

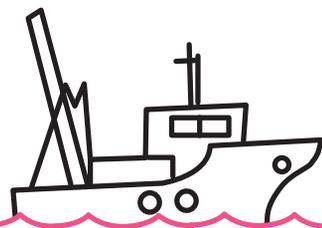
**REGIONE
MARCHE**



mare marche model for export



The fish supply chain in the Marche Region: a SEA of development!







mare marche model for export







Sara Giannini
Commissioner for Marine and
Freshwater Fisheries

One of our priorities is to increase the awareness, visibility and spread of the development model pioneered by our regional fisheries department.

For the Marche, fishing has always been an important economic activity and an ancient vocation. The major ports of the coastal municipalities developed over centuries around seafaring villages, contributing to the economic development of the coastal areas.

In recent years, every action we have taken has been directed towards achieving excellence, as for example in the field of traceability and quality certification of the product, in the development of the aquaculture sector, and in the creation of the processing and marketing zone.

In a dynamic context, research too has found fertile territory. Experimentation in aquaculture, the raising of shellfish and freshwater fish, and plans for developing more selective, environmentally friendly technologies have contributed to modernising the sector, ensuring that the best national experiences in terms of the fish supply chain come from the Marche.





FISHING: THE NUMBERS*

- 174 KM OF COAST
- 8 PORTS WITH FISHING FLEETS
- A TOTAL OF 12 LANDING-POINTS
- THIRD-LARGEST REGION IN ITALY BY GROSS TONNAGE OF SHIPPING
- A FLEET CONSISTING OF 890 BOATS
- 2.100 FISHERMEN
- FLEET EQUIPPED WITH MIDWATER PAIR TRAWLS, BOTTOM TRAWLS, MECHANISED DREDGES, RAKE TRAWLS AND PURSE SEINES
- A THIRD OF THE NATIONAL FLEET OF CLAM DREDGERS
- OFFSHORE FISHING PRODUCTS: MULLET, HAKE, BABY OCTOPUSES, SCAMPI, SOLE, CLAMS AND BLUEFISH
- INSHORE FISHING CONTRIBUTES 18% TO THE GROSS REGIONAL PRODUCT
- INSHORE FISHING PRODUCTS: WHELKS, CUTTLEFISH, MANTIS SHRIMP AND SOLE
- 37 COMPANIES PROCESSING FISH PRODUCTS
- INDUSTRIAL ZONE FOR FISHING TECHNOLOGY

* Data from the Osservatorio ittico regionale (Regional fisheries monitoring centre)



WE UNITE

In the Marche the sector is based on a well-established system of trade Associations which represent, protect and support the workers. The individual businesses, too, could not exist without this work.

The Associations provide technical, legal, administrative, tax and insurance support.

The Producers' organisations have set up procedures for responsible management of the fish stocks.



- 7 Trade Associations which bring together almost all the people employed in fishing and aquaculture
- The only Italian Association for women in fishing (Penelope)
- 4 Consortia for the management of bivalve molluscs
- Seven Producers' organisations recognised by the Ministry of Agriculture and Forestry, and three waiting to be recognised.





WE INNOVATE



Research, development and training are active in the region. The sector can count on three university institutes, besides the Cnr-Ismar (National Research Council) specialising in marine and aquaculture research. In addition to these, there are institutes for training technical and specialist staff connected with the sea. There are also numerous private companies and firms devoted to research applied to technology transfer in the sector.

- Fishing technology
- Dynamics of fish populations
- Electronics applied to fishing
- Marine biology and oceanography
- Artificial barriers, mariculture and aquaculture
- Quality management for fish products
- Protection of marine resources and the coastal landscape



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Pausa media Presso ordine
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WE MARKET

Quality, health and freshness of the catch and compliance with European market regulations are all monitored by the administration of the Mercato Ittico (Fish Market). There is a consolidated network of fish markets in the region. In addition to this there are pioneering commercial concerns, well-known at national level, with fishery operators involved in the management and integrity of the market.

The technicalities of dealings on the electronic and remote auctions, the transparency of the transactions, as well as traceability systems and quality marking of the product, are properly monitored and regulated, and are a strong point of the Marche fishery supply chain.



- Seven fish markets
- Electronic and remote auction technology
- Efficient transport network
- Direct relationship with wholesalers
- Tracking and traceability system for certified fish
- Quality Mark
- Environmental quality systems applied to marketing





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WE PROCESS

Processing of fish products occupies second place among industrial processing sectors in the Region. Treatments used for fish in the industry are: fresh, frozen, and preserved in marinades or under oil. The companies have processing lines which are largely automated, and laboratories for quality control. They take an innovative approach to packaging and preservation to maintain the freshness of the product.

- 37 companies involved in processing and preserving fish and fish-based products (Source: Chamber of Commerce, 2002)
- Automated processing technology
- Efficient transport network
- Quality management systems in accordance with international standards



WE RAISE

Aquaculture plays an important role. Freshwater fish, especially trout farming, and inshore cultivation of shellfish, principally mussels and oysters. In addition to the farming equipment proper, there are storage buildings and laboratories for breeding and experiment, and for the production of food for stock raising.

- 27 mussel raising plants (Regional source, 2011)
- 16 fish farming plants (Regional source, 2011)
- Regional Plan for granting concessions for fish farming on state property



WE PRODUCE



TECHNOLOGY



A well-established industrial sector for the production of technologically-advanced plant, buildings and on-board equipment, competing to modernise the regional fisheries and related industries.

A strong point is the fisheries zone, which is set up as a network of specialised companies integrated with each other to form a supply chain.

- Shipboard and industrial refrigeration
- On-board and hydraulic equipment
- Accessories for aquaculture
- Plant and equipment for processing fish products
- Boatyards specialising in motorised fishing craft
- On-board radio electronics

...WITH ONE EYE ON TOURISM AND



THE ENVIRONMENT

Pescaturismo, or fishing tourism is an established business. It takes the form of trips along the coast on board fishing vessels, and fishing demonstrations by the crew, with the direct involvement of the tourist.

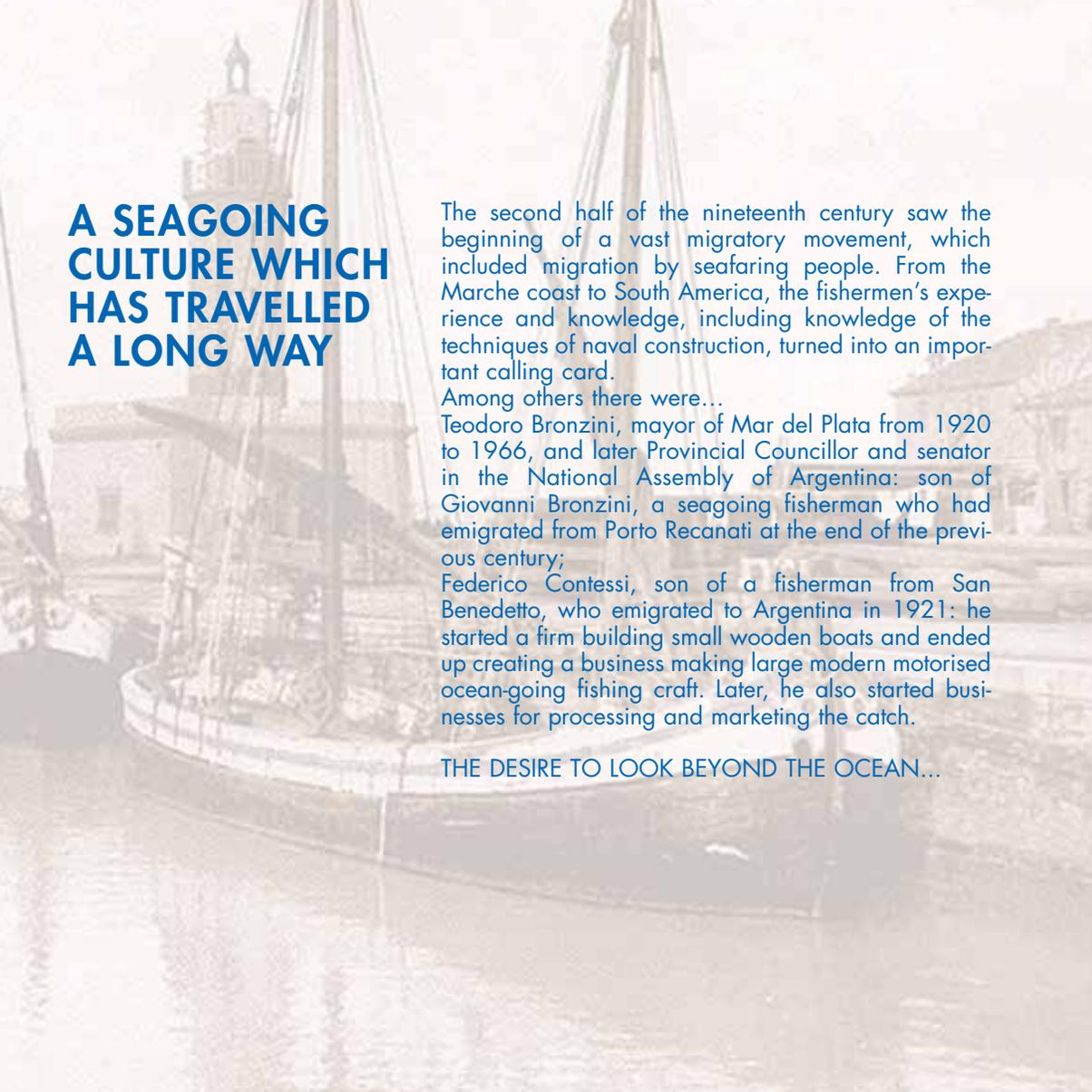
The Marche is the first Italian region to also regulate the sector of ittiturismo, in which catering and hospitality are provided by fishing folk themselves.

Artificial barriers have been created in the sea, designed for the development of aquatic resources and the protection of the environment from trawling activity.



- 3 artificial barriers for repopulation and environmental protection
- Pescaturismo enterprises
- Regulation of ittiturismo
- International Fishing Fair at Ancona
- Festivals and fêtes connected with fishing and the sea





A SEAGOING CULTURE WHICH HAS TRAVELLED A LONG WAY

The second half of the nineteenth century saw the beginning of a vast migratory movement, which included migration by seafaring people. From the Marche coast to South America, the fishermen's experience and knowledge, including knowledge of the techniques of naval construction, turned into an important calling card.

Among others there were...

Teodoro Bronzini, mayor of Mar del Plata from 1920 to 1966, and later Provincial Councillor and senator in the National Assembly of Argentina: son of Giovanni Bronzini, a seagoing fisherman who had emigrated from Porto Recanati at the end of the previous century;

Federico Contessi, son of a fisherman from San Benedetto, who emigrated to Argentina in 1921: he started a firm building small wooden boats and ended up creating a business making large modern motorised ocean-going fishing craft. Later, he also started businesses for processing and marketing the catch.

THE DESIRE TO LOOK BEYOND THE OCEAN...

WEBSITE

www.pesca.marche.it

CONTACTS:

REGIONE MARCHE

Commissioner for Industry, marine and fresh water fisheries, arts and crafts, scientific and technological research, innovation applied to production systems workings

Sara Giannini

Via Tiziano, 44 - 60125 Ancona,

Email: assessorato.attivitaproduttive@regione.marche.it

tel. 071 806 3689/3495/3482 fax 071 806 3034

Fishing and Aquaculture Dept.

Via Tiziano, 44 - 60125 Ancona

Email: funzione.attivitaittichefaunistiche@regione.marche.it

tel. 071/8063738 fax 071/8063055

DIRECTOR

Uriano Meconi

Via Tiziano, 44 - 60125 Ancona, tel. 071 806

3730/3738 fax 071 806 3055

PROJECT MANAGER: URIANO MECONI

COORDINATION: LAURA GAGLIARDINI ANIBALDI

PHOTOS: ARCHIVIO P.F. ATTIVITÀ ITTICHE E FAUNISTICO-VENATORIE, CEKAT

MERCATO ITTICO SAN BENEDETTO, CNR-ISMAR, ERF

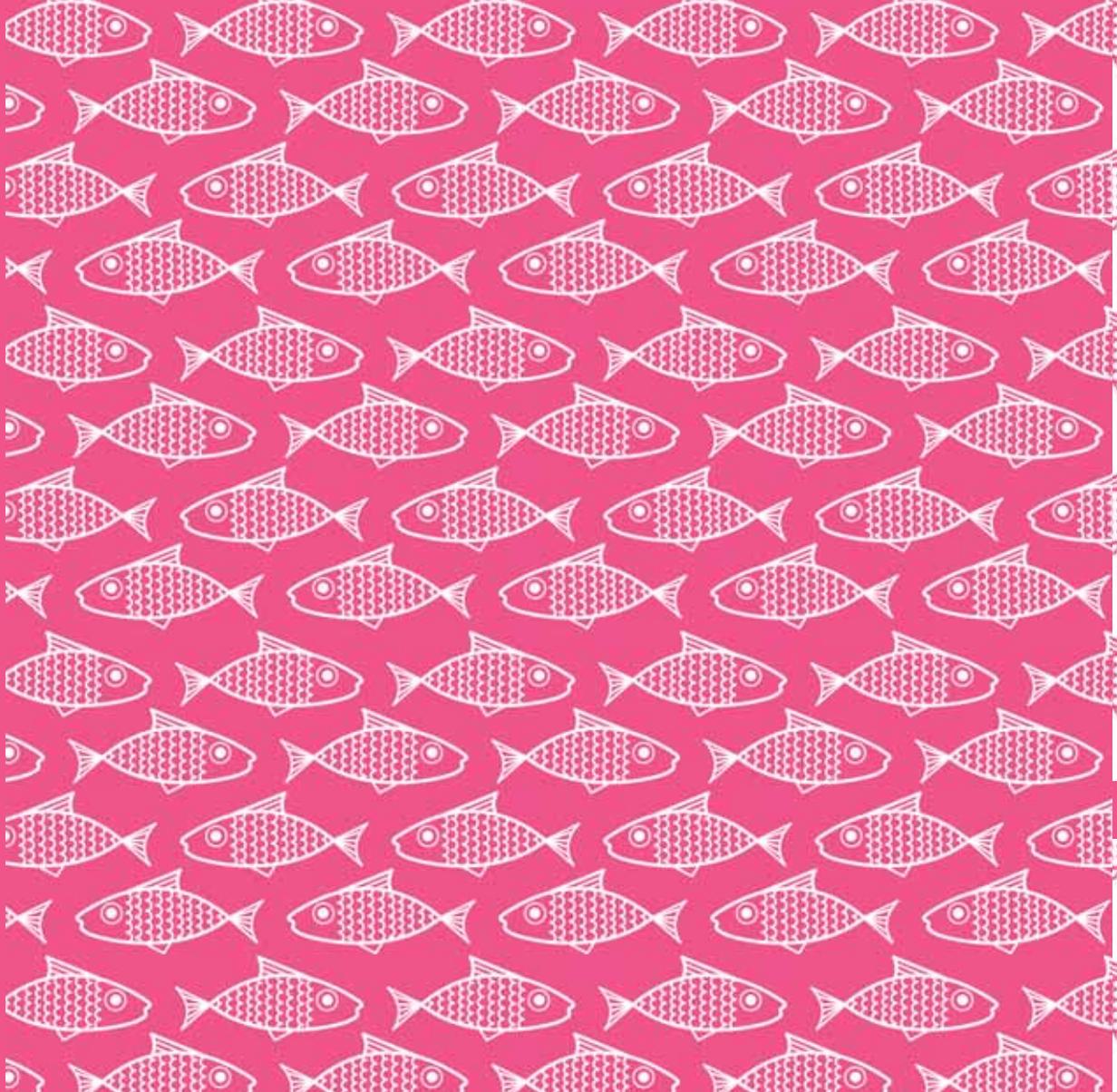
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REGIONE MARCHE

Assessorato Pesca Marittima
e nelle acque interne

Via Tiziano, 44

60125 Ancona

assessorato.attivitaproduttive@regione.marche.it

tel. 071/8063689

fax. 071/8063034