

The following Use case provides some relevant applications of EUMOFA data. It aims to highlight the added value deriving from the use of figures available in the EUMOFA database for analysing market dynamics, making business decisions, and developing policies.

- Category: **FLAG, Croatia**
- Website of the organisation: www.lagur-galeb.hr

EUMOFA's data on bluefin tuna provides a tool for fishers of LAGUR "Galeb" to improve their competitiveness and achieve better market prices



FLAG "Galeb" (in Croatian: *LAGUR Galeb*) is a Fishery Local Action Group in Croatia that specialises in fisheries, fish processing, and aquaculture. Its fishing area consists of six local government units in Šibenik-Knin County, where the average population density is significantly lower than Croatia's average. The excellent quality of seawater in the FLAG area

provides strong potential for the development of fisheries, mariculture, and other related activities.

FLAG is a community-led local development initiative that brings together participants from private sector, local authorities and civil society organizations. Its aims are to strengthen and enhance economic development of local fisheries by contributing to the establishment, maintenance, and improvement of fisheries jobs and by improving added value of fish products.

FLAG "Galeb" helps its members to expand into markets with better prices with the help of EUMOFA data

Exploring all relevant studies and publications regarding bluefin tuna, such as the "[Monthly Highlights](#)" with focus on bluefin tuna, and the case study on "[Canned Tuna in Spain](#)", helped FLAG "Galeb" to compare the price potential for tuna products that could be expected by local fishers. In order to achieve better prices, FLAG analysed prices within the EU market, in particular prices of processed tuna as local fishers only sell whole tuna, achieving the lowest prices. If processing was possible, even to make simple tuna fillets, it could increase overall profits. Based on these findings, a facility to store and process tuna could significantly improve incomes and thus the living standards of local fishers. Based on the data collected from the EUMOFA website, an application was made as part of the Local Development Strategy for a small tuna processing facility¹.

¹ <http://www.lagur-galeb.hr/wp-content/uploads/2019/07/Pravilnik-za-odabir-i-provedbu-projekata-u-okviru-Lokalne-razvojne-strategije-u-ribarstvu-Lokalne-akcijske-grupe-u-ribarstvu-%E2%80%9EGaleb%E2%80%9C-za-razdoblje-2014.-2020..pdf>

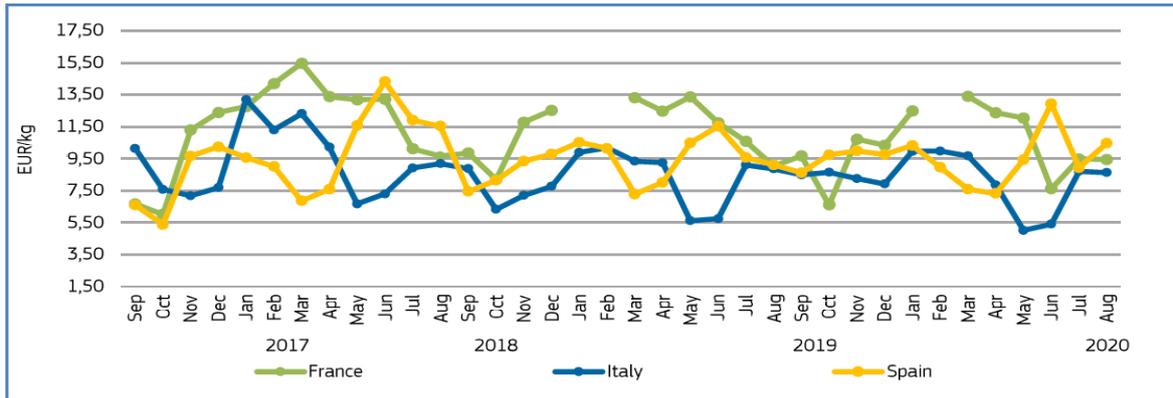


Figure 1. First-sales average prices in France, Italy and Spain were used as a valuable information source for FLAG Galeb in developing ideas concerning potentials for higher prices, resulting in a business plan for a cooperative of bluefin tuna longliners.

Attending a workshop organised by EUMOFA in Zagreb, Croatia in 2018, FLAG “Galeb” was skilled at the efficient utilisation of EUMOFA website, which helped them to obtain the required information on bluefin tuna, as well as other species of commercial importance. Tutorials on how to use the website are also available under “[Introduction to EUMOFA support and tools](#)”. Bluefin tuna data on the value and volume of yearly, monthly, and weekly first sales and average prices, preservation and presentation states, extra and intra EU trade data collected from EUMOFA databases, made it clear that small-scale fishers would not be able to achieve better prices individually, but rather must join and appear in new markets as a cooperative. “Fisherman Cooperative Tuna Adria” was successfully established and now aims to be recognised as a Producer Organisation under the Common Market Organisation Regulation². EUMOFA data will also be used to develop the documentation for the application, including a business plan.



Photo 1. Port of Tribunj, the port with the highest volume of fish landed in the area of FLAG “Galeb”
Source: FLAG Galeb

Even though EUMOFA data were mostly used internally for the purpose of supporting improvement and partnerships, as well as developing confidential business and marketing plans, the greatest achievement is considered to be the establishment of the Cooperative. Currently, EUMOFA data is used to analyse differences between Croatian and other markets and to support fishers on how to improve their market position and achieve sustainable fisheries.

At present, FLAG “Galeb” is analysing the possibility for the Cooperative to obtain a sustainable fish label. They would welcome the segmentation of prices between certified and uncertified seafood products within EUMOFA database.

² Regulation (EU) No 1379/2013