

INTERNATIONAL

Slow Fish-Campaign: Understanding the oceans

It is encouraging to see that our introduction of the final report in 2013 continues to hold true, perhaps reflecting the campaigns' coherence and determination: The network is growing, consolidating and becoming more locally structured around fishing communities, while engaging the broader public, including youth.



Report by Michèle Mesmain

The general message and areas of focus are embracing the complexity of the issue and helping the voices of fishing communities be heard. The campaign is gaining recognition amongst fisher organizations and international institutions.

The sector is becoming more and more aware of our campaign, the principles that lie behind it are more widely shared and the spaces created for honest, progressive and transparent dialogue are more numerous and robust. Strong local messages and actions are being pushed forward, within a global campaign, gaining more traction within the Slow Food network itself, as well as in the Media. Our main actions remain linked to alternative value chains, progressive management schemes, and the celebration of coastal and fish dependent inland cultures.

1. CAPACITY BUILDING

Internal training sessions for Slow Food staff continued this year, introduced by Mr. Seth Macinko (professor at the Marine Department, University of Rhode Island) to better explain the mechanisms of privatization schemes and how they antagonize Slow Food values.

2. COMMUNICATION: SLOW FISH WEBSITE CONTENT

Profiles of new entrants in the network (chefs and fishers) and news and articles from different contributors were published regularly, along with coverage of the most important events organized by the Slow Food/Slow Fish network around the world.

The website (<http://www.slowfood.com/slowfish/>) attracted 216,500 (163,000 in 2013) visitors, with 189,600 (140,000 in 2013) unique visitors. This corresponds to more than a 32%

increase of visitors, and within that, 100% more British visitors and 100% more German speaking visitors. 12% of visitors were returning visitors, slightly less than in 2013. The majority of visitors were from the US, followed by Italians.

Material published on the Slow Fish website was republished on slowfood.com, on the Slow Food International Facebook page and in at least one international newsletter of two containing news relating to Slow Fish (the newsletter has a readership of 100,000 people and is distributed in eight languages). Articles on fishing issues were also published in the Slow Food Almanac 2014 and on the Slow Europe website.

Communication materials

Several documents outlining a shared vision of fishing and coastal development were produced, by the Slow Fish Canada committee, the Slow Fish USA committee and also by the Northern seas network, with a poetic manifesto to engage their networks and members. Large mural posters were created for events, as well as communication material for the new fish presidia (Mediterranean Prud'homies and Black crab from Providence).

T-shirts were created for Slow Fish events in Toronto. The poetic manifesto was also printed as a series of postcards to be distributed at events, and was made into a presentation, which can be played in the background during Slow Fish events.

Press relations

In 2014 press relations intensified reaching parts of the media specialized in fishing. 14 articles were published by international press and 2 press releases were issued.

Interactivity

The Slow Fish Facebook group grew from 530 to 820 members. Also a Slow Fish USA group and a Slow Fish Canada Facebook page now exist.

3. INTERNATIONAL EVENTS

Slow Food ist Veranstalterin von Fachmessen im Bereich Nahrungsmittel wie zum Beispiel der

Cheese in Bra und des Salone del Gusto in Turin, die alle zwei Jahre stattfinden. 2004 gab es erstmals parallel zum Salone del Gusto das Treffen Terra Madre, zu dem 4.600 Bauern aus aller Welt unter der Schirmherrschaft von Prinz Charles zusammenkamen.

Terra Madre 2014

Terra Madre, held in Turin, Italy from October 23 to 27, saw the participation of 120 delegates from all continents, with increased participation of youth and social movements. The event continues to be the best platform for the strengthening of relationships and exchanges within the network and allows for the deepening of the themes the network has chosen to work on and promote during the recent Terra Madre and Slow Fish events.

A larger dedicated space for delegates hosted daily activities, such as workshops and discussions, public conferences, tastings, and spontaneous activities showcasing different seafood, for example an Oyster pop up show down, which were organized to address the issue of the misleading dominant narrative and the need to convey a new narrative, more reflective of human rights and holistic and place-based solutions to fisheries problems.

The collective work done by the network of the Northern seas, to produce an illustrated poetic manifesto, was presented in the Slow Fish space.

Workshop Program

Workshops, conferences and network meetings were hosted in a dedicated space of 180 mq and 89 seats. 6 workshops were organized around the theme of Fisheries: setting the record straight, to engage in a collective thought process of how to address the most urgent challenges, while sharing positive experiences of creative solutions for the future.

Subgroups were created to define collaborative actions to be carried out in the future, on 4 different fronts:

- Fish Presidia and fish on the Ark of Taste: provide additional guidelines to help nomi-

nate fish products and fisheries techniques for our biodiversity projects.

- Aquaculture: create a tool kit to assess when an aquaculture project is good, clean and fair.
- Privatization: create a world map to give visibility to fishing communities, with an incorporated alert and information sharing system, as well as a tool kit to identify when language and concepts are being coopted by proponents of privatization.



In 2015 the seventh Slow Fish trade fair takes place at the old port of Genova.

- FAO small-scale fisheries guidelines implementation: engage with various stakeholders to encourage governments to integrate the guidelines into their legislation.

Three conferences open to the public were included in the official program of the event to raise awareness on aquaculture issues, as well as ocean and land grabbing issues, and to reiterate the sentiments presented during the workshops Fisheries: setting the record straight.

Nine tastings and presentations of Presidia and Ark of Taste products were included in the delegates' programs.

Link to the program: http://slowfood.com/slow-fish/filemanager/news/pics/slowfishxterramadre_program.pdf

Ark of Taste products at Terra Madre

An exhibition space of 600 mq to display and promote the Ark products and processing and preservation techniques was created as part of the Terra Madre event. 8 fishing products were shown in the space and around 200,000 people visited it. Articles were published before and after the event on our websites and social media. During the Terra Madre event 3 articles were published by international press.

Slow Food Radio, launched during Terra Madre, also broadcasted a series of interviews related to fisheries and Ocean grabbing with:

- Ian and Barbara Rodenburg-Geertsema, producers of the Presidia of Wadden Sea Traditional Fishers
- Shannon Elbridge and Brett Tolley, Northwest Atlantic Marine Alliance
- Seth Macinko, professor at the Marine Department, University of Rhode Island (on Ocean grabbing).

Slow Fish was also debated and represented in the different regional meetings (Canada, USA, South America, Brazil and Holland) held at Terra Madre. It has seen the beginning of new dialogue, which will hopefully lead to interest in Japan, Hong Kong, Korea and Australia.

EU Institutions' presence at the event

The European Commission Directorate-General for Maritime Affairs and Fisheries had a dedicated space of 18 mq, close to the Slow Fish area. Ernesto Peñas Lado, director of Policy Development and Coordination, DG for Maritime Affairs, participated in the aquaculture conference Aquaculture: solution or problem? Which was open to the public. During the event, DG for Maritime Affairs developed different initiatives such as activities with schools to raise awareness on sustainable fishing and the launch of a campaign to educate producers and consumers on preventing the fishing of under-sized fish.

4. NETWORK

Meetings and events are intensifying in number and reach, attracting new participants each time, yet still managing to keep the community spirit

alive. A collective shared vision is emerging. Self-organizing thematic groups have renewed their commitment, even though the agreed tasks are challenging and progress can be very slow.

Slow Fish Méditerranée

The Slow Fish Med network officially launched the new French Presidium of the Mediterranean Prud'homies during the event The World's Biggest Bouillabaisse. The event, which is organized by the fishing community and held every 2 ye-



Barbara Rodenburg-Geertsema is both the coordinator of Slow Fish in the Netherlands and *Traditional Fisheries in der Wadden Sea*

ars, sees the traditional soup cooked by fishers and served to 1000 guests. Material explaining Slow Food and describing the new presidium was distributed to the guests and a documentary focusing on the Presidium and the bouillabaisse event was also produced.

The next day, the Presidium was presented to Slow Food chapter leaders, assembled in Gap for the annual meeting of Slow Food France. In order to be inclusive and engaging, dialogue regarding these Presidia started early during the nomination process, with a consultation involving all convivia leaders and the Ark of Taste committee. Many have expressed their continuous support for this initiative.

The Provence Méditerranée convivium has made support of the Presidium primary action. Our partner, the association Encre de Mer, has also organized, with other members of Slow Fish

Med, small and large conferences, theatre evenings, film screenings, and tastings to better understand heritage and common resources, from Plankton to the Prud'homie institution. The network also organized a gathering of fishermen for the World Day of Artisanal Fisheries, on the November 28, with local chefs and the day's catch. The network is exploring how to animate new spaces (museum, alternative food hubs, etc.)



The *Tres Hombres*, the only trading sailing vessel worldwide in the North Atlantic service.

Slow Fish of the Northern seas

The network completed the work on the Manifesto in preparation for Terra Madre, where it was presented, and carried out the first of the travelling events that had been confirmed in 2013: Tres Hombres, the world's only trans-Atlantic sailing cargo vessel, landed in Falmouth, UK on the April 18 to participate in a food festival and a variety of activities organized by Slow Fish UK. It then made its way towards Amsterdam, where it arrived on May 9 brimming with a selection of fish and seaweed products direct from Cornwall, UK.

These included a variety of canned fish products and seaweed, which were received by the fishers of the Wadensea Slow Food Presidium, who presented and sold them at their Goede Vissers fish stall at the organic farmers market Noordermarkt in Amsterdam, during a talk and tastings. All profits from this collaboration went

towards the Slow Fish Campaign. This Slow Fish of the Northern sea initiative also aimed to highlight the negative phenomenon of ocean acidification and climate change.

Slow Fish in Holland

The Waddensee fishers organized several meetings/activities with the international coordinator of Slow Fish, Michèle Mesmain, to deepen relationships between Slow Food Netherlands, the Youth Food movement, the chefs of the Chef's alliance and the fishers of the Presidia. The traceability project ThisFish was presented to all fishers, to promote use by more people. A Slow Fish Holland committee and Facebook page should be established by the beginning of 2015.

Slow Food in Spain

A letter of support was sent to our partner in Galicia, the Lonxanet Foundation, signed by a great number of Spanish convivia, to support the creation of an enlarged Fisheries Interest Reserve, the crowning of a 12-year co-management project. This project, which Slow Food will champion as a model for fisheries governance, has inspired conviviality as other regions of Spain have begun promoting this model.

Slow Fish in Canada

The Slow Food Canada national meeting provided a needed opportunity to discuss the successes and shortcomings of Slow Fish in Canada, one year after going national. Local chapters were enthusiastic and showed support towards the activities and initiatives undertaken thus far by the Slow Fish Committee. They did this by creating visual identity elements and communication, giving the first elements of direction to the campaign, stimulating chapters to participate in Slow Fish month, starting a discussion on how to increase the number of fish products on the Ark, and advising those organizing events on fisheries who reached out to the Slow Fish Committee.

The Slow Fish Committee met for an extra day after the meeting to discuss the way forward and produced a document that ensures that the context and the goals of the campaign in Canada are clear and that an action plan and process emer-

ges that is transparent, inclusive and effective. The committee integrated new members, to include all Canadian coasts, as well as inland waters.

Slow Fish in the USA

The first general meeting of the Fish Locally Collaborative (FLC), which works to promote a healthier ocean through community based fisheries, was organized by Nama, our partner in the New England area. The FLC unites fishermen, fishing families, scientists, community organizers, policy reformers, youth activists, new economy leaders, food system advocates, and many other actors through a dynamic and flexible collaborative aiming at changing policy and creating socio-economic-political power that lasts.

Both fisheries policies and markets for seafood are issues that are tackled through information exchanges of and support for innovative initiatives. Members of the Slow Food youth network and Slow Food convivia were present, including members of the current Slow Fish committee, and other people engaged in the Slow Fish campaign. The FLC uses a decentralized structure to support community leaders in their own communities and organizations. This also helps to build capacity, to understand how to foster and organize a collaborative effort amongst people who share values but come from different backgrounds and have different perspectives and interests. The Slow Fish USA committee was formally established, with a clear mission statement, principles and goals, and is now seeking to gain representatives from all regions.

An ambitious project is under way, led by the New England Slow Food Youth Network, to systematically approach all Universities and student associations such as the Real Food Challenge, to urge dining services to source their fish locally and to organize awareness raising courses to teach students how to handle, fillet and cook their local fish. A guide to help organize such events was produced by the young team.

Slow Fish South Pacific

The first edition of Slow Fish South Pacific took

place in Ecuador from April 23-27, 2014, bringing together representatives from the Ecuadorian coastal provinces, the North of Peru, and Colombia. Fishers, clammers, crab gatherers, shepherds and farmers came together to share experiences and define common goals. It was a clear demonstration of collective strength and mobilization capacity.

The event started with visits to five coastal communities that live in and around the mangroves in the province of Esmeraldas, the home of the social movement known as the People of the Mangroves which started a decade ago. Here, the local communities prepared traditional dishes and hosted informal dinners in homes and community halls. The local fishers also took their visitors to the mangroves, showing them how shrimp farms have replaced the fragile ecosystems and how to reforest mangroves.

The event continued in the city of Quito. The first day was spent at the University of UTE with eight workshops covering issues such as reforestation, food production certification schemes and coastal agro-ecology, and included information on how to rebuild trust within a broken system. Cooking workshops were also held to teach young chefs how to prepare undervalued species from the mangroves, giving them a taste of a very unique culture and ecosystem.

The Martin Pescador cultural center, dedicated to the people of the mangroves, hosted dialogues and exchanges between the 80 delegates, as well as animated collective meals and a final day of celebration that included a market showcasing mangrove products, musical improvisations from the Afro-Ecuadorian culture of Esmeraldas and live music; the event attracted visitors from the surrounding areas of Quito. A local radio station also interviewed the producers who were showcasing their products at the market.

Slow Fish in Brasil

The Brazilian network has decided to tackle water pollution, responsible consumption and the stewardship of local ecosystems on which fishermen and intertidal gatherers depend.

Slow Fish in Mexico

Ongoing discussions have taken place with several Slow Food leaders and Terra Madre communities, to produce guidelines to introduce a Slow Fish Mexico committee, and work on the Presidia nomination process for the Sian Kaan lobster. A visit was organized to meet one of the 6 fishing communities; ThisFish's presence sparked a great deal of interest. A Slow Fish conference and tasting was organized during the World congress of lobster researchers.

Slow Fish in India

Inspired by the Slow Fish event in May, the OM-CAR foundation, our partner in Tamil Nadu, designed and developed a Slow Fish education program which reached 6,000 children.

Towards Terra Madre Indigenous

Indigenous communities had ample space to present and discuss their experience on fisheries during Terra Madre, and start building connections in preparation for Terra Madre Indigenous in India in 2015.

Other networks linked to Slow Food:

- Africa: the campaign has helped to strengthen relationships with South African and the WFFP (World Forum of Fisher Peoples).
- Youth Network USA: collaborative communication material was produced by the Youth network to inspire greater interest and involvement in the Slow Fish campaign. It was circulated to other Youth networks during Terra Madre.
- Chefs: connections are deepening between the Chefs' Alliance and the Slow Fish network, particularly in Holland, Italy, Spain, and France.

5. GRASSROOTS-PROJECTS

Traditional fish products and techniques are also included in Slow Food's biodiversity projects, with two new fish Presidia and 30 new Ark of Taste seafood products added in 2014. The Presidia monitoring methodology was adapted to be applied to existing and new fish and seafood products through the development of a specific

questionnaire.

New Presidia

- 1) Mediterran Prud'homies, France
- 2) Black Crab of Providence, Columbia

Neue Arche des Geschmacks Produkte:

- 1) Tehuelche Octopus, Argentina
- 2) Colorado Octopus from the Chubut Province, Argentina
- 3) Angasi Oyster, Australia
- 4) Malagash Oyster, Canada
- 5) Robinson Cove - Big Island Oyster, Canada
- 6) Sober Island Oyster, Canada
- 7) Providencia Black Crab, Colombia
- 8) Eulmoon, South Korea
- 9) Toha Freshwater Shrimp, South Korea
- 10) Ulleung Hand Caught Saury, South Korea
- 11) Bakskuld, Denmark
- 12) Fesikh, Egypt
- 13) Tawilis, Philippines
- 14) Sinarapan, Philippines
- 15) Bussu, Jamaica
- 16) Bonito Preserved in Salt, Japan
- 17) Lúra, Iceland
- 18) Traditionally Dried Catfish, Iceland
- 19) Lake Iseo Traditional Dried Shad, Italy
- 20) Lake Garda Carpione, Italy
- 21) Suporei, Kenya
- 22) Lake Skadar Bleak, Montenegro
- 23) Zeeuwse Platte Oester, Netherlands
- 24) Penclawdd Cockles, United Kingdom
- 25) Cromer Crab, United Kingdom
- 26) Mangrove Swamp Oyster from Casamance, Senegal
- 27) Kejax Dried Fish, Senegal
- 28) American Shad, United States
- 29) Long Island Oyster, United States
- 30) Nkejje, Uganda

Circulation of traceability tools

Work on this front continues by presenting the tool to fishing communities. A scoping trip was organized in Galicia, with our partners of Ecotrust Canada, to assess which fisheries could benefit from and implement the program. The program is currently on hold in Mexico owing to a lack of funds to organize training sessions.

Virtual Forums

Slow Food or representatives from the Slow Fish network regularly participated in the "Dialogue and Learning Circle" virtual forum to follow-up on fisheries themes discussions and link the network to other fisheries communities.

6. POLICY AND INSTITUTIONAL WORK

FAO - International small-scale fisheries voluntary guidelines

Slow Food attended two sessions at the FAO dedicated to a technical consultation, and later on, the implementation of the International small-scale fisheries voluntary guidelines. Slow Food has committed to working on the issue, by communicating it to the public, highlighting projects and initiatives that embody the principles of the guidelines, and by working on changing the narrative on fisheries.

Witnessing and participating in this institutional exercise was useful on several levels:

- Seeing which concept the governments refused to approve, such as governance (systematically replaced by management), a human rights-based approach, rights (replaced by role), transparency (removed from the text to protect non-disclosure agreements).
- Seeing how, after years of debate perceptions have changed to fully embrace the link between fisheries and gender, the importance of small-scale fisheries in all countries including developed countries, and on other important issues.
- Seeing how well organized social movements can make a difference in large institutions if they are persistent.
- Seeing FAO's shift, from pro-privatization to a more human based approach to fisheries management. Whether this shift is general and whether it is coherent with other FAO led initiatives remains to be seen.
- It was a unique occasion for Slow Food to start building relationships with social movements that are reluctant to engage with any NGO. As a cultural organization, more than an environmental organization, Slow Food has a role to play, which no one else can.

European grant Blue Growth 13

We explored the possibility of participating in the call for a major European project on Ocean literacy but decided the commitments outweighed our capacity.

Förderungszeitraum:

seit Mai 2012

Fördersumme 2014:

54.000 Euro

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