



# Fishmarkets at the South Baltic Sea

1. Concept Fish Markets & Events
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8. Best Practice List



European  
Regional  
Development  
Fund





# Fishmarkets

Frame concept  
for the  
south baltic sea



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# Culinary consultant & food writer

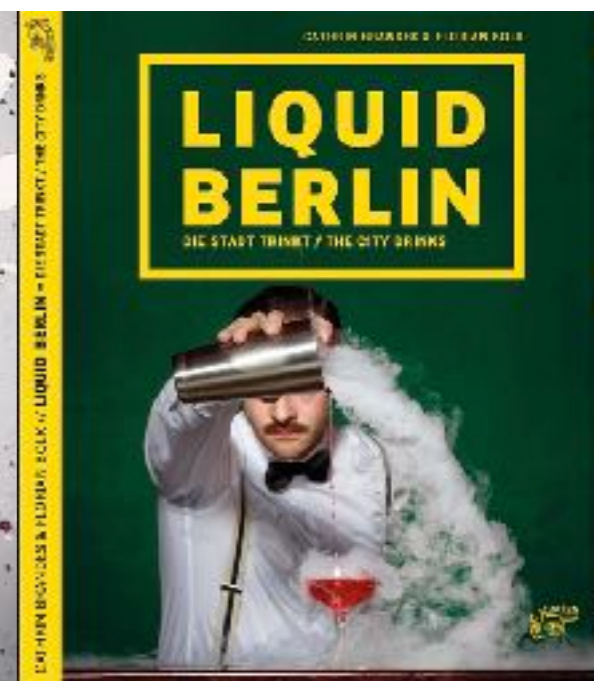


**SPEISENKLUB  
NEUKÖLLN**

**FOOD X CHANGE**



**KRAUT  
BRAUT**





# General



# Project objectives

- higher attractiveness and revival of small coastal harbours and utilisation of its touristic potential
- strengthening small regional coastal fishery and harbour-related industry
- increasing the regional added value helping with distribution of local products etc..
- contribution to the preservation of the historical cultural heritage "coastal fishery" and fish from the Baltic Sea as culinary heritage and related maritime industry
- improve the image for the respective municipalities as " fishing villages "



# Objective frame concept

- Develop ideas for different event sizes and formats focussing on the project objectives
- Defining target groups
- Develop ideas for different formats, programs, time frames and budgets
- Suggestions for responsibilities, partnerships, sponsoring and others
- Working out standards for quality, logistics & staff, infrastructure & security
- Ideas for public relations and social media



# General Standards

General Standards for all events considering the project goals:

- small local fishery must be focus and highlight of events: fishermen, the catch, the baltic sea, traditions, history, craftsmanship, recipes
- Markets & Events must take place in locations related to the sea with view to the sea: harbors, beaches, promenades, marinas, lighthouses etc
- Every fish and fish product on sale must be caught by small local fishery in the south baltic sea (guests possible)
- Every fish products and fish preserves, all food and other products come from local sustainable and artisan production
- Fishmarkets and their programs work with sustainable guidelines and principles



# Target groups fish markets

Defining target groups for the maritim-touristy fish markets:

- Foodies: younger or older couples or friend groups
- Families: highlight of vacations at the coast: shopping eating, infotainment
- Active people, weekenders, short trips
- Locals for shopping
- Restaurant owners and chefs looking for local products and inspiration
- School and Youngsters travel for workshops and infotainment
- conference tourism and group/bus travels to XL festival





# Social Media Ideas 1

## Facebook

- Set up facebook page myfisheu in english for all markets/events
- Set up facebook events (myfishkolobrzeg) for single events in partners language
- Keep the page alive and post at least once a week: photos, recipes, news about fishes and fishermen, news about partners, sponsoring and program. other fish markets etc..

## Intagram

- Set up local instagram pages for example: myfishkolobrzeg
- create and promote hashtagsfor the events #myfisheu #myfishkolobrzeg



# Social Media Ideas 2

## Blogger & Influencer Relations

- Contact your countries interesting food, travel and enviromental bloggers & influencers
- Organize blogger contests on facebook and instagram before event: like fish cooking/best recipe/best fish foto (send fresh or smoked fish to bloggers)
- Invite bloggers to event and meeting with fishermen, guided tours/boat tours
- Food Bloggers could be part of the showcooking program
- Contest for best stories about fishing/fishermen/the sea etc..





# Event sizes



# Event sizes

Modular event sizes considering the project objectives:

- „S“ Fresh fish from the boat: fishermen direct selling fresh catch
- „M“ fishmarket in harbor: one day market with focus on south baltic sea fish and related products
- „L“ Fish days in harbor/coastal town: two or more days market with entertainment and infotainment program, partnerships with gastronomy and local sellers
- „XL“ Fish festival in south baltic sea region: two weeks or more event with entertainment and infotainment program, partnerships with gastronomy and local sellers



# „S“ Fish off the boat

One or more fishermen selling their catch off the boat:

- What: exclusively fresh catch
- Where: off fishing boat at harbor
- When: mornings to midday when fishermen land their catch
- How often: during weekdays
- Target groups: Locals and tourists in apartments or traveling back home
- Logistics: port authorities
- Marketing: nationaler and/or international platform in internet via message/twitter
- Organisation: Fishermens interest groups, local and regional authorities



# „M“ fishmarket

Fishmarket with focus on south baltic sea fish and related products

- What: fresh catch, local fish products, artisanal food & products related to prepare the fish like veggies, fruit, spices, oil, pottery and handcraft
- Where: harbor/coastal village
- When: one or two days, from 10 am to 4 pm
- How often: Fridays and/or Saturdays, weekly or monthly
- Target Groups: local and tourists, foodies, weekenders
- Logistic: Village authorities, market responsible
- Marketing: PR:, tourism agencies, local advertising
- Organisation: fishermen, local authorities, private/public event agencies...



# „L“ Fish days

L“ Fish days in harbor/coastal town: two or more days market with entertainment and infotainment program, partnerships with gastronomy and local sellers

- What: fish market, entertainment (music, children, cooking), infotainment (movies, expositions, workshops, classes)
- Where: one/more coastal villages/regions
- When: several days, on one or more consecutive weekends
- How often: yearly in fish or tourism season
- Target groups: local and tourists, foodies, weekenders, groups
- Logistics: extensive event planning, logistics and administrative issues
- Marketing: PR:, tourism agencies, local advertising, social media, internet
- Organisation: fishermen, local authorities, private/public event agencies...



# „XL“ Fish Festival

Fish festival in south baltic sea region: two weeks or more event with entertainment and infotainment program, partnerships with gastronomy and local sellers

- What: fish market, entertainment (music, children, cooking), infotainment (movies, expositions, workshops, classes), conference
- Where: harbors, coastal villages in Lithuania, Poland, Germany
- When: at least three consecutive weeks (one per region)
- How often: every two years in fish or tourism season
- Target groups: local and tourists, foodies, weekenders, groups
- Logistics: extensive event planning, logistics and administrative issues
- Marketing: PR:, tourism agencies, local advertising, social media, internet
- Organisation: fishermen, local authorities, private/public event agencies...







# market & food



# Market

Enjoy more south baltic sea fish! Locally caught fish and traditional recipes have often been lost in private households and gastronomic enterprises. The most important objective of the fish markets is to recover what is lost and reinstall the love for local fish. Other food and products are only allowed at the market if they fit into this purpose:

- Fishermen local fishmonger selling fresh fish
- Fish products and preserves, tins etc..
- Fruit, veggies, meat, sausages, cheese
- Preserves, spices, honey oil
- local artisans, pottery etc..



# Food

Enjoy more south baltic sea fish! Locally caught fish and traditional recipes have often been lost in private households and gastronomic enterprises. The most important objective of the fish markets is to recover what is lost and reinstall the love for local fish.

- Filleting and cooking local fish! Workshops and classes
- Culinary partnerships with local and national chefs
- Partnerships/tandems between Fishermen/Restaurants/Street Food
- Showcooking on stage at harbor
- Culinary events: long tables, family BBQ, fish smoking, „my first herring“ etc..
- Cooperation with Slow Food/Slow Fish regional und national groups





# Program



# Entertainment

Suggestions for creative, informative entertainment for everybody. Keep it simple and focus on fish, fishermen and the sea!

- Boat trips, meetings with fishermen, fishwatching, visiting harbors
- Fish cooking classes: Filleting, Fish Fry, Soups, traditional & modern recipes, seaweed etc...
- Guided beach tours, foraging, cliff climbing, trekking, bird watching
- Sport competitions, regattas, swimming, beach activities
- Social responsibility: waste collecting, charities, volunteering



# Kids entertainment

Suggestions for creative, informative entertainment specially for children. Keep it simple and focus on fish, fishermen and the sea!

- Painting competition: sea, fish, fishery
- Papier maché Workshops building figures and masks relating to sea life and fishery followed by a children's procession at the beach/harbor
- Building of small wooden fishing boats and a regatta
- Cooking and fishing classes
- Talks with fishermen, boat tours
- Cooperation with schools and kindergartens for activities



# Traditions

Rediscover and revive local traditions focussing on fish, fishermen and the sea. Research in cooperation with museums, culture institutions, bibliothèques, schools, universities etc:

- Rites like processions, pilgrimages etc.. (like in Puck/Poland)
- Traditions, costumes, folklore
- Boats, vessels, nets, fishing methods
- History, mythology, fairy tales
- Culinary traditions



# Infotainment

Combine entertainment and information in a creative program focussing on small coastal fishery. Topics for flyer, cooperations, expositions, print media etc:

- Foundation of a Fish University for one day wth interesting lectures for everybody
- History and traditions of local and international fishery
- Informations about baltic sea fish species:
- sustainability, sea life, no waste
- Fish movie: international and national movies and documentaries focussing on fish/fishermen





# Conference

To discuss, science, economics and politics a conference about „small coastal fishery in the south baltic sea“ could be organized. Partners could be: universities, institutes, government etc..

- Discussions about future of local and international coastal fishery
- How do tourism and coastal fishery interact?
- Sustainability, marine biology, future sciences, waste, climatic changes
- analysis of socio-economic structures in coastal regions with and without coastal fishery





# Cooperations



# Cooperations

## Possible cooperations and partnerships

- Ministries and administrations: business, agriculture, environment, tourism etc..
- Environmental agencies and institutions
- B7 Network der baltic sea islands
- Museums for, local crafts, art, nature etc..
- Universities, schools, kindergartens, for activities, workshops etc..
- Restaurants, cooking schools and other gastronomic institutions
- NGOs like Slow Food, WWF etc..
- Press, radio, TV



# Sponsoring

Think local! Sponsoring partners should match the events in image, size and sustainability standards. The events will need different kind of support:

- Sparkassen
- Local breweries, beverages producers
- Staff agencies
- Equipment rental or supply for glasses, packaging etc..
- Stages and technics for shows
- Tends and parasols
- Hotels, car rentals, travel agencies
- T-Shirts, aprons etc..





145g Fischeinwaage

**RAUCH & PFEFFER**  
BÜCKLINGSFILET

190g Inhalt



# Quality



**1 SUPPORT LOW SCALE FISHERIES!** Less than € 500 million investment fee ... and create more than 24,000 jobs

**2 LESS DESTRUCTIVE FISHING TECHNIQUES SUCH AS TRAWLING** Part of the destructive boats could be converted to other gears and the jobs would go to other sectors.

**3 MORE MARINE RESERVES** To recover fish stocks, generate nearly 12,000 jobs and obtain € 1.260 billion in profits.

# Quality

To reach the project goals and improve the image for the respective municipalities as "fishing villages" and increase the appeal to tourists it is necessary to maintain general standards at the vents. The quality criteria should be discussed and agreed upon to:

- Location & venue: attractive, harbor/fish in focus,
- Sustainability: products, packaging, logistics
- Event-Design: natural maritim look, project-logo
- Same standards for sellers, producers, restaurants, partners, sponsoring



# Sustainability

Small coastal fishery depends on clean waters, biodiversity and doesn't agree with climate warming and waste - it is therefore very important that all the fish markets work very sustainable:

- Sustainable power/electricity
- No waste, no plastic
- No food waste, charity dinners
- Travelling with public transport, bicycles
- Commitments of all partners





# Thank you!

Fish Markets - frame concept  
for the  
south baltic sea

Cathrin Brandes  
[www.tidbits.de](http://www.tidbits.de)



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# Program ideas and suggestions for fishmarkets & fishevents at the South Baltic Sea



Program ideas and suggestions  
for fishmarkets & fish events at the  
South Baltic Sea

## Entertainment

Suggestions for creative, informative and fun entertainment for everybody. Keep it simple and focus on fish, fishermen and the sea:

+ **Fish Quiz** Show for families: show knowledge of the sea

<http://www.whitstableoysterfestival.co.uk/events/artist/whitstable-oyster-festival-quiz-2017>

+ **Boat trips**, meetings with fishermen, fishwatching, visiting harbors

<http://www.gerth-hansen.de>

+ **Guided beach tours**, foraging, cliff climbing, trekking, bird watching

<https://www.cookeryandfoodfestival.co.uk/foragingtours>

+ **Sport competitions** like regattas, swimming, beach activities

[https://www.facebook.com/whitstableoysterfestival/photos/a.](https://www.facebook.com/whitstableoysterfestival/photos/a.601709609925723.1073741829.598835913546426/989463177817029/?type=3&theater)

[601709609925723.1073741829.598835913546426/989463177817029/?type=3&theater](https://www.facebook.com/whitstableoysterfestival/photos/a.601709609925723.1073741829.598835913546426/989463177817029/?type=3&theater)

+ **Social responsibility**: waste collecting, charities, volunteering

<http://www.greenpeace.org.uk/press-releases/greenpeace-ship-sets-sail-ocean-plastic-expedition-around-scotland-20170505/>

<https://www.cookeryandfoodfestival.co.uk/about>

+ **Music program** related to sea and boats like rock the boats at

<http://www.dorsetseafood.co.uk/entertainment/>

## Kids entertainment

Suggestions for creative, informative entertainment specially for children. Cooperation with schools and kindergartens for activities. Keep it simple and focus on fish, fishermen and the sea:

+ **Workshop** with artists about building fish sculptures and masks relating to sea life and fishery followed by a children's procession at the beach/harbor

<http://www.dorsetseafood.co.uk/kidszone/>

+ **Painting competition**: sea, fish, fishery

+ **Building of small** wooden fishing boats and a regatta

<https://www.freester-fischerfest.de/galerie/>

+ **Cooking** and fishing classes

+ **Talks** with fishermen, boat tours

Program ideas and suggestions  
for fishmarkets & fish events at the  
South Baltic Sea

## Food

Enjoy more south baltic sea fish! Locally caught fish and traditional recipes have often been lost in private households and gastronomic enterprises. The most important objective of the fish markets is to recover what is lost and reinstall the love for local fish.

### + Overall best practice:

[http://slowfish.slowfood.it/wp-content/uploads/2017/05/ING\\_Giorno-per-giorno\\_Slow-Fish-A4.pdf](http://slowfish.slowfood.it/wp-content/uploads/2017/05/ING_Giorno-per-giorno_Slow-Fish-A4.pdf)

<http://maltonyorkshire.co.uk>

+ **Workshops, tasting and classes:** filleting, cooking and tasting local fish!

+ **Culinary partnerships** with local and national chefs

<http://karnet.krakow.pl/en/17945-krakow-terra-madre-slow-food-festival-2016+>

+ **Partnerships/tandems** between Fishermen/Restaurants/Street Food

+ **Showcooking** on stage at harbor

<http://www.dorsetseafood.co.uk/seafishstage/>

<http://www.stivesfoodanddrinkfestival.co.uk/chefs/>

+ **Culinary events:** long tables, family BBQ, fish smoking, best fish soup competition etc.

<http://www.visitlithuania.net/events/107-festivals/898-fishermen-festival-palanga-smelt>

<https://www.ostsee-schleswig-holstein.de/weltfischbroetchentag.html>

<https://www.youtube.com/watch?v=DV6WhVHhmi8>

+ **Cooperation with Slow Food**/Slow Fish regional und national groups:

<https://www.fondazioneSlowFood.com/en/nazioni-arca/lithuania-en/>

<https://slowfooddolnyslask.org/torun-slowfood-festival/>

<http://cheese-berlin.de>

## Traditions

Rediscover and revive local traditions focussing on fish, fishermen and the sea. Research in cooperation with museums, culture institutions, bibliothèques, schools, universities etc:

+ **Rites** like processions, pilgrimages, landing of the first catch:

<http://www.whitstableoysterfestival.co.uk/events/artist/landing-of-the-oysters>

<http://pdf.polska.travel/docs/en/poland-religions-rites-and-raditions/poland-religions-rites-and-raditions.pdf> (Nr. 37)

<http://www.heringstage-wismar.de>

+ **Traditions** with costumes, folklore, dancing

Program ideas and suggestions  
for fishmarkets & fish events at the  
South Baltic Sea

+ **Exhibitions** about Boats, vessels, nets, fishing methods

[https://books.google.de/books?](https://books.google.de/books?id=yFeoAwAAQBAJ&pg=PT99&lpg=PT99&dq=tradition+fishermen+poland&source=bl&ots=-0PP5MU6_h&sig=B9HUgx1Ntk85QklbNaH87o3sqyl&hl=de&sa=X&ved=0ahUKEwjx2bDmosLUAhUIZ1AKHUMJBCMQ6AEIYTAI#v=onepage&q=tradition%20fishermen%20poland&f=false)

[id=yFeoAwAAQBAJ&pg=PT99&lpg=PT99&dq=tradition+fishermen+poland&source=bl&ots=-0PP5MU6\\_h&sig=B9HUgx1Ntk85QklbNaH87o3sqyl&hl=de&sa=X&ved=0ahUKEwjx2bDmosLUAhUIZ1AKHUMJBCMQ6AEIYTAI#v=onepage&q=tradition%20fishermen%20poland&f=false](https://books.google.de/books?id=yFeoAwAAQBAJ&pg=PT99&lpg=PT99&dq=tradition+fishermen+poland&source=bl&ots=-0PP5MU6_h&sig=B9HUgx1Ntk85QklbNaH87o3sqyl&hl=de&sa=X&ved=0ahUKEwjx2bDmosLUAhUIZ1AKHUMJBCMQ6AEIYTAI#v=onepage&q=tradition%20fishermen%20poland&f=false)

+ **History**, mythology, fairy tales

<http://www.whitstableoysterfestival.co.uk/events/artist/beach-hut-tales--monday>

<http://www.abergavennyfoodfestival.com/programme/storytelling-for-children/>

+ **Culinary traditions**

<http://www.abergavennyfoodfestival.com/programme/blas-o-gymru-travelling-kitchen/>

## Infotainment

Combine entertainment and information in a creative program focussing on small coastal fishery. Topics for flyer, cooperations, expositions, print media etc:

+ **Foundation of a Fish University** for one day with interesting lectures for everybody

[http://nutriculinary.com/2010/11/16/university-of-fish-fisch-aus-aquakultur-](http://nutriculinary.com/2010/11/16/university-of-fish-fisch-aus-aquakultur-massentierhaltung-oder-nachhaltiges-ernahrungskonzept-der-zukunft/)

[massentierhaltung-oder-nachhaltiges-ernahrungskonzept-der-zukunft/](http://nutriculinary.com/2010/11/16/university-of-fish-fisch-aus-aquakultur-massentierhaltung-oder-nachhaltiges-ernahrungskonzept-der-zukunft/)

<https://www.naturkundemuseum.berlin/gzm>

<http://www.abergavennyfoodfestival.com/themed/talks-debates/>

+ **History** and traditions of local and international fishery

<http://www.fisherpoets.org>

+ **Informations** about baltic sea fish species: sustainability, sea life, no waste

<https://www.ozeaneum.de/en/exhibitions/baltic-sea-exhibition/>

+ **Fish movie:** international and national movies and documentaries focussing on fish/fishermen/food

<http://thefoodfilmfestival.com>

## Conference

To discuss, science, economics and politics a conference about „small coastal fishery in the south baltic sea“ could be organized. Partners could be: universities, institutes, government etc..

+ Discussions about future of local and international coastal fishery

+ How do tourism and coastal fishery interact?

+ Sustainability, marine biology, future sciences, waste, climatic changes

+ analysis of socio-economic structures in coastal regions with and without coastal fishery

# MY FISH

## Quality standards for fishmarkets and fishevents at the South Baltic Sea



## Objectives

Promotion of small scale fishery and locally caught fish through market days, specialized markets, fish events and festivals in harbours, coastal villages and towns at the south baltic sea.

To give local fish the value it deserves and to reinforce the economic and environmental profitability of the fisheries, it must be promoted accordingly.

Only high quality markets and events with a high appeal will serve the objective and deserve to be branded with the projects logo.

Only sustainable events with a no waste approach will ensure the littering of streets and seas with plastic a danger for fish and humans alike:

<https://www.theguardian.com/lifeandstyle/2017/feb/14/sea-to-plate-plastic-got-into-fish>

## Location & Venue

Location must be in village/municipality with a fishing port and an active small scale fishermen community.

Venue of market/event should be located at the sea, best at the fishing harbor, or at the beach promenade, next to a lighthouse or some other place/building with a strong maritim character and a view of the sea. If the venue is not at the fishing harbor, guided visits to the harbor and it's facilities should eventually be included in the program.



## Event-Design & Look

All the stalls should have the same look with few exceptions allowed. The event organisers rent them to every seller and caterer. Stalls should be made of wood or offer a classical market look.



## Food & products at markets, food stalls, catering and restaurants

### Local & Seasonal

Local and seasonal produce to support local business and reduce the environmental impact of transport.

### Ethical Meat & Dairy

Combatting animal cruelty and environmental damage by purchasing high welfare meat and dairy products.

### Environmentally Positive Farming

Produce from farmers committed to environmental stewardship.

## **Sustainable Fish**

Serving sustainably caught fish by local small scale fisheries to ensure the future of fish stocks and marine environments.

## **Artisanal**

Focus on handmade food and products made of natural materials from regional small scale businesses.

## **Fair Trade**

Sourcing fairly traded produce to ensure farmers around the world have access to a trade system based on justice and fairness

## **Healthy Eating**

Focus on balanced menu options, reasonable portions and healthy cooking

## **Food waste**

To avoid food waste reasonable portions should be offered. If there are leftovers a charity dinner or school picnic could be planned instead of throwing away.

## **Social and environmental standards**

### **Responsible Marketing**

Clearly communicating to customers your ethical stance and provenance of ingredients.

### **Community Engagement**

Engaging with the local community, with schools and charities to support the people supporting you.

### **Supply Chain**

Considering the social and environmental impact of supply chain transportation.

### **Energy Efficiency**

Improving energy efficiency to save resources, protect the environment and cut costs.

### **Water Saving**

Managing water usage to save money and reduce environmental impact.



## **Waste Management**

Implement activities to reduce waste and promote recycling. No plastic allowed, especially bottles, cups, cutlery and bags. Instead of plastic use composable and recycleable materials, like glass bottles, paper bags, wood cutlery



## **Sponsoring, Partners, Restaurant and Vendors**

Search for Sponsors and other Partners according to the events values and objectives. Regional partners are better than global. A signed commitment to the events values must be made by everybody who wants to join the event or sell at the market.

### BUDGET ESTIMATION FISH EVENT/FESTIVAL

Budget Estimation Fish Market	Menge	costs netto	Costs total			
<b>Venue</b>						
Rent	1	2000	2000			
Power	1	200	200			
Water	1	200	200			
Housekeeping fee	1	200	200			
Other	1	500	500			
<b>Total Venue</b>						3100
<b>Stalls/Stands/Stage/ Seating/Tends</b>						
Rent Stalls	20	20	400			
Set Up Costs	1	400	400			
Transport Costs	1	100	100			
Tables & Chairs (6 combination)	100	12	1200			
Tent	2	500	1000			
Sun Screens Parasol	20	15	300			
Rent Stage	2	1000	2000			
Sound	2	1000	2000			
Light	2	800	1600			
Stage Design/Decoration	2	500	1000			
Set Up Costs	1	800	800			
Transport Costs	1	500	500			
<b>Total</b>						11300
<b>Catering/Bar</b>						
Bar Stall	1	300	300			
Equipment	1	136	136			
Fridge rental	1	200	200			
Tables	20	12	240			
Staff fees	4	150	600			
Beverage cost	1	500	500			
Other	1	250	250			
<b>Gesamt Equipment</b>						2226
<b>Personal/Staff/Speaker</b>						
Event Planner	1	5000	5000			
Speaker	10	100	1000			
Photographer	1	1000	1000			
Filming	1	1000	1000			
Entertainer/Music	1	1000	1000			
Transport Costs	1	600	600			
Accommodation	10	50	500			
Paramedics	1	200	200			
Security	20	100	2000			

Budget Estimation Fish Market	Menge	costs netto	Costs total			
<b>Gesamt Marketing</b>						12300
<b>Marketing</b>						
Logo	1	2500	2500			
Website	1	2500	2500			
Flyer	1	500	500			
Other	1	1000	1000			
Banner	2	150	300			
<b>Total Marketing</b>						6800
<b>Total costs netto</b>						
						35726
<b>TAX 19%</b>						
<b>Total costs brutto</b>						
<b>Income</b>						
Tickets	2000	5	10000	(tax?)		
Stall Rental	20	150	3000	Netto		
Bar/Drinks	1000	1	1000			
Sponsoring	5	3000	15000	Netto		
<b>Total Income</b>						29000
<b>Difference</b>						
						6726

### Checklist for Baltic Sea Fish Market/Event/Festival

	What	Where	When	Important	Notes
<b>Idea</b>	Festival of value, distinction and purpose to promote small coastal fishery	South Baltic sea	Up to 2-3 years in advance	Define WHY and WHAT	
<b>Calendar</b>	Check dates!	Organizer	Up to 2-3 years in advance	Avoid other big events in the region	
<b>Organisation</b>	Who is Organiser?		Up to 1-3 years in advance	Who is responsible for event?	
	Public/Private or Partnership?				
	Local/Regional/National Responsibilities				
<b>Venue/ Location</b>	Where should festival be? Region/Villages/ Harbour/public places/private property/		Up to 2-3 years in advance	Location should be typical/ beautiful/charming/interesting	
	How many assistants should fit in Location?				
	Natural Look and Design for tents, stalls etc			No plastic! Wood and Natural Materials & Look	
	Consider Transport to Location			Public Transport, Parking places	
<b>Permission/ Approval</b>	SpecialEvent/Market	Local authorities, harbour authorities	2-1 years in advance	Think of sanitary and hygienic necessities and authorities	
	Food/Catering	Local authorities	1 year/6 months ahead	Think of sanitary and hygienic necessities and authorities	
	Alcohol permits for bars etc..	Local authorities	1 year/6 months ahead	Think of sanitary and hygienic necessities and authorities	
	Fire/fireworks/Fire safety	Local fire department	1 year/6 months ahead		
	Security/Police/Paid Security	Local Police	1 year/6 months ahead		
	Music/Noise	Local authorities	1 year/6 months ahead		
	Vendors/Market stalls etc..	Local authorities	1 year/6 months ahead	Make plan, see below	
	Waste disposal	Local authorities	1 year/6 months ahead	Make plan, see below	
<b>Finance</b>	Finance Director/Accountant/Fundraiser		Asap		
	Budget planning		Asap	Be realistic!	
	Public Funding		Asap		
	Private Funding/Sponsoring		Asap	Sponsoring Guidelines!	
	Taxes		Asap		
	Tickets? Entry fee? Donations?		Asap		
	Bank account		Asap		
<b>Insurance</b>	Special Event Policies for all liabilities	Insurance Agency	6 months before event	Every Location and event can have special risks to consider	
	Damage to rented premises	Insurance Agency	6 months before event		
	Medical Expenses	Insurance Agency	6 months before event		
	Number of Attendees	Insurance Agency	6 months before event		
<b>Marketing</b>	Marketing and PR Manager			Contact person for press and all marketing activities	
	Festival Name		Asap		
	Signage/Logo		Asap		
	Website		Asap		
	Social Media		Asap		

	What	Where	When	Important	Notes
	Tourism offices		Asap		
	Press relations/TV/Radio/	PR Agency?	Asap		
	Merchandise TShirts etc..		3 months before event		
	Poster Print		3 months before event		
<b>Market</b>	Choose Location according Food safety		6 months before event		
	Scout /contract local vendors & businesses	at other markets, local shops and businesses	6-3 months before event		
	Set up Market place according to security plan to avoid overcrowding etc..		1 day before event		Think of power/ electricity/water supply!
<b>Catering/ Food</b>	Sustainable Guidelines			Commitment from everybody	
	Focus on local Fish			Commitment from everybody	
	Local Meat/Veggies/recipes			Commitment from everybody	
	Food calculation according to planned assistance			1,5 to 2 servings per person	
	Drinks/NonAlcohol/Alcohol			Local/national drinks and beers	no plastic bottles, recycleable cups
	Contract vendors/food trucks/restaurants		1 year - 6 months before event		
	Partnerships between restaurants & Fishermen		6-3 months before event		
	Set up Food Court according to security plan to avoid overcrowding etc..		1 day before event		Think of power/ electricity/water supply!
<b>Program</b>	Culture/Children/Sports/Cooking/music	Find Locations/Rooms/ kitchens for stages, tents, workshops etc	6 months before event		
	Contact possible contributors/speakers/ musicians		1 year - 6 months before event		
	Online Program/Ticketing		3-1 month before event		
	Partnerships with Schools and Museums for activities		6-3 months before event		
<b>Security</b>	Security Director			Responsible contact person for authorities	
	Contract Security Staff/paid/volunteers	Festival entrance, stages etc.. according security plan	2-3 months before	Where are the risk points?	
	Paramedics/First aid		3 months before event	If weather very hot best to have two or three teams/ambulances	
	Lights	Dark Areas	6-3 months before event		
	Elaborate Security plan in case of fire or other		6 months before event	Together with police/fire department	
<b>Logistic</b>	Logistic Responsible				
	Set up/Site Plan	Local authorities	6-3 months before event		
	Timetable & to dos for set up & dismantling				
	Tents, Stages, Lights, Sound Sytem, tables, chairs, market stalls,				
	Signage	for location/programm etc...	1 month before event	Nice style, readable, recycling	
	Rental Toilets (ecologically friendly)	2-3 separate stations	3 months before event	Enough Toilets are very important	
	Plan power and water supply with professionals and authorities		3 months before event	Think of different needs for stage, tests, food vendors etc..	
<b>Sustainability</b>	No Waste	Commitment from everybody	During contracting		
	No plastic	Commitment from everybody	During contracting		
	Recycling and Waste Disposal PLAN	Commitment from everybody	During contracting	PLAN with local authorities and garbage collectors	Enough bins for waste sorting

	What	Where	When	Important	Notes
Post Event	Final Bills				
	Tax accounts				
	Thank yous				
	To dos for next time				
	Measure succes				

**EXAMPLE Programme for a Baltic Sea Fish Festival**

	General	Gastronomic	Market	childrens area	Cultural
<b>Friday</b>					
18:00	Opening Ceremony/ Speech	Big fish Grill in Harbour	Food Vendors/Street Food/ Special Fish Night		Opening Modern art Exhibition MyFish
19:00		Fish Dinners in participating Restaurants	Food Vendors/Street Food/ Special Fish Night		Opening Modern art Exhibition MyFish
20:00		Fish Dinners in participating Restaurants	Food Vendors/Street Food/ Special Fish Night		Opening Modern art Exhibition MyFish
21:00		Fish Dinners in participating Restaurants	Food Vendors/Street Food/ Special Fish Night		Open air Fish cinema
22:00		Fish Dinners in participating Restaurants	Food Vendors/Street Food/ Special Fish Night		Open air Fish cinema
<b>Saturday</b>					
10:00	Fishermens Activity/ Procession/Boat arrival		Opening Fish Market	Fish Painting Competition	Opening exhibition cultural heritage/ Traditions
11:00	Guided Harbour Tours		Fish Market/Food Vendors/Street Food	Fish Painting Competition	Foto Competition Harbour/Fish/Sea
12:00	Guided Harbour Tours	Showcooking	Fish Market/Food Vendors/Street Food	Fish Painting Competition	Foto Competition Harbour/Fish/Sea
13:00	Guided Harbour Tours	Showcooking	Fish Market/Food Vendors/Street Food	Fish Painting Competition	Foto Competition Harbour/Fish/Sea
14:00	Boat Tours Follow the Fish	Showcooking	Fish Market/Food Vendors/Street Food	Fish Cooking/Filleting Classes	Foto Competition Harbour/Fish/Sea
15:00	Boat Tours Follow the Fish	Showcooking	Fish Market/Food Vendors/Street Food	Fish Cooking/Filleting Classes	Foto Competition Harbour/Fish/Sea
16:00	Boat Tours Follow the Fish	Showcooking	Fish Market/Food Vendors/Street Food	Fish Cooking/Filleting Classes	Foto Competition Harbour/Fish/Sea
17:00			Closing Fish Market		Foto Competition Harbour/Fish/Sea
18:00	Discussions on stage: Future of fish/ Fishermen/ Politicians/Chefs/ Science etc..	Fish Dinners in participating Restaurants	Food Vendors/Street Food/		Music/Dancing
19:00	Discussions on stage: Future of fish/ Fishermen/ Politicians/Chefs/ Science etc..	Fish Dinners in participating Restaurants	Food Vendors/Street Food/		Music/Dancing
20:00	Harbour by night/ Fishermen with torches/Music on boat	Fish Dinners in participating Restaurants	Food Vendors/Street Food/		Music/Dancing
21:00	Harbour by night/ Fishermen with torches/Music on boat	Fish Dinners in participating Restaurants	Food Vendors/Street Food/		Open air Fish cinema

	General	Gastronomic	Market	childrens area	Cultural
22:00	Harbour by night/ Fishermen with torches/Music on boat	Fish Dinners in participating Restaurants	Food Vendors/Street Food/		Open air Fish cinema
Sunday					
10:00		Sea Breakfast Brunch at long table	Food Vendors/Street Food/	Giant Boat building	Open stage for schools/ universities/culture associations
11:00		Sea Breakfast Brunch at long table	Food Vendors/Street Food/	Giant Boat building	Open stage for schools/ universities/culture associations
12:00		Sea Breakfast Brunch at long table	Food Vendors/Street Food/	Giant Boat building	Open stage for schools/ universities/culture associations
13:00		Sea Breakfast Brunch at long table	Food Vendors/Street Food/	Giant Boat building	Open stage for schools/ universities/culture associations
14:00		Showcooking/ Smoking Fisch	Food Vendors/Street Food/	Meeting with fishermen	Open stage for schools/ universities/culture associations
15:00		Showcooking/ Smoking Fisch	Food Vendors/Street Food/	Meeting with fishermen	Exposition International Fish Cookbooks
16:00		Showcooking/ Smoking Fisch	Food Vendors/Street Food/	Meeting with fishermen	Exposition International Fish Cookbooks
17:00		Showcooking/ Smoking Fisch	Food Vendors/Street Food/	Childrens Dinner Cooking with Fish	Exposition International Fish Cookbooks
18:00		Fish Dinners in participating Restaurants	Food Vendors/Street Food/	Childrens Dinner Cooking with Fish	Exposition International Fish Cookbooks
19:00		Fish Dinners in participating Restaurants	Food Vendors/Street Food/	Childrens Dinner Cooking with Fish	Exposition International Fish Cookbooks
20:00	Closing Ceremony	Fish Dinners in participating Restaurants	Food Vendors/Street Food/		Music/Dancing
21:00		Fish Dinners in participating Restaurants	Food Vendors/Street Food/		Music/Dancing
22:00		Fish Dinners in participating Restaurants	Food Vendors/Street Food/		Music/Dancing



**Fish Market: Application Form 2017**

**Before completing this form please read the Trading Terms and Conditions and the Quality Standards carefully**

**Market location: XXXX Market Date: XXXXX**

Trader's Name

Trader's Company / Organisation Name

Address

Telephone and Email

Work: Mobile:

Email: Website:

**Food category (please circle most appropriate option(s))**

Local Fish and fish products

Bakery products

Dairy products and eggs

Fruit

Vegetables

Meat and meat products

Preserves

Honey products

Confectionery

Plants and herbs

Street Food (any item designed for consumption on site at the time of purchase)

nonalcoholic Drinks \_\_\_\_\_

alcoholic Drinks \_\_\_\_\_

Other (specify) \_\_\_\_\_

Are you selling hot food? Yes No

Method of Cooking (Tick one box)

Bottled Gas/

LPG Microwave

Charcoal

Electric

Other (please specify): \_\_\_\_\_

Description of stand and product(s) to be sold (please be specific as you will only be able to sell what is stated on this form)

**Stalls – Locations and Prices**

Depending on the number of traders we have each time, we expect to have stands both inside and outside. (Hot food traders are always outside). Each market is planned differently depending on the traders who are attending – it is not the norm to have a stall in one particular position each month.

What is your preference?

Inside stall at €40.00

Outside stall at €35.00

Street food, outside stall at €55.00

If you have your own 3m stall/stand and simply require a pitch outside:

Outside pitch with own stall at €30.00

Street food, outside pitch with own stall at €50.00

**Do you require electrical power? Yes/No**

Indoor power points can be ordered €10

Outdoor power points can be ordered €15 for each month.

**NO GENERATORS WILL BE ALLOWED ON SITE**

The maximum loading is 3KW per power point. Equipment exceeding this load will be unsuitable.

Please state below the equipment you will use, e.g. fridge, microwave etc.

I require \_\_\_\_\_ (no. of power points each time)

Equipment to be used (please specify) .....

Wattage/Power loading (please specify) .....

**To apply**

Please complete and sign this form and return it with all supporting documentation. If you do not provide all required information your application may not be accepted.

I enclose

- Photocopy of insurance cover
- Photograph of stall
- Food hygiene certificates (where applicable)
- Safety certificates for any equipment (where applicable)
- Signed trading terms and conditions, Quality standards.

Signed:

Print Name:

Position:

Date:

**Please return the application form plus supporting documentation to the Organisers:**

**XXXXXNAME EMAIL ETC.....**

### **What happens next?**

- Your application will be assessed and we will respond to you as soon as possible. Priority will be given to Traders based in the region XXXXXXXX offering local and artisan products.
- If your application is accepted, you will be invoiced monthly, prior to each market. Traders can arrange to pay quarterly in advance if preferred. Payment is due upon receipt of invoice
- Preferred method of payment is by bank transfer to:  
Account Name: XXXXX
- Traders who have not pre-paid will not be permitted to stand. Any trader choosing not to stand at a certain market having been accepted for that market will still be liable for the cost of the stall unless AT LEAST ten days' notice is given.

### **Fish Market 2017 – Trading Terms and Conditions, Quality Standards**

#### **1. General**

- 1.1 Stalls/pitches are non-transferable.
- 1.2 The locations of stalls/pitches are decided on a month-to-month basis. At no time does acceptance of a Trader's application bestow any rights or expectation that a stall will be in a particular position.
- 1.3 The Market Organiser's decisions are final with regard to each market's formation and layout.
- 1.4 Stalls are invoiced in advance of the markets and payment is due upon receipt of invoice. Traders turning up on the day who have not prepaid will not be permitted to stand at the market.
- 1.5 Traders who cancel within 10 days of the market and no-shows will be liable for the full cost of the stall.
- 1.6 The event is officially open for trading between: 9am to 3pm each day. Traders are required to stay for the full duration of the event and may only begin packing up after closing time on each day.
- 1.7 Traders selling illegal, counterfeit or inappropriate goods will be asked to leave the market.
- 1.8 Smoking is prohibited on site.
- 1.9 Refunds will not be given if the market is cancelled for reasons beyond the Organisers' control.
- 1.10 Traders who do not turn up to an event they have booked are not entitled to refunds and may jeopardise their applications to trade at future events.
- 1.11 The Organisers reserve the right to cancel this agreement at any time by giving notice in writing to a Trader who fails to turn up more than once. While it is recognised that occasional emergencies occur which prevent Traders from attending a market, the Organisers have still incurred administration, marketing, venue hire and stall hire costs.
- 1.12 The Organisers reserve the right to cancel the Fish Markets at short notice.
- 1.13 Traders must provide skirts for their stalls and stalls must be kept tidy at all times.

1.14 All Traders' rubbish and recycling must be taken with them at the end of the event. Failure to do so will put in jeopardy your acceptance to trade at future events.

1.15 Traders must only sell what is stated on their application form.

1.16 NO GENERATORS are allowed.

1.17 Access for unloading will be provided from 7.30am. Traders must move vehicles off the site as quickly as possible. All vehicles MUST be off-site by 8.30am. The Organisers will provide Traders with information about off-site parking.

1.18 Traders must have arrived on site by 8.30am and be set up and ready to trade at 9.00am. Traders who arrive after 8.30am will not be allowed to trade and their stall will be dismantled. There will be no refund of the stall fee.

## **2. Public Liability Insurance**

2.1 Traders are responsible for the insurance of their own property and must have current Public Liability Insurance to the value of £2 million at the time of the event.

2.2 Traders must submit photocopies of their insurance cover with the application form and have originals with them for inspection at the time of each event.

2.3 Traders or agents shall not hold the Organisers and/or Malton Amenity CIC responsible for any loss, damage, theft or destruction of any exhibit, goods, property or equipment.

## **3. Health and Safety**

3.1 All stalls must meet Health & Safety Standards in line with the local norms and laws

3.2 Stalls may be inspected by Environmental Health, Trading Standards Officers or any other professional body.

3.3 Traders who use powered appliances must supply the relevant safety certificates as well as fire extinguishers and adequate barriers around the powered equipment. Traders are also required to bring the appropriate extension cables and connections. Please check in advance if unsure.

3.4 Traders selling food must provide food hygiene and safety certificates in advance of the event, as well as make them available for inspection on the day.

3.5 Stallholders using gas cylinders are expected to provide suitable storage facilities. All cylinders must be installed prior to the opening of the event and must not be transported during the event.

3.6 All electrical equipment must be PAT tested with a current sticker/certificate with the equipment.

## **4. Quality standards für food & products**

4.1 Sustainable fish caught by local small scale fisheries. Fish from other regions must come from small scale fisheries too and be declared!

4.2. Local & seasonal produce, ethical meat & dairy, from farmers committed to the environment

4.3 Artisanal, handmade food and products made of natural materials from regional small scale businesses.

4.4 Responsible marketing and clearly communicating to customers the provenance of ingredients.

4.5 Good waste management means reducing waste, including food waste. No plastic allowed! Instead of plastic materials use compostable and/or recyclable materials for packaging and serving food.

4.6 Improve energy efficiency and water usage to save money and reduce environmental impact.

**Please sign the terms & conditions:**

**Signed:**

**Print Name:**

**Position:**

**Date:**

## BEST PRACTICE FISHMARKETS & EVENTS

Country	Name	About	What	Where	When	Organisator	Web
Italy	Slow Fish	Small Scale Sustainable Fishery Event/Congress		Genoa	Biannual (next 2019)	Slow Food	<a href="http://slowfish.slowfood.it/">http://slowfish.slowfood.it/</a>
	Cheese	Artisanal cheese		Bra	Annual	Slow Food	<a href="http://cheese.slowfood.it">http://cheese.slowfood.it</a>
Denmark	Shellfish Festival	Shellfish		Nykøbing	Annual	Foreningen Skaldyrsfestival	<a href="http://www.skaldyrfestival.dk">http://www.skaldyrfestival.dk</a>
	Hirtshals Fiskefestival	3 days Fish Festival	Fishmarket, Fishbuffet, Cooking, Auctions, Tours				<a href="http://www.hirtshalsfiskefestival.dk">http://www.hirtshalsfiskefestival.dk</a>
	Løgstør Muslingefestival (mussels)	3 days Mussels Festival	Mussels, Music, Artists	Løgstør	Annual		
	Herring Festival Hvide sande	3 days Herring Festival	Herring fishing, filleting, cooking	Hvide Sande	Annual		<a href="http://www.hvidesande.dk/de/hvide-sande/heringsfestival-hvide-sande-2017">http://www.hvidesande.dk/de/hvide-sande/heringsfestival-hvide-sande-2017</a>
Poland	Slow Food Central Europe Festival			Krakow		<a href="http://terramadre.pl/Slow Food">http://terramadre.pl/Slow Food</a>	<a href="http://terramadre.pl">http://terramadre.pl</a>
	Good Time Sera	Artisanal Cheese & Wine	Market, Workshops, Tastings	Sandomierz		Slow Food	<a href="http://czasdobregosera.pl/slow-food/">http://czasdobregosera.pl/slow-food/</a>
	Toruński Festiwal Smaków 2017	History of local food	Food festival, tasting, Food History, Local Food	Torun, Poland		Municipality of Torun, University, Slow Food	<a href="https://slowfooddolnyslask.org/torun-slowfood-festival/">https://slowfooddolnyslask.org/torun-slowfood-festival/</a>
Lithuania	Palangos Stinta	3 days Stint Festival	Cooking, Ice bathing, Smelt eating Competitions	Palanga	Annual	???	<a href="http://www.palangatic.lt/renginys/palangos-stinta-2017/date-20170218/">http://www.palangatic.lt/renginys/palangos-stinta-2017/date-20170218/</a>
Germany	Fisch vom Kutter	Fishermen selling fish out of the boat		Nordic sea	Everyday	Interessengemeinschaft InfoPortal "Fisch vom Kutter" I	<a href="http://fischvomkutter.de">http://fischvomkutter.de</a>
	Weltfischbrötchentag	All about fish buns		Schleswig Holstein	Annual	Ostsee-Holstein-Tourismus e.V.	<a href="https://www.ostsee-schleswig-holstein.de/weltfischbroetchentag.html">https://www.ostsee-schleswig-holstein.de/weltfischbroetchentag.html</a>
	Fischerleben	Plattform for fisch/fishermen/ information		Schleswig Holstein			<a href="http://fischerleben-sh.de">http://fischerleben-sh.de</a>
	Eckernförder Sprottentage	4 Days Sprouts festival		Eckernförde, Schleswig Holstein	Annual	Eckernförde Touristik & Marketing GmbH	

Country	Name	About	What	Where	When	Organisator	Web
	Eckernförder Fischmarkt	Fishmarket	Fishmarket,	Eckernförde, Schleswig Holstein	Every First Sunday of a Month	Eckernförde Touristik & Marketing GmbH	<a href="https://www.ostseebad-eckernfoerde.de/fischmarkt.html">https://www.ostseebad-eckernfoerde.de/fischmarkt.html</a>
	Nordfriesische Lammtage	2,5 Months of celebrating Lamb season	Tours, Cooking, History, Markets	Schleswig Holstein	Annual	Förderverein Nordfriesische Lammtage e. V.	<a href="http://www.lammtage.de">http://www.lammtage.de</a>
	Fischertage auf Rügen	2 weeks dedicated to local fish and fishermen	Restaurants, Exhibitions, local events, Herring Festival, NO MARKET	Rügen	Annual		<a href="http://www.ruegen.de/fischertage-auf-ruegen/veranstaltungen-fischertage.html">http://www.ruegen.de/fischertage-auf-ruegen/veranstaltungen-fischertage.html</a>
	Freester Fischerfest	3 days FishFestival	Music, Dancing, Market, Firework, Excursions in Fishing boats, childrens boat building,	Freest Mecklenburg- Vorpommern	Annual	Großmarkt Rostock GmbH	<a href="https://www.freester-fischerfest.de">https://www.freester-fischerfest.de</a>
	Heringstage Wismar	1 day festival + 2 weeks in restaurants	Start Herring season, market & fish grill, procession	Wismar, Mecklenburg- Vorpommern	Annual	Hanseatischer Köcheclub Wismarbucht	<a href="http://www.heringstage-wismar.de">http://www.heringstage-wismar.de</a>
	Stadt Land Food Festival	4 Days Food festival	Celebrating regional food and producers, Market, workshops, conference, Street Food	Berlin	Biannual (next 2018)	Markthalle Neun	<a href="http://stadtlandfood.com">http://stadtlandfood.com</a>
USA	Sea2table	Connecting Fishermen with Chefs	online plattform/ shop	US			<a href="https://www.sea2table.com">https://www.sea2table.com</a>
UK	Whitstable Oyster Festival	3 days Oyster Festival	Market, eating competition, seafont procession, children activities	Whitstable, UK	Annual	Canterbury City Council & private event agency the Event Umbrella	<a href="http://www.whitstableoysterfestival.co.uk">http://www.whitstableoysterfestival.co.uk</a>
	Dorset Seafood Festival	2 days Seafood Festival	Showcooking, Tasting, Workshops, Children's activities No MARKET	Wheymouth harbor UK	Annual	Dorset Seafood Festival Limited	<a href="http://www.dorsetseafood.co.uk/programme/">http://www.dorsetseafood.co.uk/programme/</a>
	St. Ives Food and Drink Festival	6 Days Food Festival	Showcooking, Tasting, Workshops, Children's activities, Producers Market	St. Ives UK	Annual	<a href="http://www.mackerelskyevents.co.uk/portfolio/4592975781">http:// www.mackerelskyevents.co.uk/ portfolio/4592975781</a>	<a href="http://www.stivesfoodanddrinkfestival.co.uk/producers-market/">http://www.stivesfoodanddrinkfestival.co.uk/ producers-market/</a>

Country	Name	About	What	Where	When	Organisator	Web
	Malton Food Festival	2 days Food Festival	Showcooking, Tasting, Workshops, Children's activities, Producers Market	Malton UK	Annual	Malton Community Interest Company	<a href="http://maltonyorkshire.co.uk/malton-food-lovers-festival-patrons/">http://maltonyorkshire.co.uk/malton-food-lovers-festival-patrons/</a>