

Fisheries diversification: a case-study of French and English fishers in the Channel

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Outline

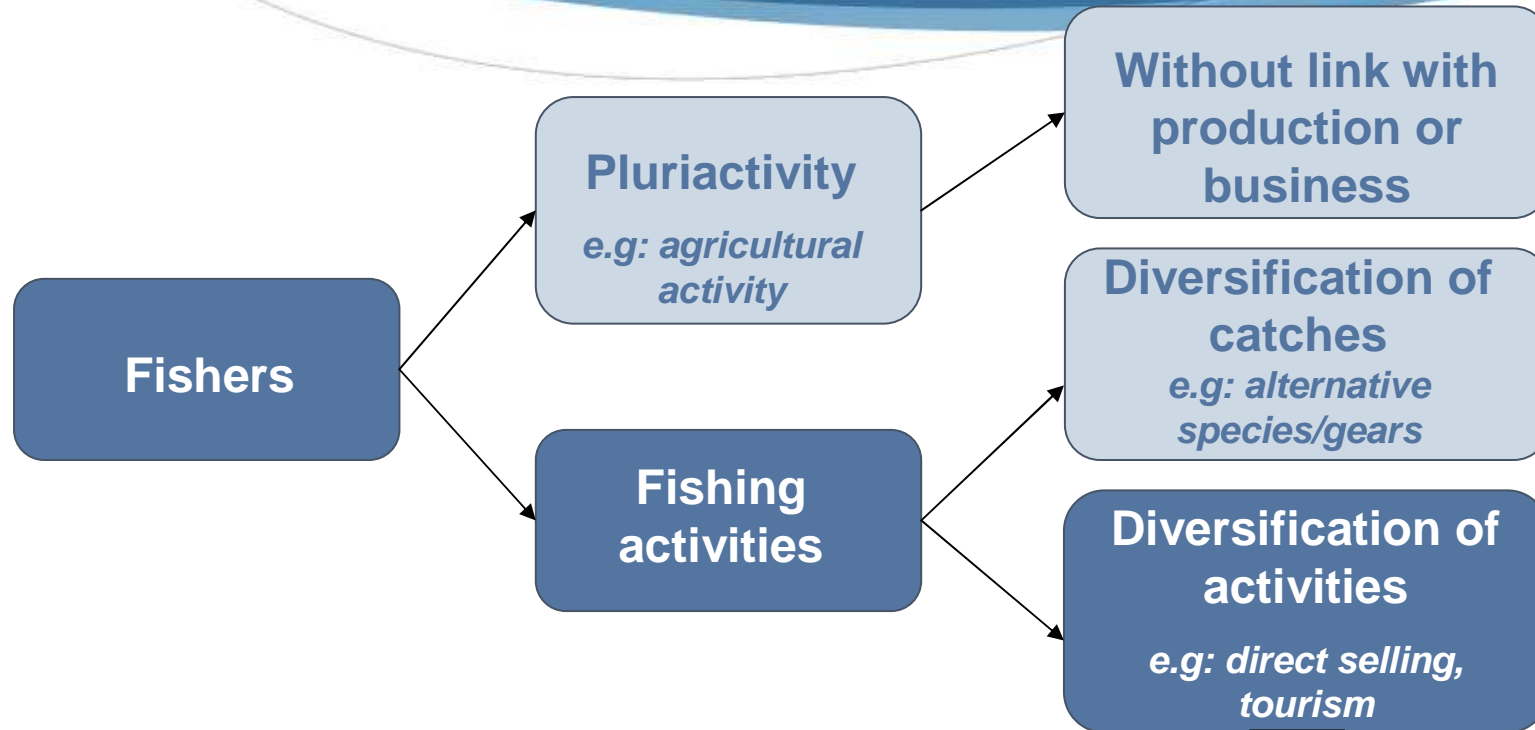
1. Context and definition of diversification activities
2. Case-study in the Channel (France and England): objectives and methodology
3. Discussion of key findings and concluding remarks

Context

- Fisheries activities
 - multiple constraints
 - turnovers → falling or stabilized in difficult conditions
 - durability of many businesses threatened
 - no internal sustainable solutions
- Similar problems in agriculture few years ago
 - partial solutions using the concept of multifunctionality
 - in particular by developing alternative income sources: diversification of activities (agritourism, direct selling...)

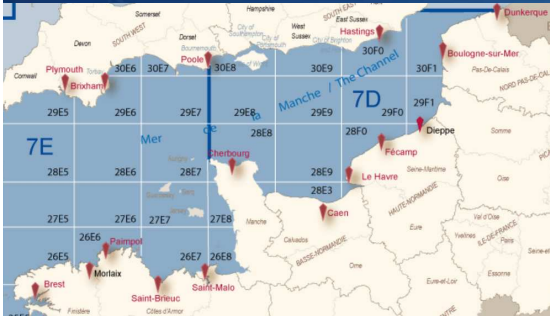
Transposition to fisheries?

What is diversification?



“Complementary activities to production, in link with the product, the profession or the business that fishers practice to have an additional income but also to promote products, profession or territory” (Merrien et al. 2008)

Case-study in the Channel



Objectives of the study

To identify existing diversification activities in the Channel

To investigate opinions regarding diversification opportunities, motives and likelihoods

To identify the social, economic and administrative factors that can affect the development of diversification strategies

Methodology

1. Inventory

- To identify existing diversification activities
- To establish the nature and extent of diversification among French and English fishers
- *Source: internet, print media, television, radio, etc.*

ANALYSIS of EXPERIENCES

2. Survey of stakeholders

- To explore opinions
- To analyse the relative influence of different constraints upon diversification
- *Source: stakeholder survey using Analytical Hierarchy Process (AHP)*

ANALYSIS of POTENTIAL DEVELOPMENT

Survey of stakeholders

French side

- 5 classes: Professional organisations, Administration, Collectivities, Tourism, Others

Region	Stakeholders surveyed
Nord-Pas de Calais	19
Haute Normandie	21
Basse Normandie	15
Bretagne	28
<i>Total</i>	83

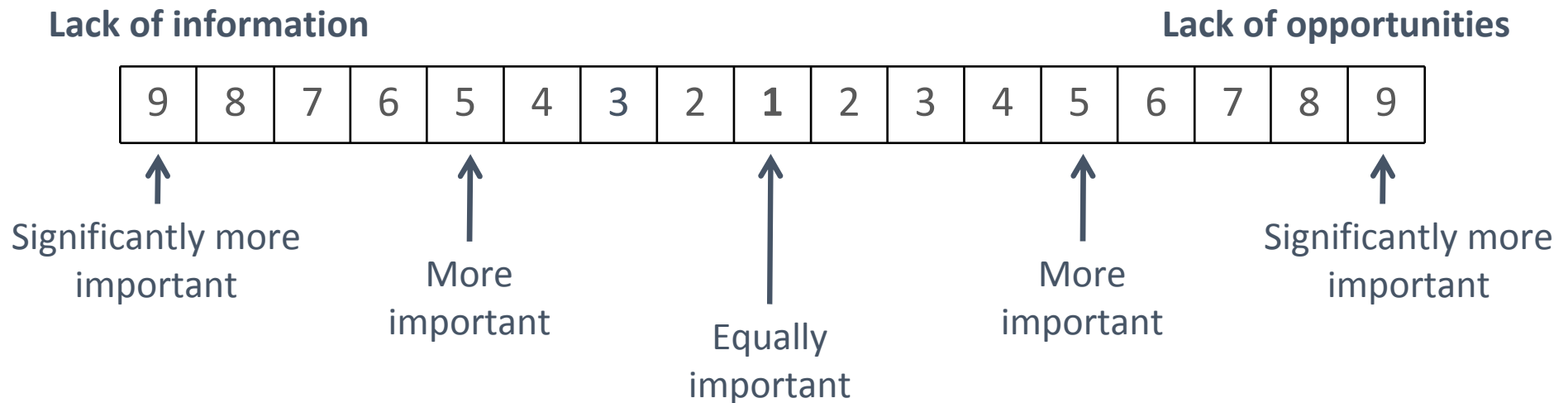
- Quantitative and qualitative data recorded

English side

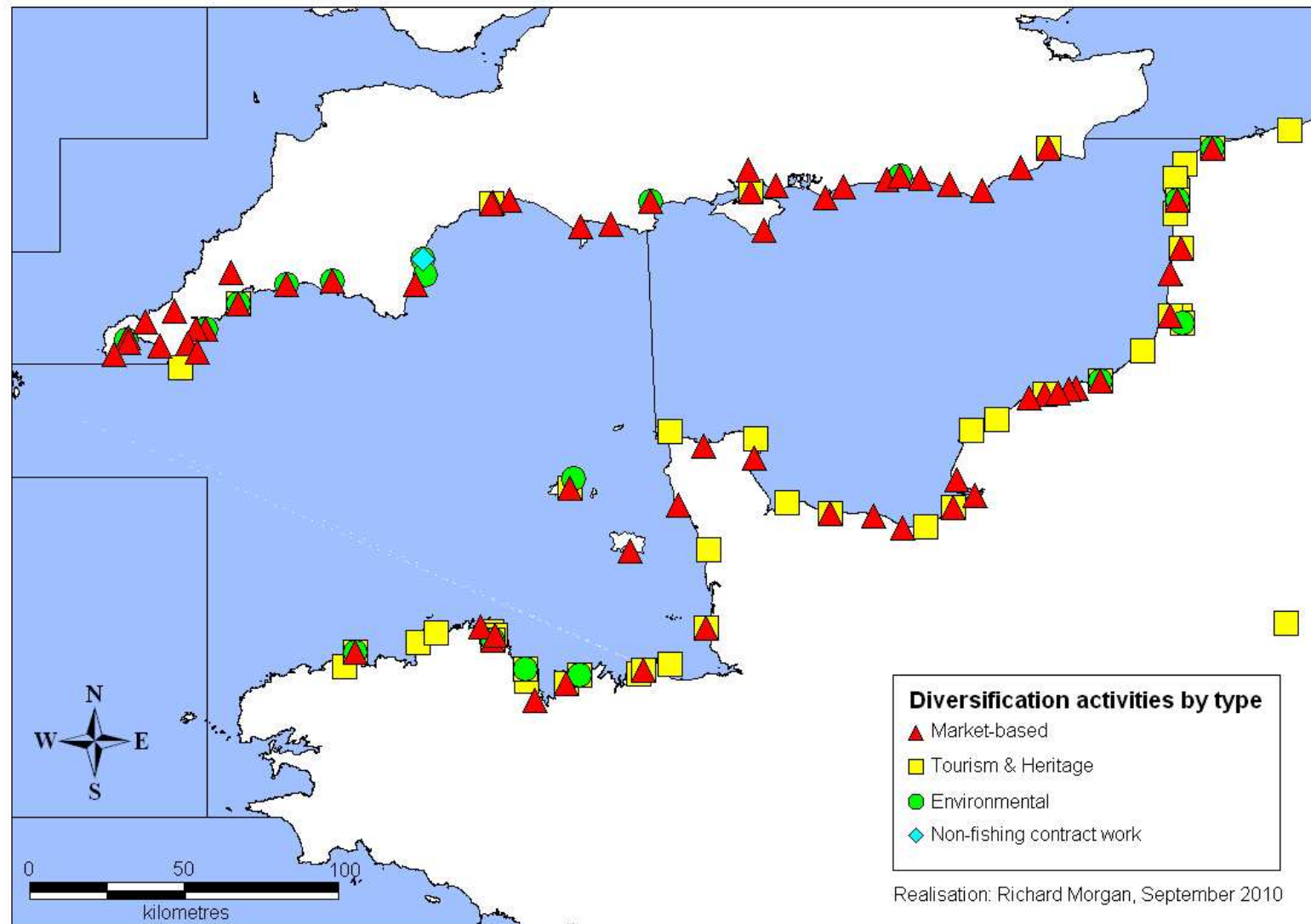
- 4 classes: Management, Industry bodies, Collective organisations, Related professions
- Sample of c.50 stakeholders identified
- 34 interviews completed to date
- Quantitative and qualitative data recorded

Analytical Hierarchy Process (AHP)

- Developed by Thomas L. Saaty (1977)
- Used to identify the *relative* importance of key constraints: Viability is subject to opportunities, administrative and economic constraints
- Example:



Key findings: Current practices



"It's not just about the fish"- April 2011

Key findings: Motives

- Business survival and increased profits identified as principal motives, although stakeholders emphasised maintaining profit over growth

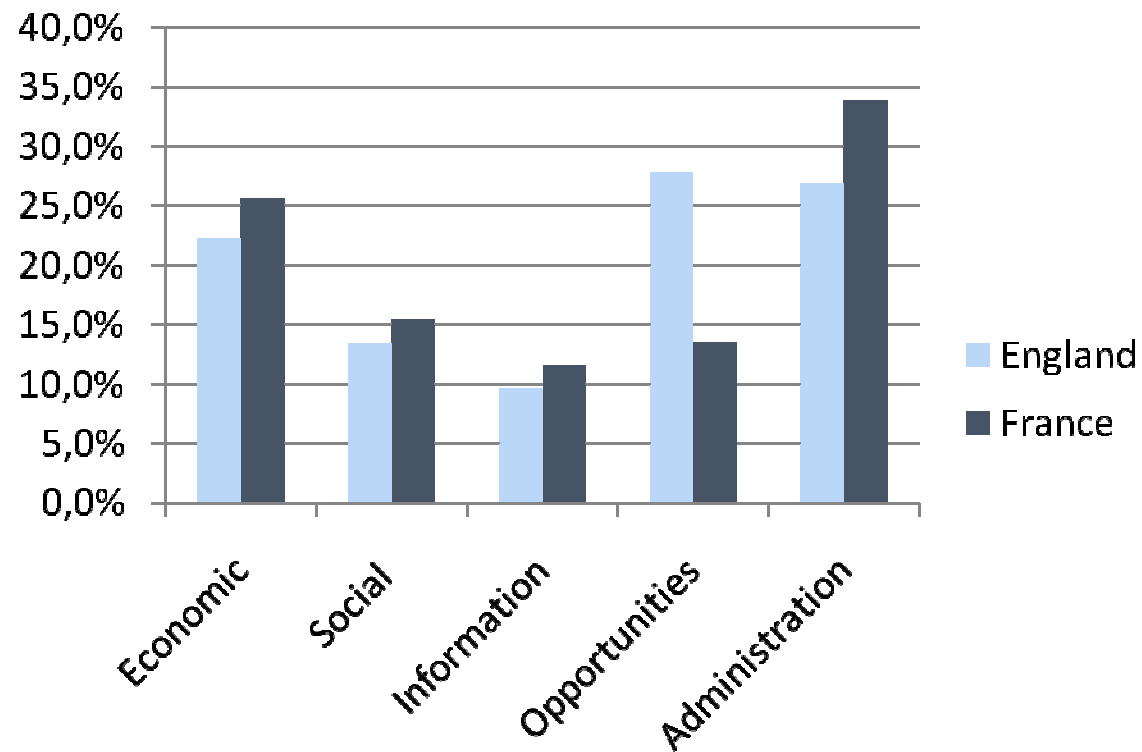
Motive	England (%)	France (%)
Business survival	91.2	41.0
Increase profit	44.1	59.0
Maintain traditions of fishing	38.2	28.9
Spread/minimise risk	29.4	13.3
Promote the fishing industry	23.5	4.8
Reduce environmental pressure	11.8	13.3
Other	47.1	24.1
<i>Base</i>	<i>34</i>	<i>83</i>

Key findings: Opportunities & Likelihood

- English stakeholders identified greatest current opportunities in marketing initiatives (61%); scientific research (50%); and maritime/fishing festivals (50%).
- Perceived likelihood of future diversification is greatest for scientific research (72%); environmental work (59%); and marketing (57%).
- French stakeholders identified greatest opportunities in direct selling on docks (71%); direct selling at markets (54%); and energy sector work (46%).
- Perceived likelihood greatest for maritime/fishing festivals (72%); collecting litter/waste (70%); and energy sector work (63%).

Key findings: Constraints

- Administrative and economic constraints dominant among both samples, but lack of opportunities identified as a major constraint for English fishers



"It's not just about the fish"- April 2011

Concluding remarks

- Diversification is currently a minority activity practised primarily by inshore fishers
- Viability is subject to opportunities, administrative and economic constraints
- Differences between English and French results → indicative of cultural and policy factors
- Follow-on research with fishers will be used to explore attitudes and motivations in greater detail



Thank you for your attention

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All French results are available at :

<http://www.agrocampus-ouest.fr/halieuistique/projets.php?idproj=55>

"It's not just about the fish"- April 2011