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1 BACKGROUND

- Over recent years a number of **private labels and certification schemes** were established to promote sustainable fisheries.
- The fishing industry has been responding to an **increasing consumer demand for traceable and sustainable seafood products**.
- Eco-labelling** schemes can be classified through different approaches such as organic farming, integrated agriculture, **regional products**, industrial labelling, **sustainability certification of natural resources**, and fair trade.
- The **increasing competition** in the seafood market brought producers to adopt **differentiation strategies**.



- In our case study region, **Tuscany** (Italy), a number of policy-driven efforts have been unsuccessfully deployed for **establishing a regional labelling scheme** for fresh fisheries products.
- Meanwhile, fisheries and aquaculture companies independently **adopted regional and sustainability brands and labels**, especially for retailers.

4 FINDINGS

- The first findings of this preliminary analysis in Tuscany allowed identifying conditions as well as fish label-related strategies and performances of primary producers.

CONDITIONS

Aquaculture consortium



- Capital-intensive business
- Demand for sustainable labelled fish
- Market competition (farmed fish from Greece etc.)
- Relations with retailers
- Demand for traceability

STRATEGIES



- Eco-labelling through transnational Sustainability certifications of natural resources

PERFORMANCES

- Achieving medium-high sales prices
- Strengthening business with retailers
- Improving the quality of production process and management
- Increasing the demand
- Fostering sustainability of production methods
- Proving traceability

CONDITIONS

Lagoon fishing cooperative



- Capital-intensive business
- Demand for labelled regional products
- Territorial capital and traditional practices
- Relations with retailers
- Need for business intensification and upscaling

STRATEGIES



- Eco-labelling through a Regional product approach

PERFORMANCES

- Achieving medium-high sales prices
- Establishing and strengthening business with retailers
- Improving the quality of process and management, with specific rules of production
- Increasing the demand
- Intensifying production
- Protecting traditional production activities and local ecosystems

5 CONCLUSIONS & PERSPECTIVES

- The C-S-P framework, in this preliminary analysis, proved to be a **suitable conceptual tool** to explore decision-making and strategies of primary producers.
- Sustainability certifications and regional product eco-labels as **business strategic tools** for conventional marketing to compete in large-scale retailing, targeting high prices.
- Further **challenging the framework** for exploring the interlinkages **feeding back from performances to conditions** (such as improving process and management quality).
- Understanding **firms' structure characteristics**, their needs, targets and **motivations** for implementing local and **joint private labels** or adopting **eco-labels**.
- What are the outcomes in terms of firm's **resilience and business sustainability** for capital-intensive and small-scale primary producers.
- What is the **role of wholesalers and big retailers** with respect to the demand and development of eco-labels for fish products.

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