


CORENET Good SFSC Practice No 11:	
Author:	Nuno Fragoeiro
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title in English	FRESH SEA BASKET - Fuseta, Algarve, Portugal
Choose relevant advising categories below* and provide short explanation:	
a Business planning and strategy:	The "Cabaz Fresco do Mar" adopts a strategy focused on the valorization of local fish and promoting healthy and sustainable eating. The planning strategy involves shortening the supply chain, directly linking artisanal fishermen to consumers, and offering fresh and sustainable products. The business model is based on direct sales to consumers, with fast delivery (within 24 hours) and the use of reusable packaging, adhering to environmental standards. Furthermore, the project focuses on transparency and trust, allowing consumers to choose the types of fish, seafood, or octopus they wish to receive, while reducing bycatch by introducing and promoting the consumption of species with less commercial demand.
b Distribution and logistics:	The distribution of Cabaz Fresco do Mar is carried out efficiently and sustainably, with fresh products delivered directly to consumers within 24 hours of capture. The fish, octopus, and seafood are packed in insulated boxes with ice to ensure maximum freshness. Delivery logistics cover the areas of Faro, Olhão, and Tavira, with the option to customize the basket according to preferences, if the consumer don't like a certain species or are allergic to them, can avoid them. The introduction of less commonly caught species, accompanied by recipes and demonstrative actions, reduces bycatch and increases the diversity of species consumed, reducing the pressure on stocks of the most popular species.
c Regulatory compliance:	The participating producers are members of AAPF, an organization that establishes through internal regulations the operational mode. They have regular meetings with the members to inform and plan activities.
d Better partnering:	
e Technology:	Technology is used to manage orders and basket deliveries, providing a simple and efficient online shopping experience. The digital platform allows consumers to select the contents of their basket and make payments easily through MB Way, bank reference, or bank transfer. Technology is also used to optimize the logistics process, ensuring delivery efficiency and product freshness preservation.
f Production & processing:	AAPF shipowners member capture fish and take them to the "sale station" and part of this fish is sold to restaurants and other commercial agents and a small part can be sold directly to the final consumers.
g Packaging:	The product is prepared, vacuum packed and transported in boxes with ice inside a camera at low temperatures in the vehicle.
h Branding and marketing:	Marketing campaigns highlight the quality of the seafood, the fast delivery, and the commitment to the circular economy.
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	The organizations makes annual reports that shares with the members. Financial information is supported by data on monthly income and expenses. This reports are formal, regular and made by experts. Internal staff provide support regarding the implementation of SFSC to sell "Fresh Sea baskets" directly to final consumer. The marketing and website was supported by a financial programme and paid for experts.
*See The CORENET SFSC Charter 14. C SFSC ADVISING.	
Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). Do not complete if the summary below is completed in English This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.	The Cabaz Fresco do Mar is an initiative by the Fuzeta Fishing Vessel Owners Association (AAPF), located in the Algarve, aimed at directly connecting artisanal fishermen and consumers by offering fresh fish, seafood, and octopus from the Algarve coast. Through a direct-to-consumer model, the project ensures delivery of the products within 24 hours after capture, guaranteeing maximum freshness. The basket can be customized, with consumers selecting the products they want and the size of the basket (3kg or 5kg). The project stands out for its commitment to sustainability, using reusable packaging and responsible fishing practices, while contributing to the local economy and the valorization of artisanal fishing. The project's digital platform makes the ordering and payment process easy and convenient, providing an efficient consumer experience. Cabaz Fresco do Mar is an innovative model of sustainability and closeness between consumers and producers, promoting healthy eating and the circular economy, while reducing environmental impact.
	Main results/outcomes of the activity (expected or final)
	The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?

	<p>The main practical recommendation for Cabaz Fresco do Mar would be to expand the distribution network and promote additional partnerships with local producers and suppliers, such as small-scale canning companies or other regional food producers. Implementing these strategies could bring significant benefits to consumers, such as increased product variety, more competitive prices, and the possibility of greater basket customization. For the practitioner, adopting this approach could lead to a larger consumer base and improved customer loyalty through a diversified and accessible offer, while maintaining a focus on sustainability and product quality.</p> <p>Additionally, another benefit would be the development of educational campaigns focusing on responsible consumption and supporting sustainable fishing practices, providing consumers with a more enriching experience aligned with the project's environmental values.</p> <p>Further information/references:</p>
Actors, stakeholders	70 Shipowners/producers; 7 persons from internal staff and 100 consumers.
Region, Country	Fuzeta/Olhão, Algarve, Portugal
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

Short title in native language	Cabaz Fresco do Mar
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Short summary for practitioners in native language (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).	<p>O Cabaz Fresco do Mar é uma iniciativa da Associação de Armadores de Pesca da Fuzeta (AAPF), localizada no Algarve, que visa conectar diretamente pescadores artesanais e consumidores, oferecendo peixe, marisco e polvo frescos da costa algarvia. Através de um modelo de venda direta ao consumidor, o projeto garante a entrega dos produtos em menos de 24 horas após a captura, assegurando máxima frescura. O cabaz pode ser personalizado, com os consumidores escolhendo os produtos que desejam e o tamanho do cabaz (3kg ou 5kg). O projeto destaca-se pelo compromisso com a sustentabilidade, utilizando embalagens reutilizáveis e práticas de pesca responsáveis, introduzindo e promovendo o consumo de espécies com menor procura comercial, além de contribuir para a economia local e a valorização da pesca artesanal. A plataforma digital do projeto facilita o processo de encomenda e pagamento, proporcionando uma experiência eficiente e conveniente para o consumidor. O Cabaz Fresco do Mar é um modelo inovador de sustentabilidade e proximidade entre consumidores e produtores, que promove a saúde alimentar e a economia circular, ao mesmo tempo que reduz o impacto ambiental.</p>
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