

# Commitments from local restaurants



## Fish from the auction

“Peix de llotja”, translated literally as “fish from the auction”, has brought local fishing organisations together in Spain to promote their production to local restaurants. The project developed a brand and awards stars to restaurants that commit to buying their fish directly from their local auction.

In many coastal areas, restaurants tend to purchase their fish from wholesalers, prioritising price and convenience rather than whether fish is sourced locally. In order to promote quality gastronomic tourism and increase the consumption of fresh local fish in the area’s restaurants, the Association of Fishing Guilds from the Ebro Delta coordinated an initiative to encourage restaurants to register as buyers at the fish auction of their local guild. Four coastal municipalities are covered by this initiative to encourage local sourcing. Results have increased the quantity of local fish being purchased directly and diversified the Association’s buyer base. Project actions introduced a certification system to guarantee the origin of local fish; and restaurants are awarded one, two or three stars, depending on the quantity of fish purchased directly from the local auction.

### DELTA DEL EBRO FLAG, SPAIN

#### RESULTS (AFTER 22 MONTHS):

- > Cooperation developed within the fisheries sector and between the fisheries, tourism and catering sectors
- > 13 restaurants buying directly at local fish auctions
- > 10-15% increase in auction prices of those species typically purchased by restaurants

#### SUCCESS FACTORS:

- > Leading role of an association representing four different local fishing organisations
- > Commitment and leadership of the project promoter

#### TOTAL PROJECT COST: €23 925

- > EFF Axis 4: €8 155
- > National / Regional co-financing: €8 155
- > Other/ Private: €7 615

#### Project promoter

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