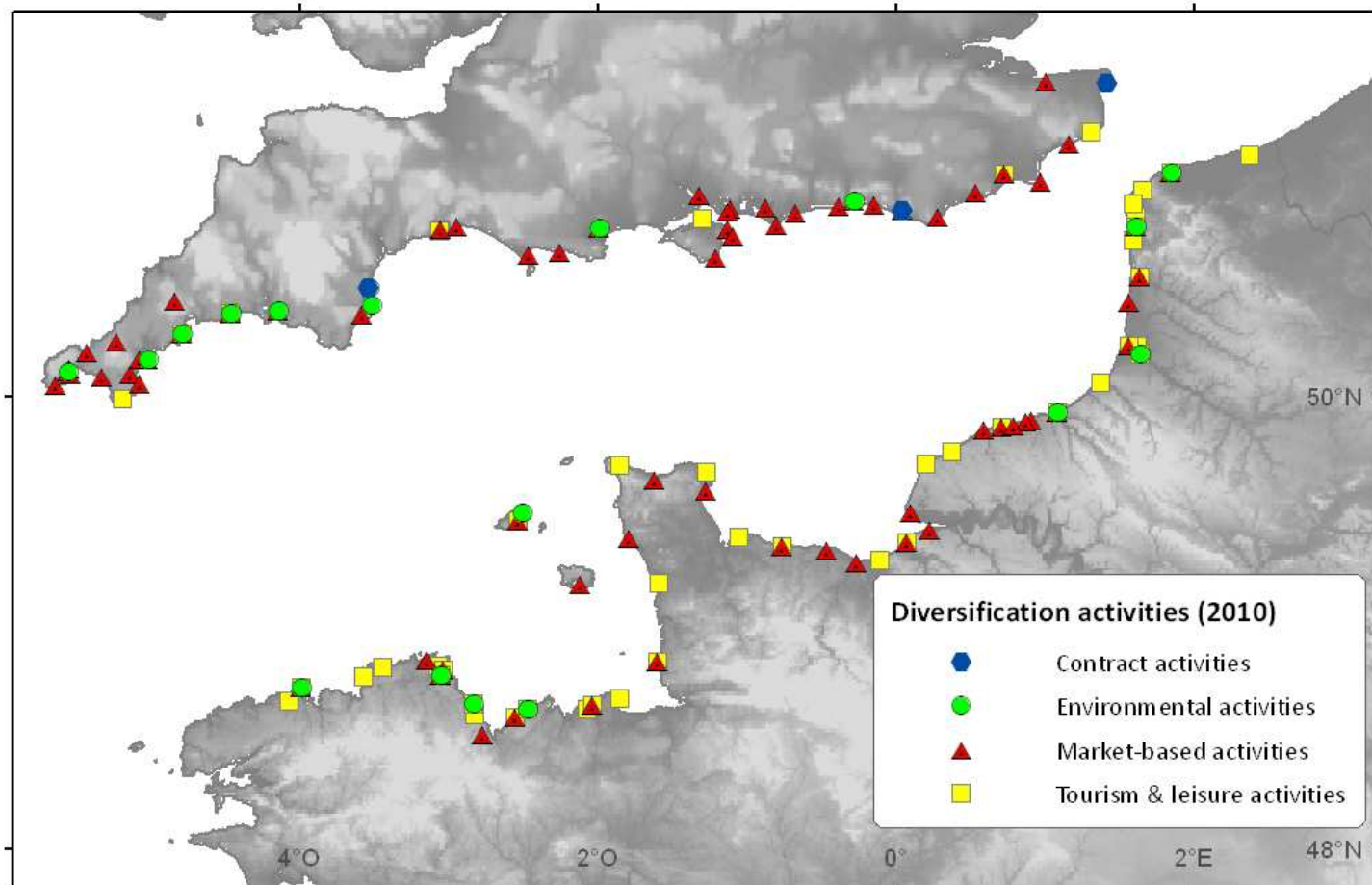


129 + 36 interviews of fishers

83 + 24 interviews of stakeholders



# Which diversification activities are practised?



# Which diversification activities are practised?



- High level of practice
- The main activities in the Channel are:

*Market-based activities* ▲

Direct-to-consumer sales

Marketing initiatives

*Environmental activities* ●

Collection of waste at sea

Allowing scientists onto your fishing vessel

*Tourism & leisure activities* ■

Participation in maritime celebrations

Tourist boat trips

*Contract activities* ◆

Making boats available for services

Others

■ England  
■ France

Percentage of fishers





# Which are the characteristics of diversification?



## Main characteristics

**Not a new concept**

**Innovation and  
new activities**



## Determinants

**Activities practised by  
a range of specific  
vessels**

**Participation of  
family members**

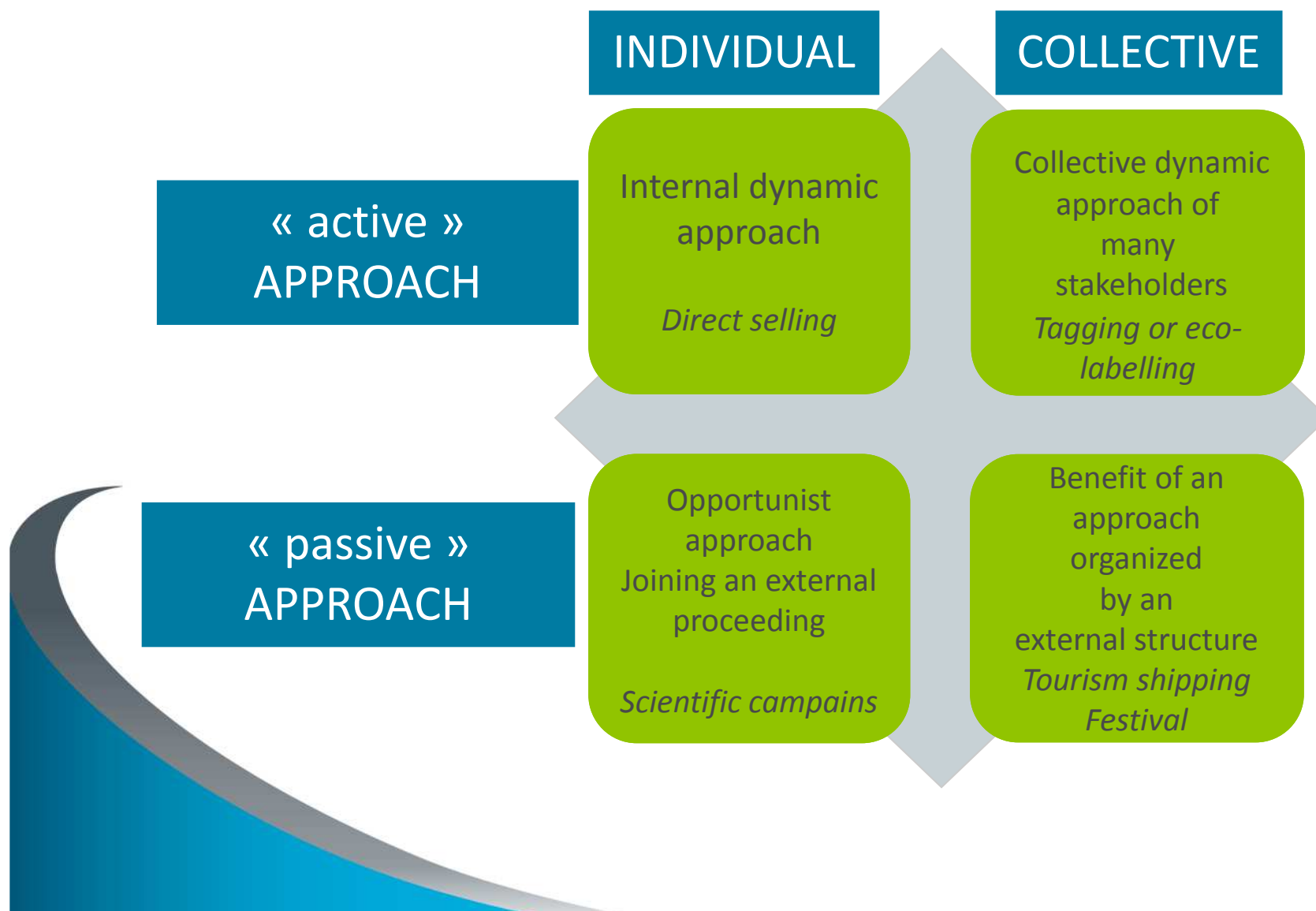
**Strongly influenced by  
geographical location  
and market**







# What are the strategies?

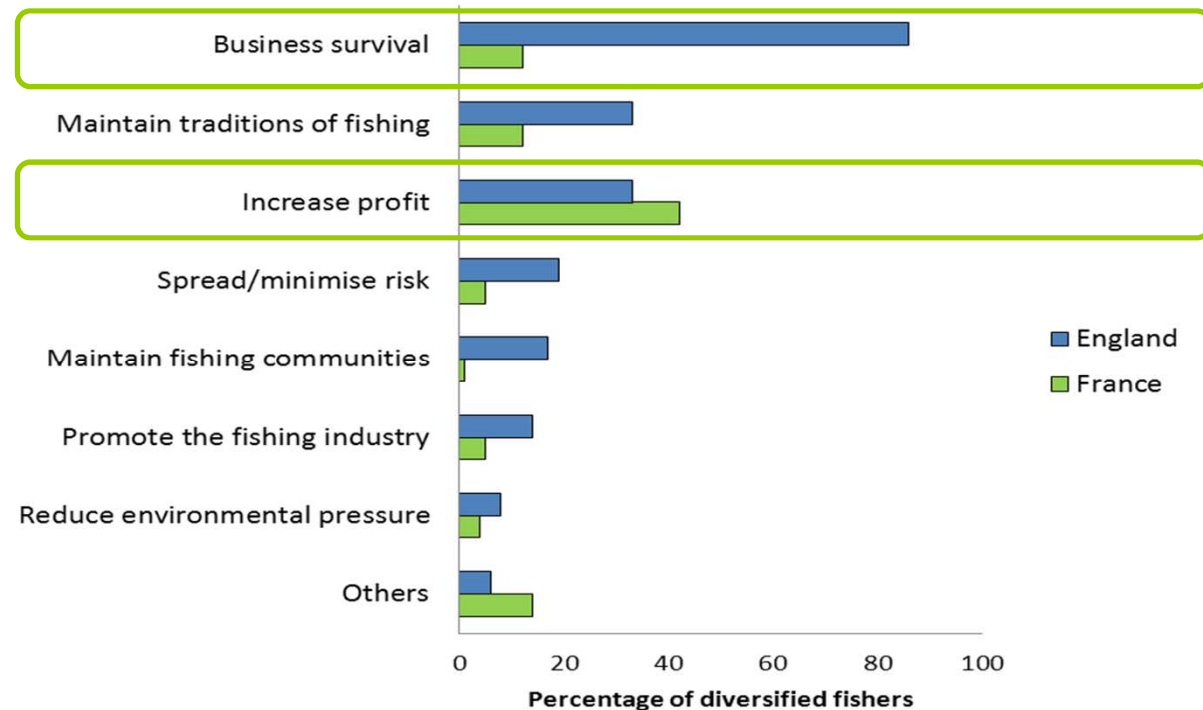


# Why do fishers develop diversification?



- Fishers identified business survival and increased profit as principal motives

## FISHERS



- Similar views shared by stakeholders but greater priority given to maintaining traditions of fishing



# Diversification as a source of revenue?



... *a priori* not a source of regular incomes

Difficulties to identify incomes from diversification activities...

Key findings:



- ✓ Clear distinction for direct selling activities (represents 1 to 80 % of revenues... never the totality)



- ✓ Incomes could vary throughout season and opportunities (pescatourism, contracts, festivals...)



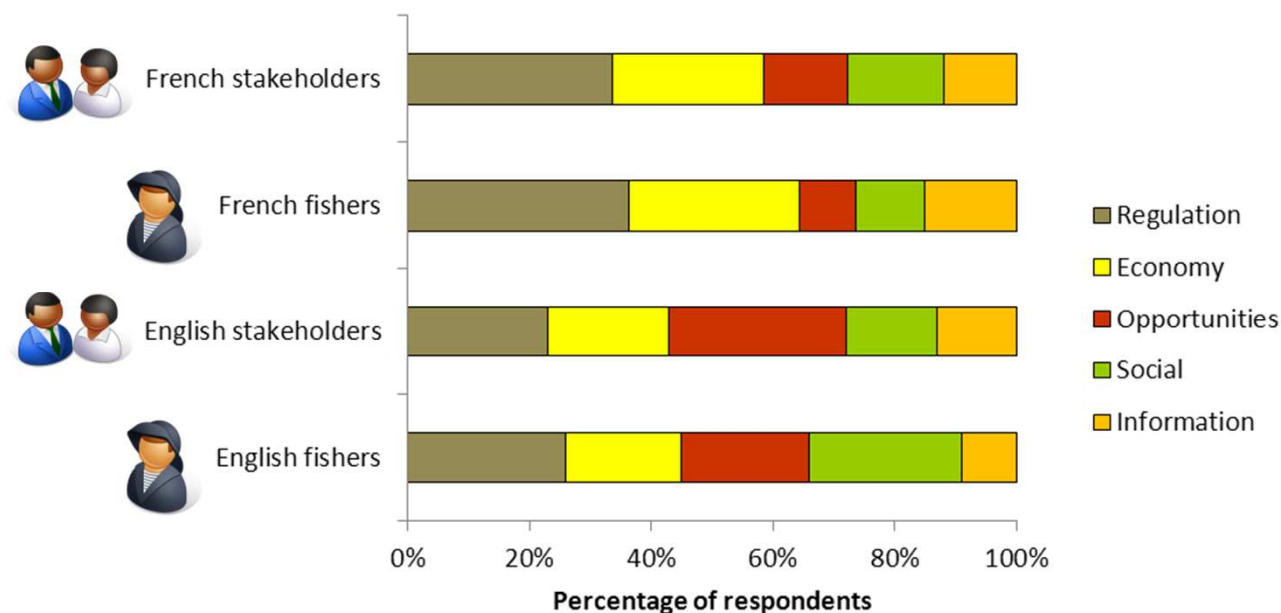
- ✓ Indirect benefits (promotion of product during festivals)





# What are the constraints?

- Regulatory constraints dominant for all but lack of opportunities identified as a major constraint for English fishers and stakeholders





# Do fishers want to diversify?

What would fishers do, if fishing is no longer profitable?



Continue fishing, but find a more profitable species or method

Continue fishing, but attempt to supplement your income with other fishing-related employment

Leave the fishing industry altogether and find a different type of employment

Continue fishing, but attempt to supplement your income with other non-fishing related employment

Other

■ England

■ France

0% 10% 20% 30% 40% 50% 60% 70% 80%

... diversification could be an option





# What are the opportunities?

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## From the study...

- Adding value
  - ✓ marketing initiatives (e.g. eco-labelling)
  - ✓ direct selling is back! With new ways of commercialization (internet, Amap...)
- Development of blue tourism
  - ✓ experimentations, new activities,
  - ✓ adaptation of regulation...
- Marine environment
  - ✓ in France, eco activities with blue contract and scientific research
  - ✓ toward news activities... potential opportunities from new developments e.g. conservation zones, renewable energy





# What are the opportunities?

## At the EU level

- Axis 4 of the European Fisheries Fund
  - ✓ in particular measures to promote economic diversification
  - ✓ territorial approach



Adding Value to Local Fishery and Aquaculture Products

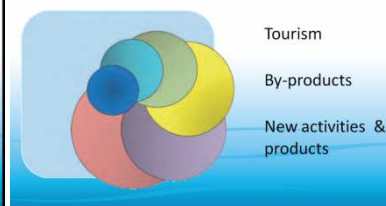
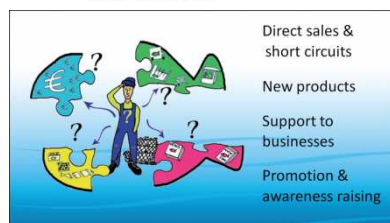


Diversification of Fisheries Areas



- Farnet

- ✓ guides
- ✓ platform for networking
- ✓ support in devising and implementing local solutions



## Experimentations in the FLAG



Envie d'un *tourisme différent* et *authentique*...

# Embarquez!

avec **les ostréiculteurs** et  
**les pêcheurs** du Bassin d'Arcachon...





# What is the demand of consumers?



Damaris Phelippe and Bertrand Le Gallic

## Tourists' potential demand for diversification activities

### Survey

- ✓ Description of the stay in the region
- ✓ Reasons of the presence
- ✓ Activities linked with the sea (maritime, fishing)
- ✓ Other activities in the region
- ✓ Importance of the activities
- ✓ Economic impacts
- ✓ Surveyed description

### Population : tourists

### Summer 2011

### Two study areas



### 72 questions recto-verso

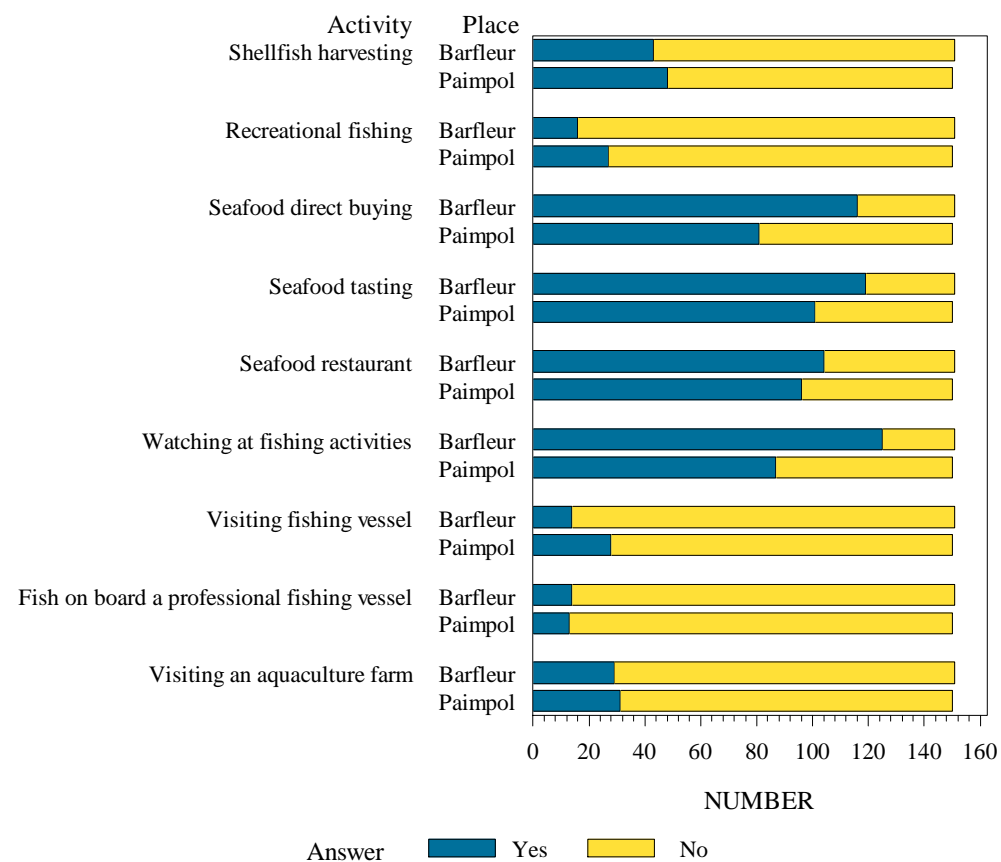




# Key results

- ✓ 'Direct seafood buying', 'seafood testing' and 'watching at fisheries activities' are the most frequent activities linked to the fishing sector

## Activities linked with fishing





# Key results

- ✓ 'Visiting fishing vessels', 'Fishing on board a professional fishing vessel' or 'Visiting an aquaculture farm' are not so frequent, but interviewees are mostly interested in such activities
- ✓ About the willingness to pay (WTP) for these activities
  - ✓ *Non parametric statistical tests shows that there is no significant differences between the WTP for the 2 sites – consistency;*
  - ✓ *The WTP for 'Fishing on board ' (around 25 €) can be linked to the market price observed in some experiences: 34 € for 3 hours at Haliotika*

## BARFLEUR

	Already done	Not interested in	Interested in	Willingness to pay			
				Mean	std	min	max
Visiting fishing vessels	14	37	100	8.37	6.3	0	30
Fish on board a professional fishing vessel	14	68	69	24.93	17.4	0	100
Visiting an aquaculture farm	29	51	71	8.27	5.16	0	30

Tourism and Professional Sea Fishing Survey - 2011

## PAIMPOL

	Already done	Not interested in	Interested in	Willingness to pay			
				Mean	std	min	max
Visiting fishing vessels	28	37	86	8.63	5.4	0	25
Fish on board a professional fishing vessel	13	62	74	25.30	19.7	0	100
Visiting an aquaculture farm	31	55	64	9.27	6.3	0	30

Tourism and Professional Sea Fishing Survey - 2011





# To be continued...



## GIFS



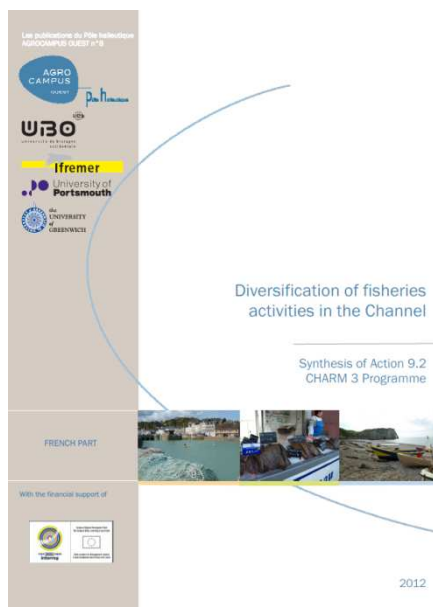
## Geography of Inshore Fishing & Sustainability

- Coastal zone governance and marine fishing
- Fishing places and community
- Economy and regeneration in fishing communities
- Demonstration regeneration project at Arnemuiden, Netherlands

Contact: [j.urquhart@gre.ac.uk](mailto:j.urquhart@gre.ac.uk) / [t.g.acott@gre.ac.uk](mailto:t.g.acott@gre.ac.uk)



# Thank you for your attention



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<http://www.charm-project.org/>

