

BIM EMFAF Work Programme Project Report 2023

BENEFICIARY:	Bord Iascaigh Mhara
PROJECT REFERENCE NUMBER:	23/SPIS/DIS-BG011-BR059
NAME OF PROJECT:	Implementation of Demersal Strategy through pilot projects
IMPLEMENTATION PERIOD:	1 st January to 31 st December 2023

Project Scope

The project focuses on creating additional value for the demersal sector for all elements of the supply chain. This involves scoping market opportunities with the aim to prove concepts and to coordinate/facilitate collaboration across supply chain involving key stakeholders. This project is linked to the project “Benchmarking quality, market requirements and costs to serve for key demersal species”.

Objectives

Historically this sector of the seafood industry has operated predominately as individual entities with limited collaboration. As a result, business relationships are typically transactional in nature which can leave suppliers very exposed to supply and demand scenarios where prices can be extremely volatile. The aim of this project is to create more cohesive business relationships, increase collaboration, improve quality, and create a better understanding of the different market requirements along the supply chain.

BIM will co-ordinate project teams of like-minded industry stakeholders to solve specific issues and explore new market opportunities. It is envisaged that projects will be species specific with the aim of accessing new markets through a more co-ordinated supply chain offering.

Collaboration offers the opportunity to leverage scale and move towards a market driven mindset. By proving the concept following the project trial, the key stakeholders can work together in developing a more profitable position in the marketplace.

Outcomes

The programme for 2023 involved pilot projects scoping added value opportunities for hake, haddock and *Nephrops* to EU Markets. These projects were focused on achieving a greater understanding of the supply chain, the current market offering, market expectations and the potential opportunities. It involved identifying key contacts in the supply chain in each specific market identified. For hake and haddock Spain was chosen as the key market while Italy was the target for *Nephrops*. The results from these studies have provided significant insight into the opportunities to maximise value along the supply chain. It has also provided the ambition for coopetition among operators at the source of the supply chain. These findings are crucial in the development of these key markets and will form the basis of future work.



Summary of Project Spend

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Total Approved Costs	€50,000
Total Eligible Expenditure	€48,708
EMFAF Eligible Expenditure	€24,354
Exchequer	€24,354

Report by: Pat O'Leary

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an Aontas Eorpach

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