FARNET
Post-2020: Local action in a changing world
3 décembre 2019

https://poiscaillle.fr
Charles Guirriece
CEO
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ORIGIN

2006  Fisheries Engineer

2007  Fisheries on-board Observer

2009  Fisheries Directorate (Ministry of Agriculture)

2012  First distribution - 90kg of scallops (pecten maximus)

2013  Second distribution - 350kg of scallops (pecten maximus)

2014  Creation of the company (2x10k€ in savings)

2015  Launch of the Poiscaille.fr website
A LITTLE BIT OF HISTORY

Décembre 2013

Livraison en direct du pêcheur : Coquilles Saint Jacques de Plongée de St Malo
Prisé · Organisé par Charles Guirric

On t'en réserve 5 kg please !

Linda Bedouet
22 novembre 2013 · 🔍

Charles Braine

J’aime

Afficher 2 autres commentaires

Charles Guirric
Deal, c'est noté.
J’aime · Répondre · 5 ans

Votre commentaire...

Nathalie Savale
22 novembre 2013 · Paris · 🔍

ok, mes amis et moi nous vous prenons 30 kilos!

Vous, Charles Braine et 4 autres personnes · 6 commentaires
A LITTLE BIT OF HISTORY

2014 - First distributions
A LITTLE BIT OF HISTORY

2016 - Installation in Montreuil - 200 subscribers
A LITTLE BIT OF HISTORY

2019 - 3800 subscribers - 15 employees
INSPIRATION FROM AMAPS, HIVES, DIRECT SELLING

**Fresh**
Fish, shellfish, crustaceans, 48 hours after fishing (on-board) vs 1 to 4 weeks in the traditional circuit.

**Sustainable**
Small scale fishing vessels: max. 12m long
- Soft fishing techniques only (no trawl, no dredging)
- Three people onboard max.
- Day trips.

**Ethics**
Better paid fishermen, 20% more than the market.
"The seafood basket": the basket of vegetables, seafood version

- **Subscription package**: 1 to 4 baskets per month.
- Prices from **19.9€ to 24.9€ per basket**.
- A **wide range of baskets** that provide a meal up to 2-3 people: 1 kg of fish or 2 kg of shellfish or 1.5 kg of crustaceans.
- A **fixed price**, regardless of the content (mussels or lobster at the same price)
- Selection on the website the day before collection (**5 to 15 options available**)
- Collection in **organic grocery stores, wine shops**, home delivery
- Flexible: no commitment and possibility to push back a basket.
Subscriber's choice of basket
"All species are good as long as they are:
- fished sustainably,
- by well remunerated fishermen who take care of them aboard,
- and delivered quickly to the consumer"
RESULTAT

After 5 years of activity (2014-2019)

- 3800 subscribers - 8000 Seafood baskets per month
- 150 tons of fish, shellfish and crustaceans per year
- Monthly turnover - 200k€
- 230 relay points - all over France
- 15 employees
- 80 partner fishermen
Guaranteed volumes
Poiscaille represents between 10 and 80% of the annual volume of the vessel.

Poiscaille

80 fishermen
on all French coasts: English Channel, Atlantic, Mediterranean, Freshwater.

Fixed prices higher than the market
E.g.: Black horse mackerel - 5€
Mullet - 4/8€
Pollack - 10€

Ondine Morin
Fisherwoman in Brittany

"Poiscaille is a real revolution with prices decided by fishermen all year round. We are counting on Poiscaille to finally promote small-scale traditional fishing. Poiscaille allows us to fish less, to live better, thinking especially of future generations."

https://www.youtube.com/watch?v=8RWfazSjpYk
Improving stocks status
Balancing catches

≥ 10 in 5 years - 50 000 subscribers
≥ 1000 fishing vessels - ¼ of the French fleet

Growing at European level

AND AFTER?

Ondine Morin
Fisherwoman in Brittany

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POISCAILLE
EN DIRECT DES PÊCHEURS

Pêcheur ? Contactez-nous
Fishermen - get in touch

https://poiscaille.fr

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LFDay - Innovation in Agriculture (and Fisheries !)
Mardi 02 juin 2020
Palais d’Iena
Paris, France

https://lfday.fr/