

Exploring the Sea

The Marches-Croatia

Preamble

The project "Andar per Mare" is intended to be an opportunity for promoting fishing in the region of The Marches, one of Italy's major fishing centres, in collaboration with Croatia. The aim is to create, on the basis of a long-term plan of initiatives, a "sea policy" whose main points of contact in the region will be the fisheries of **Ancona, Fano, Senigallia, Civitanova Marche and San Benedetto del Tronto** in collaboration with Croatian fisheries.

Through a series of initiatives organised in each of the towns and cities named above and coordinated into a single calendar, **Legapescas Marche** intends to launch a policy of extensive support for all fishing-related businesses, while underlining the strong regional nature of the project, which will be promoted at national level thanks to the coordinated commercial and institutional advertising.

The initiatives in **Ancona, Fano, Senigallia, Civitanova Marche and San Benedetto del Tronto**, as well as those to be held in Croatian fisheries (to be defined) will trigger the involvement of the whole fishing industry, from the fishermen through to final consumers, with the aid of several regional and national bodies. The project is therefore aimed at creating a circuit of traders, all contextualised within the project, who will help to mobilise The Marches through sea fishing initiatives, promoting its identity and fishing potential, and placing it in the forefront ahead of other regional bodies.

The project "Andar per Mare" is intended to transmit a policy of sea fishing promotion which is strongly linked to the region and synonymous with its traditions and culture.

Project content

Through the active involvement of fishermen and regional fishing cooperatives, **Legapescas Marche** intends to promote a series of public events involving the restaurant trade, wholesalers and fishermen on both sides of the Adriatic.

These initiatives may be designed to promote a particular product (e.g. oily fish) or might suggest particular pairings with other typical products of the Marches. They may even promote campaigns in conjunction with the region's catering and hotel schools, or promote seafood dishes typical of the region.

In conjunction with the restaurant trade and other partners involved, it may be possible to identify themed campaigns to offer to the public for a relatively long time, starting with the launch of an event or showcase. A specific event will be planned for each town or city, while the promotion and publicity of each event will be centrally controlled.

The core objective of the entire operation will be to launch a programme designed to educate the general public and raise awareness about the fishing industry as a whole.

Developments

There will be multiple developments in the project over the years to come, to avoid investments being made for their own sake and not aimed at a real policy of promotion, with the aim of actually measuring the effects of each campaign.

Below is a list of some of the plans for the future:

- competitions on the theme of traditional cuisine from the Marches and local Croatian food
- the production of recipe books to be handed out to the public, based on traditional seafood cuisine
- initiatives held in shopping centres and large retail outlets
- events held at ports
- during times of fishing bans, a small museum will be set up in collaboration with fishermen, perhaps in holiday resorts or ports (such as the tourist port of Ancona)
- initiatives involving schools in The Marches and Croatia (children and the sea, school projects on specific topics, photography competitions and amateur videos, shows performed by children based on the fishing culture)
- initiatives in support of secondary fishing industries, with periods in which these products will be specifically promoted
- collaboration with Italian national TV programmes such as Linea Blu and Vivere il Mare, on certain projects
- expansion of nationwide activities, inviting other Mediterranean countries to specific cultural events. In this context it may even be possible to set up a working group with the aid of celebrities from the world of art, culture and science, in order to boost the credibility of the event and help the public identify with them
- courses on fishing culture, addressed to the public at large, covering seafood cookery, how to identify and recognise fresh fish, how to prepare the products etc.
- a book fair organised in collaboration with national publishers (sea-related literature).

Many of these activities could be included on a calendar of annual events, and many others could also be incorporated. The four-year goal is to cover most of the topics and their potential for development within this framework, also by gathering inspiration locally, to form a vision that covers every aspect of the industrial chain as broadly as possible, in order to create a single, uniform interpretation.

The programme

Although every town or city taking part will be free to decide the date on which its own event is to be held, **LegaPesca Marche** proposes that the period chosen should be two or three consecutive weekends, structured as follows:

- A political inauguration and presentation - **Ancona**
- A regional circuit of restaurants involved in Andar per Mare
- An event organised by quality restaurants
- A gastronomic events
- An event organised directly by fishermen (courses on cookery and fish preparation, folklore events, concerts and readings), followed by a major convention at the end of the event – **Croatia**

The opening event of the "Andar per Mare" project will be a political convention (to be held in Ancona or Split), at which the calendar of events will be officially presented, and there will be an illustration and discussion of the project's political and economic aims.

From that time on – and for the duration of the programme – the regional circuit of restaurants will be involved. In this respect it is planned to offer a special menu to the public, for the duration of the campaign. Evenings will be organised throughout the region, dedicated to oily fish and lesser-known species. Every member of the public will be given a card on which they can rate each dish. Comments and advice should be given instead of a vote or judgement, with the aim of establishing a "dialogue" with chefs.

All of the above activities will of course be organised in conjunction with hoteliers' associations and traders along the coast.

As for the events planned in each town and city, **LegaPesca Marche** proposes that each event should include the following:

- a meeting or seminar on issues specific to each fishery, so that fishermen are genuinely involved;
- a special programme reserved for primary and middle school children.

Food education

There will be a specific initiative on educating consumers about food, involving the printing and distribution of a brochure. This will provide effective and rigorous information not only on the nutritional and dietetic qualities of fish (with a list of the best-known and lesser-known species), as well as essential information on how to store, clean, prepare and cook fish. It will not be a classic recipe book, but an interesting leaflet that will allow consumers to get to know fish and optimise its everyday use.