



# HOW WE FIGHT FOR THE FUTURE OF FISHING

Why having a healthy recognised association is vital for the industry in Europe and why you should fully support your association



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# Why is a strong European Tackle Trade Association important?

## **Sportfishing plays a role in the European economy and society**

EFTTA actively works to make this known to decision makers all over Europe and especially in Brussels. A total of 2,900 manufacturing and wholesale companies trade in sportfishing in the EU. Another 12,900 tackle shops serve more than 25 million anglers and the socio-economic value of this trade is in excess of €25 billion annually. In most countries in Europe, sportfishing generates significantly more economic output than commercial fishing. Commercial fishing is getting most of the attention and is financed with heavy subsidies from the EU.

## **Sportfishing creates job opportunities**

Sportfishing creates hundreds of thousands of job opportunities, often in rural areas, where employment can be hard to find. Sportfishing contributes towards schools, stores and other social services in these areas. Fishing possibilities are one of the deciding factors when people choose to live in the countryside.

## **Sportfishing supports nature conservation**

Sportfishing keeps people in contact with nature and provides them with a better understanding about man's role in the ecological system. Sportfishing increases man's interest in nature and water conservation and contributes to us understanding how to use fish as an important natural resource. Sportfishermen protect their water, providing a guard against possible pollution sources. This is one reason why good fishing water often goes hand in hand with good drinking water. A healthy fish population is an excellent bio-indicator for the extent of pollution in water. Sportfishing contributes to a stable use of our water resources.

## **Sportfishing is healthy**

International studies show that one of the most important factors in health and wellbeing is the time we spend in the fresh air. Outdoor activities such as sportfishing increase a person's ability to recharge their inner batteries to prepare them for the demands of modern life. Sportfishing strengthens social family ties and improves relationships between generations. Sportfishermen often have a lifelong interest in their sport, which brings them into contact with nature and provides them with relaxation and physical activity. In today's world with its increasingly unhealthy, burnt out, stressed population, nature-based activities have become a major health support consideration. With the accelerating costs of healthcare this also has an economic impact.





Sportfishing is one of the activities with a high health/economic value. Sportfishermen can also enjoy fresh and healthy food of the best quality.

### **Sportfishing helps tourism**

Fishing tourism is a fast growing business with a huge growth potential in most European countries. This growth will not continue unless action is taken to preserve and restore the once healthy European rivers, lakes and seas.

### **Europe could be a 'paradise' for sportfishing in the future**

Europe has thousands of lakes and rivers, a long coastline and mighty seas. In order to care for, maintain and restore fishing areas for the sportfisherman of the future, important, large-scale decisions must be taken. For all Europeans, healthy lakes, rivers and seas are an important part of our heritage for coming generations.

### **Sportfishing preserves fish populations**

Sportfishing is carried out using rods, lines and hooks. Fish are caught one at a time, undersized fish are returned so that they can continue to grow. Sportfishing can be stopped at any time to avoid catching more fish than the individual needs. Sportfishing equipment, as opposed to netting, does not cut off the spawning routes that are so important for fish preservation. Sportfishermen catch far fewer fish than commercial fishermen

which explains why the resource is there for so many more people to use. Sportfishing causes no collateral damage in contrast to driftnet fishing for example, where other species such as dolphin are regularly killed.

### **A sport-caught fish is worth more than one caught by commercial fishermen**

Studies show that the value of a fish caught by sportfishermen is approximately €300 per kilo versus €0.50 if caught by commercial fishermen. As an outstanding example, in the Archipelago of Stockholm, 23 fishing guides have a turnover of €2.2 million. In the same area, 46 commercial fishermen have a turnover of €0.5 million. International studies show that sportfishing creates job opportunities with high economic contributions and an environmentally positive effect. Salmon fishing on the Kola Peninsula is an excellent example of this fact.





# EFTTA overall targets

We must form a long-lasting fisheries policy, a policy that recognises and responds to the social and economical value of sportfishing. Targets and actions in this policy shall lead to healthy fish populations in healthy waters, which is fundamental for the future of sportfishing. It is now time for sportfishing to be the most important part of fishing! For the financial year 2009 / 2010 EFTTA has put aside 50% of net profit to be spent on lobbying.

## EFTTA Lobby Action Plan

EFTTA recognised the following actions as important to achieve fast results:

- EFTTA urges that non-sustainable 'overfishing' must stop.
- EFTTA requests that the EU driftnet ban is followed by all fishermen and implemented and enforced properly by the member states.
- EFTTA urges the creation of areas open for sportfishing only.
- EFTTA requests a ban on sale of fish for all except licensed commercial fishermen.
- EFTTA calls for a ban on all bottom trawlers doing damage to the seabed and habitats.
- EFTTA urges a stop for all subsidies to hydroelectric power stations.
- EFTTA calls for the prevention of further water pollution and the restoration of already polluted waters.
- EFTTA calls for more and better protection of sensitive aquatic habitats – both sea and inland.
- EFTTA requests that legislation is not implemented in such a way that it unintentionally or unfairly hurts sportfishing.
- EFTTA shall investigate and push for a fee on angling related items to be reinvested into sportfishing.
- Using the additional funds set aside for lobbying and in order to gain maximum impact EFTTA will lobby together with EAA on individual prioritised lobby projects.

## EFTTA 2010 Prioritised Action Plan

- To lobby that the EU fisheries control regulation which came into effect on the 1st January 2010 is properly implemented with no loopholes allowing non licensed fishermen to sell their catches.
- To engage with and be influential on the ongoing reform (2009-2012) of the EU's Common Fisheries Policy.
- To ensure the angling community is well represented and influential on the virtual stakeholders platform and European cormorant documentation centre – a website funded by the EU. This will be live in 2010/2011 as a result of active lobbying from the angling community and is one of the outcomes of the Kindermann Report. Moreover, it is important to lobby that a physical stakeholder forum is set up to compliment the virtual platform.
- To lobby for an end to hydroelectric power stations subsidies, minimise negative effects from already existing power stations and safeguard waters from further expansion.
- To promote the socio-economic value of sportfishing. In particular to lobby that the socio-economic side of sportfishing is not overlooked or excluded in the new EU studies on recreational fisheries catches required to fulfil legislation under the Common Fisheries Policy.



*Thank you to Pure Fishing who have sponsored the printing costs of this leaflet.*

# About EFTTA and EFTTEX

EFTTA was established in London in 1981, as an international association to serve the European fishing tackle trade by campaigning to promote sportfishing, environmental issues and international business.

EFTTA is the leading European trade association for manufacturers and wholesalers of sportfishing equipment. Membership is open to Manufacturers, Wholesalers, Agents and Press in the tackle industry. Members can exhibit at EFTTEX, our leading international fishing tackle trade exhibition and also receive discounts at other trade shows, such as ICAST in the USA.

EFTTA has 270 members from more than 40 countries. We have a close working relationship with international trade associations in the USA, Italy, Australia, Japan and Canada – as well as national links with other tackle associations, the European Anglers Alliance (EAA) and China Fish.

EFTTA is a non-profit making association, supported by profits from EFTTEX, which is the largest fishing tackle trade show in Europe. Now in its 28th year, EFTTEX provides an exceptional platform for exhibitors and visitors to network and forge business relationships, with the main aim of sustaining and expanding the European fishing tackle industry.

EFTTA continuously invests in its membership services and lobbying and has helped members break into new markets with direct support. The line testing project is an ongoing project run by EFTTA aimed at setting trading standards.

EFTTA works to safeguard the trade against unfair competition and to ensure that products are being manufactured ethically. Members undertake to trade according to the following rules:

- To refrain from the manufacture, sales or marketing of copies of other members' products or to sell counterfeit goods.

- To ensure that products are not being made from animals that are protected or in any way suffer from unethical treatment.
- To ensure that production does not use child labour and is not carried out under conditions that are in violation of human rights.
- To follow EU legislation on toxic materials, heavy metal and any other dangerous content.

EFTTEX is Europe's largest angling trade exhibition. All profits are directed back into the industry. This enables the Association to help members break into new markets, encourage young people into fishing, campaign, and provide important member services.

**FUNDING** EFTTA continues investing in order to help our members to expand their businesses. In 2009 we spent €12,000 on our Youth Grant Scheme, which supports junior fishing projects.

**TRADE SUPPORT** [www.eftta.com](http://www.eftta.com) is a valuable source of news and information for our members. Our secretarial team organises EFTTEX and manages member services. We have a dedicated PR and marketing resource that communicates EFTTA activity to the world's angling trade and international media.

**TARGETS** With so much activity linked to sportfishing, EFTTA prioritises its lobbying activity and has set clear targets for both short and long term action plans.

**ACTION** Today we can respond quickly to any serious issues affecting the European tackle trade. Our lobbyist in Brussels constantly campaigns to secure support for sportfishing from local, national and international governments and associations.





## The threats facing fishing

Today sportfishing in Europe is under threat! Thanks to a conservative fisheries policy and because human and ecological ethics have been abandoned, life in our seas, lakes and rivers is now under serious threat.

Large-scale commercial fisheries and common overfishing threaten whole fish populations and species. We constantly hear about the over-use of fertilizer in farming and the production of poisonous materials, but what is crucial today is the intensive overfishing carried out by so-called commercial fishermen.

Bottom trawling destroys important sea and spawning grounds for all future fish populations. There are several examples of areas where it is virtually impossible to catch fish any longer. Uncontrolled fishing with hyper-modern equipment allows a few commercial fishermen to obliterate whole fish populations.

Large numbers of illegal nets are used in the sea and larger lakes. These nets are devastating to fish, cutting off the runs to their spawning grounds, thus damaging the possibility of a healthy fish population in the future.

Water pollution and excessive extraction of water from rivers and lakes are the main reasons that several fish species are threatened with extinction. Bad implementation or misinterpretation of legislation has a major effect on the possibilities

open for sportfishing. Mismanagement has led to a situation where too many boats are taking too many fish.

The protection of one specific cormorant species has resulted in the uncontrolled spread of cormorants.

There is a sea fishing licence in Portugal where the money is given to commercial fishermen rather than being reinvested into sportfishing.

Decreasing fish populations are the reason that tens of thousands of European sportfishermen travel outside Europe every year to go fishing in areas where better fishing is found, i.e. Canada, Alaska, Russia and New Zealand.

The new EU fisheries policy includes the Regional Advisory Councils (RAC). On each RAC there are 24 seats. Of these 24 seats commercial fishermen hold 16. This is a serious threat because at the moment all recommendations and decisions on the RACs can be made in favour of commercial fishing without taking into account the voices of sportfishing, science and other interested parties from around Europe.