

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)
 - 37 participants
 - 5 in France (Brest, Dunkerque, Paris)
 - 40 participants
- Specific questions on coastal fishery
 - Same guidelines
 - Same host

Familiar but unknown

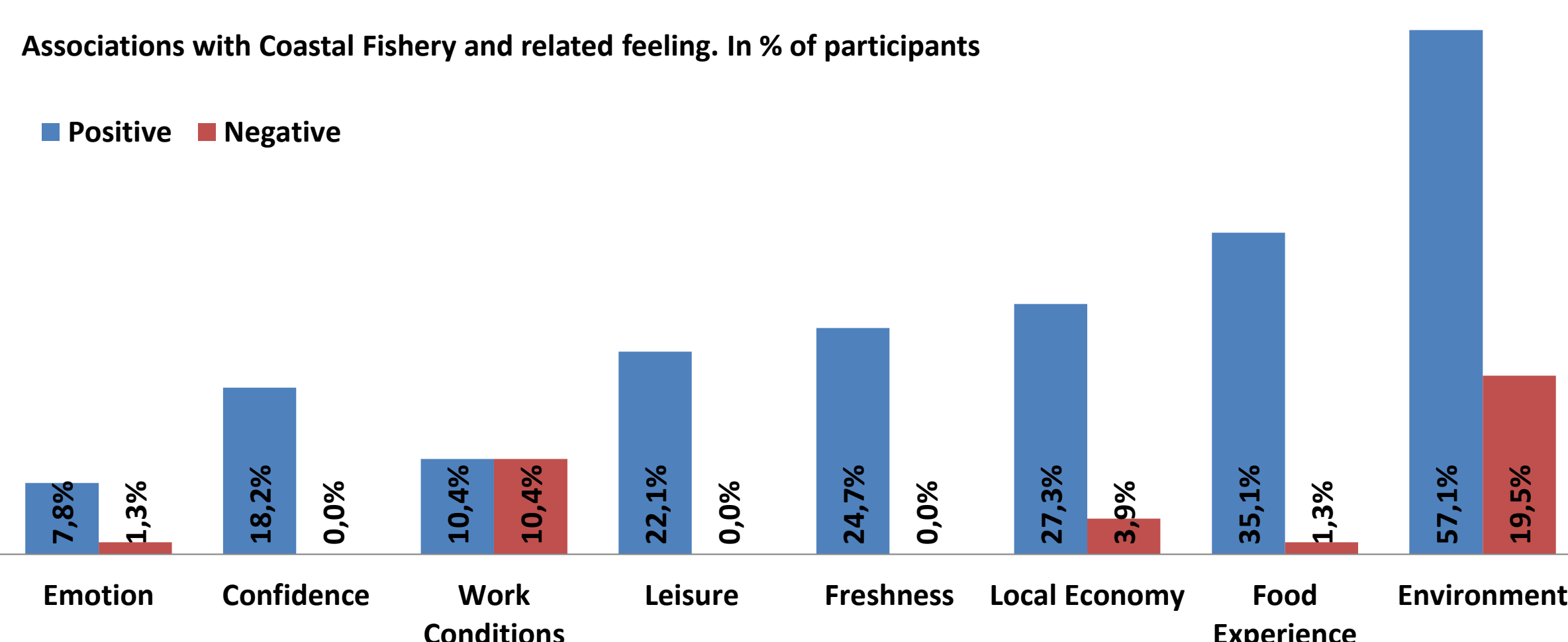
- **All** participants feel familiar with coastal fishery
 - **None** was able to give an **appropriate definition** without discussion and support
- ↓
- COASTAL → "LOCAL"
- Neighboring coast
 - Day-by-day fishery
 - Local species
 - Traditional techniques
 - Recreational fishing
- After discussion, most of people identified **short distance** (both in km/miles or hours/days) as the main characteristic of coastal fishery.
 - However, they tend to evaluate distance **from their own experience** of the coast
 - Where "I" live, where "I" spend holidays, ...

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)

Associations with Coastal Fishery and related feeling. In % of participants

■ Positive ■ Negative

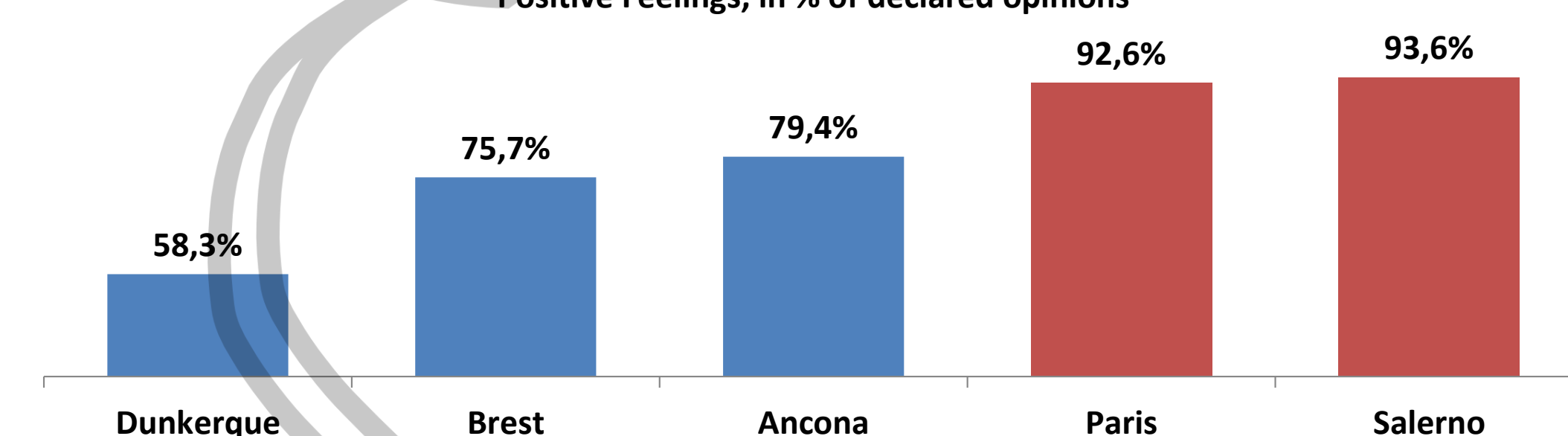


Coastal pollution

Overfishing

... but location matters

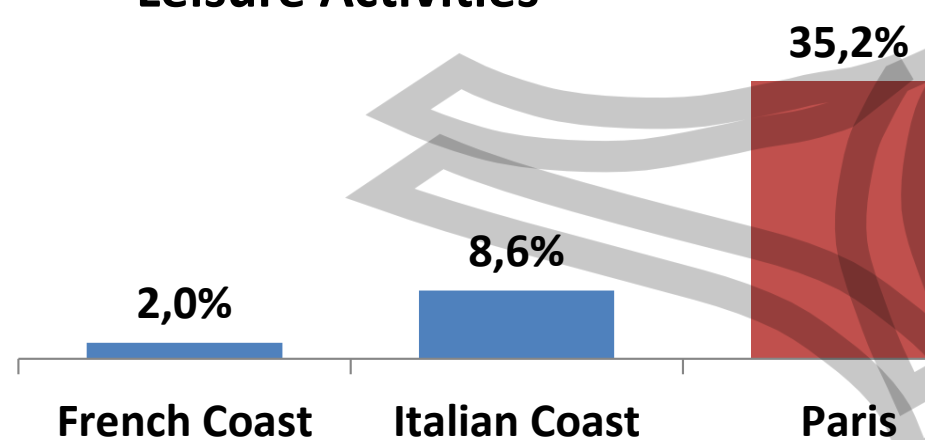
Positive Feelings, in % of declared opinions



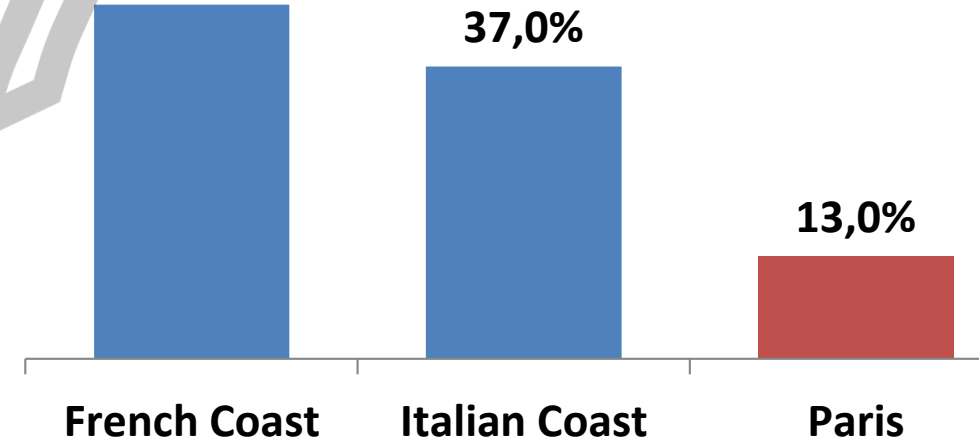
What about Paris ?

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

Part of associations with Leisure Activities



Part of associations with Environmental Issues



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**

Around 50% of participants More in Italy than in France

Good matching!

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

Room for a label?