

Mistral sweet factory and café

FLAG: Slowinska Fisheries Group
Baltic coast, Poland

Project overview

The setting up of a sweet factory that uses Omega 3 acids from fish, complete with cafeteria, helped generate additional income for a fisherman and his family, as well as contributing to the touristic attractiveness of the fishing port of Ustka.



Mr Adam Jakubiak owns one of over 70 fishing boats in the city of Ustka, one of the oldest and largest coastal fishing ports in Poland. In order to diversify his fisheries activity and gain additional income for his family, he decided to combine his know-how about fish with the fishing heritage and touristic potential of the historical part of the city. With the support of the Slowinska FLAG, Mr Jakubiak developed an already existing tourist activity (a small holiday home), opening a stylish cafeteria with a small traditional, hand-made candy factory. The sweets made in the factory use a novel ingredient – the valuable Omega 3 fatty acids produced from fish and Mr Jakubiak has also launched a whole range of educational and promotional activities, such as commissioning a sculpture of the legendary good fisherman, Mistral and preparing a cartoon story about Mistral’s adventures saving the environment.

This has helped attract new types of tourists to the port area: school groups and families with children, who can learn how to make their own candy and hear about the importance of Omega 3 acids for a healthy diet. The aim is also to encourage them to eat more sea fish, which is the main source of these acids. The cafeteria is run by the fisherman’s wife, and their children also work there during the peak summer season.



Key lessons

- › **Relevance to FARNET themes:** Diversification of fishing activity, innovative fish products
- › **Results:** The business has successfully used modern technologies to promote the traditional fishing culture of the old city of Ustka, creating a unique product which can be a souvenir from the coast or an original gift. It has also found a new use for Omega 3 extracts from the fishing activity. The sweet factory and cafeteria are visited by about 9 000 tourists per year and have increased the fisherman's income from tourist activity by about 15%, as well as creating two new jobs (in addition to the fisherman's family). Candy production is now the flagship activity of Mr Jakubiak. The cafeteria is opened the whole year round, which has contributed to extending the short tourist season on the Baltic coast. The initiative has also contributed to the creation of an association of local businesses who are now planning to work together to develop the historical part of the town around the fishing port of Ustka.
- › **Transferability:** The project is an example of how a fisherman can successfully operate an innovative business and use the fishing character of the area to attract tourists and extend the business season. This could be interesting to many fisheries areas which combine a strong fishing heritage with a high touristic potential.
- › **Final Comment:** Mistral is a successful combination of diversification activities which add value to the local fisheries heritage and assets. It also shows how important factors such as passion and the experience of the entrepreneur are in the development of new businesses.

Total cost and EFF contribution

Total project cost: ca. € 24 000

- › EFF Axis 4: ca. € 10 700
- › National / regional co-financing: ca. € 3 600
- › Other/ Private: ca. € 9 700

Project information

Title: Mistral sweet factory and cafeteria

Duration: 2011-2012

Case study date: May 2014

Project promoter

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