

D3.3.3

Document on guidelines to implement SSF resilience to Climate Change in Management

Some of the main problems often faced by SSF operators are related to market access and excessively low prices, as well as issues related to the access to information (regarding regulations, management, and opportunities). The Adri.SmArtFish project aims to:

- implement an adaptation plan aimed to increase the capability to exploit new market opportunities for SSF operators,
- create a new market chain/structure, dedicated to SSF, able to deliver new products to customers with the needed information, in order to stimulate a sort of knowledge-based consumption, useful not only for pushing towards sustainably fished products, but also new emerging species (such as the thermophilic ones), that are expected to become more and more spread in the Adriatic Sea (see also D3.3.1).

Some southern species (those of tropical origin), such as bluefish (*Pomatomus saltatrix*), dolphin fish (*Coryphaena hippurus*), round sardinella (*Sardinella aurita*) and blue crab (*Callinectes sapidus*) can now frequently be seen in the fish markets but are often still unknown to the consumers.

These species should be promoted via dedicated activities, aimed to raise consumer awareness, such as:

- publicity in the markets, using thematic events such as the “Fishermen’s Villages”, already experimented by Regione Marche and that will be replicated throughout the Project area, which will allow the valorisation of SSF in the touristic sector in relation to local traditions;
- ideation and proposal of transformed products derived from these species, in order to shorten the supply chain and to reach more consumers, not only in direct sale points or in the local fish market, but also restaurants and the big distribution companies.