

The project: “Promotion of fish brands in the province of Cadiz”

BENEFICIARY: Federación de Cofradías de Pescadores de Cádiz - FECOPESCA
<http://fecopesca.com/>

FINANCER:

* European Maritime and Fisheries Fund (EMFF)
https://ec.europa.eu/regional_policy/en/funding/erdf

* Junta de Andalucía

SUMMARY OF THE PROJECT:

In a context of trade globalisation, fishing is no exception. Through this project, the aim is to boost the fishing sector of the coast of the province of Cadiz through commercial brands to promote distinction, differentiation, and greater consumption of our fresh, quality fish.

With the project, financed by the FEMP and Junta de Andalucía Funds, different activities have been undertaken to promote and expand the different collective brands held by the Federation of Fishermen's Guilds and its associates.

It is of great importance to promote the consumption of the fishing products of the province. Therefore, quality and variety are offered to the market, hence the slogan chosen by the project: TASTE QUALITY AND VARIETY OF THE SEA OF CADIZ.

This slogan is intended to recognise the most representative products of the guild's associations, most of which are covered by collective brands such as: Boquerón del golfo de Cádiz, Galera de la Costa Gaditana, Pescado de litoral Gaditano, Pescado de Conil, Langostino de Sanlúcar, Voraz de Tarifa and the collective brand of Tunara, which includes molluscs such as concha fina or Corruco

RESOURCES:

VIDEOS:

*The project (Subtitles ES, EL, GRE, ITA):
<https://www.youtube.com/watch?v=QAe9yNer4E8&t=47s>

*Interview with Nicolás Fernández – Secretary General of FECOPESCA and President of GALP Litoral Cádiz Estrecho.
<https://www.youtube.com/watch?v=OOWkMZNmBhs&t=27s>

* Interview with José Carlos Macías – President of GALP Comarca Noroeste of Cádiz.
https://www.youtube.com/watch?v=rWZZWp5_tw

* Interview with Alfonso Reyes – Fisherman of the Barbate Fishermen's Guilds.
<https://www.youtube.com/watch?v=-WjHUCT5LTo&t=14s>

MORE INFO:

<https://www.europapress.es/epagro/noticia-diputacion-cadiz-fecopesca-acuerdan-acciones-favor-pesca-sostenible-promocion-marcas-litoral-20200304122623.html>

