

Successful product placement



Vianapesca

Thanks to Axis 4, Vianapesca, a Producer Organisation of small-scale and medium-sized fleet operators from Northern Portugal, developed a marketing campaign to promote traditional seafood at national and European level.

Vianapesca's members had previously experienced challenges linked to low profitability of fishing caused by product distribution difficulties and low sales value. In response, the Producer Organisation (PO) developed a commercial strategy to boost sales of marketable fish products and consolidate a commercial network at national level. The core component of the marketing campaign involved explaining the nutritional and heritage value of traditional canned products through re-designed packaging and promotional material.

In 2013, the project leveraged enough visibility that, in partnership with other Portuguese POs, Vianapesca could open "loja das conservas", a traditional canned fish store selling a range of local products in Lisbon. The following year, their marketing campaign led to a dedicated "Portuguese canned fish" aisle being opened in a gourmet grocery in Paris. These successes are helping to increase incomes and improve living conditions in Portugal's traditional fisheries communities.

LITORAL NORTE FLAG, PORTUGAL

RESULTS (AFTER 2 YEARS):

- > 13 canned fish products rebranded
- > 1 new company created in Lisbon
- > 4 permanent and approximately 20 seasonal jobs created
- > Additional income of €30 000 in year 1 of operations, estimated to double in year 2.

SUCCESS FACTORS:

- > FLAG support to join a national campaign
- > Cooperating with other Producer Organisations to develop critical mass

TOTAL PROJECT COST: € 199 260

- > EFF Axis 4: €104 611
- > National / Regional co-financing: €34 870.50
- > Other/ Private: €50 000

Project promoter

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<https://www.facebook.com/pages/Vianapesca-OP/380609768751081?ref=ts>

