Consumer perceptions about coastal fishery and its products
What Focus Groups from Italy and France tell us.

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Goals and Methods

- What do people feel about coastal fishery?
  - What is it?
  - What it relates to?
  - In a positive or negative way?
  - Has it value for customers?
- Focus Groups
  - 4 in Italy (Ancona, Salerno)
  - 5 in France (Brest, Dunkerque, Paris)
- Specific questions on coastal fishery
  - Same guidelines
  - Same host

Familiar but unknown

- All participants feel familiar with coastal fishery
- None was able to give an appropriate definition without discussion and support
  - Neighboring coast
  - Day-by-day fishery
  - Local species
  - Traditional techniques
  - Recreational fishing

A driver of positive feelings ...

- Coastal fishery is mainly associated with positive feelings
  - Higher sustainability
  - Environment (fishing techniques, resource management, carbon footprint, ...)
  - Economy (support of local economy)
  - Better food experience (quality, variety)
  - Commitment to local economy
  - Fresher products
  - Higher confidence (related to short circuits)

... but location matters

- Lesser knowledge about coastal fishery
- Stronger association with leisure activities
- Weaker association with environmental issues

What about Paris?

- Overfishing
- Pollution
- Coastal fishery is mainly associated with positive feelings
- Higher sustainability
- Environment (fishing techniques, resource management, carbon footprint, ...)
- Economy (support of local economy)
- Better food experience (quality, variety)
- Commitment to local economy
- Fresher products
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Do coastal fishery perceptions match consumer preferences?

- In our sample, around half of people
  - Look for freshness
  - Avoid lowest prices
  - Mainly buy from fishmongers they already know and trust
- As for the others, they tend to
  - Look for the lowest price
  - Buy frozen or canned products
  - Buy in supermarkets
  - Put little attention or trust on labels

- Similarly, people who voluntarily buy (even sometimes) coastal products
  - Look for freshness
  - Look for specific or local species
  - Know and trust the fisherman
  - Get information from fishmongers they already know and trust

However, for almost all ...

- Trust remains an issue, so there is
  - Demand for reliable information on
    - Catch date ➔ freshness
    - Precise area of origin ➔ “local”
    - Fishing gear ➔ environment

Good matching!