

Fish from the boat & home delivery



Guaranteed, fresh and just caught fish
Straight at your home

Fish All Days

Fish All Days allows customers to buy fresh fish directly from the boat – or have it delivered to their doorstep. By combining more traditional educational and promotional campaigns with the use of new technology and social media, a trawler from Molfetta has developed a loyal network of customers.

The family fishing company, Facchini Pesca, was suffering from the poor prices it was fetching at the local wholesale auction. The project consisted of equipping the family boat to be able to sell their fish directly to the consumer while respecting health & safety rules and equipping their van to be able to transport fish in refrigerated conditions.

This was followed by substantial work to promote the company's direct sales service and raise awareness among the local population of the health benefits of eating traceable and quality, local fish. Actions included:

- > Development of sales form, business cards, information form on the different fish, banner and roll-up, flyers and place mats for local restaurants
- > Professional use and management of social media to promote the products and the activity
- > Interactive website with information and prices of fish caught by Facchini Pesca
- > Use of email, telephone, sms & WhatsApp to receive orders
- > Organizing events to promote its activity
- > Participation in other events to promote its activity.

TERRE DI MARE FLAG, ITALY

RESULTS (AFTER 10 MONTHS):

- > 60 households as regular customers
- > 4 restaurants as regular customers
- > 30-35% increase in sales revenues

SUCCESS FACTORS:

- > FLAG support & advice
- > Use of social media

TOTAL PROJECT COST: €42 000

- > Own financing: €42 000
- > EFF Axis 4: animation and project development support

Project promoter

Domenico Facchini, Facchini Pesca s.a.s.
domenicofacchini@tiscali.it

+39 335 135 3410

www.facebook.com/FishallDays?fref=nf

