

# Short circuits and sustainability



## “O melhor peixe do mundo”

Through the development of an innovative short supply chain delivery system of local seafood, Axis 4 has helped a Portuguese company to bridge the gap between customers and small-scale fishermen, whilst also encouraging sustainable fishing practices in the Sesimbra area.

The Portuguese SME, *Fixe em Casa*, has developed a marketing scheme that combines a range of short supply chain selling techniques to market the catch of selected fishermen who comply with specific sustainability criteria. Axis 4 support enabled the company to scale up its online sales, acquire a sustainability label and develop innovative packaging to preserve and promote the quality of its fish. Households can order local fish online at a specially designed website and *Fixe em Casa* will collect orders, liaise with the fishermen to purchase the fish in the Sesimbra auction (all fish sales in Portugal must go through auction) and deliver it directly to the consumer's home. They have also built relationships with local organic stores and these outlets are now offering certified local fish to the community.

### ALEM TEJO FLAG, PORTUGAL

#### RESULTS (AFTER 3 YEARS):

- > 40 fishermen involved, 3 working exclusively for the scheme
- > Tripled volume of fish sold by the company (40 tonnes sold in 2013)
- > 3 jobs created in Sesimbra harbour

#### SUCCESS FACTORS:

- > Strong entrepreneurship skills of the project promoter
- > Joined up approach to adding value along the whole chain, from capture to consumer

#### TOTAL PROJECT COST: €25 110

- > EFF Axis 4: €5 022
- > National / Regional co-financing: €5 021.85
- > Other/ Private: €15 066.15

#### Project promoter

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