

Fresh fish in the city centre



Jammerbugt Boat Shop

The Thorup beach fishermen's guild (Thorupstrand Kystfiskerlaug) has converted a traditional fishing boat into a floating fish shop and obtained authorisation to moor it in the heart of Copenhagen. This is giving the fishing guild's products a special entry point to the Danish capital's affluent market and has become a show case for sustainable fisheries.

After setting up a guild to buy up privatised fish quotas to ensure that fishing opportunities would remain in the hands of its local community, the Thorupstrand fishermen improved the marketing of their catch by selling their fish directly using one of their reconverted boats as a unique selling place.

They moor this boat in the heart of Copenhagen, offering an amazing showcase for the Thorupstrand products. The fish is brought directly by truck to Copenhagen and is some of the freshest you can find in the capital, as Thorupstrand boats only work daily trips.

The guild has hired a chef to manage the shop, which in addition to whole fresh fish also offers fillets, fresh fish burgers and other small dishes prepared in the guild's processing plant.

NORTH JUTLAND FLAG, DENMARK

RESULTS (AFTER 10 MONTHS):

- > Daily fish sales of approximately €1 500 per day (sales figures are growing)
- > 7 new jobs in the storehouse and the boat shop
- > Additional activity for the guild's processing plant

SUCCESS FACTORS:

- > Strong local ownership
- > The high quality of the fish marketed
- > Synergies between two kinds of platform: the boat shop and social media
- > Involvement of young people from the city

TOTAL PROJECT COST: €720 000

- > EFF Axis 4: €65 000
- > National / Regional co-financing: €97 500
- > Other/ Private: €557 500

Project promoter

Thorupstrand Kystfiskerlaug
(fishing association)
ole@thorupstrandkystfiskerlaug.dk
+45 51 299 049
www.thorupstrandkystfiskerlaug.dk

