

SEG
WG Commercial



We have a
pr**blem**



Members so far: Germany IFEA
Netherlands DUPAN

Industry and fishermen united in one organisation per country

ESA owner of the ESF logo (FUND raising by members !)
Logo fee is equal for all, level playing field.

Member organisations make contracts and collect funds

Funds raised in a country are used to fund SEG

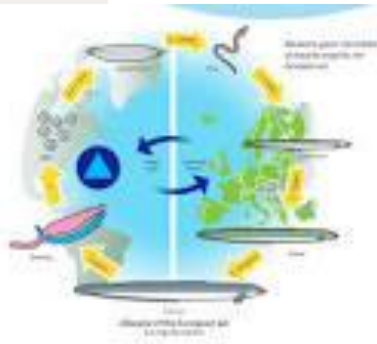
Money collected to be spent in the country where it is raised

Science based research on eel and actual help for the eel with restocking and trap and transport and other conservation measures.

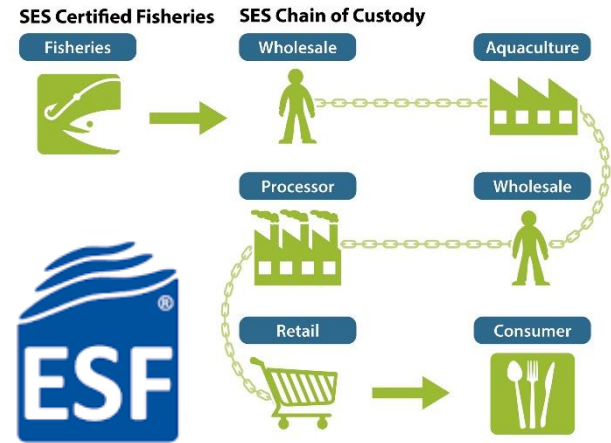
Paid by the consumer !



Great story to tell



ISEAL



Certified sustainable product

Opportunities:

1. A sustainability standard built together with the industry, conservation and science
1. Tell one strong message / story to overcome the negative anti eel ideology
2. Regain lost market for all
 - a livelihood for the fishermen
 - *- making restocking programmes work
 - * - help solving the problems for silver eels
 - a healthy fishing-, aquaculture and processing industry
 - * - a traceable certified product will find it's way back to the (super)market

Can we fix it?



Yes, we can!

1. Set up a multi disciplinary organisation
2. Become member of EAS
3. Start using ESF
4. Collect and invest money
5. Tell one story over the whole of Europe
6. Reinvent your industry
7. Regain your lost markets

AND THEY
Lived Happily
EVER AFTER

