

Online sales



Loestamospescando.com

The Costa da Morte FLAG from Spain brought together nine Cofradías (fishermen's associations), involving more than 500 Galician fishermen and shellfish producers, to develop and pilot an online sales platform.

Rivalry and competition between the numerous cofradías in Galicia is common place. However, a lack of cooperation within the fisheries sector severely undermines the competitiveness of their operations. This project piloted a “shop window” of Galician seafood and aimed to strengthen the bargaining position of local fishermen thanks to increased critical mass, achieved through cooperation. Such collaboration allowed direct marketing of their collective catch to a range of new customers all across Spain. Customers (individuals or professionals, such as restaurants) can place orders by phone or on-line and depend on a fixed price for the local products. The platform groups the orders and commissions one of the participating Cofradías to buy back some of its fishermen's catch within the limit of the maximum price agreed. Shipment is then handled by the sales platform. Loestamospescando.com provides its customers with a “buyer's seat” at the auction, ensuring a fairer price to the fishermen and a diversified customer base. The project was successfully trialled for one year, under the management of the FLAG, before responsibility for operations was transferred to the cofradías themselves.

COSTA DA MORTE FLAG, SPAIN

RESULTS (after 2.5 years):

- > Online sales platform developed and piloted
- > 15% increase in prices of certain species
- > 8 tonnes of fish sold in the first year, generating €25 000

SUCCESS FACTORS:

- > FLAG support & advice
- > Use of ICT technology

TOTAL PROJECT COST: €59 171

- > EFF Axis 4: €40 828
- > National / Regional co-financing: €18 343
- > Other/ Private: in kind

Project promoter

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