	Geographical Indication Product Database - Step 1- Cornish Sardines	**SOURCE :** **Author : Ness** **Institution : UNEW** **Date : Aug 2006**

DESCRIPTION :

1. NAME OF PRODUCT :

Cornish Sardines

2. COUNTRY AND REGION IN THE COUNTRY:

Region of Cornwall, south west England, UK

3. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)

Pilchards (Fresh fish, molluscs and crustaceans). Substitute products are fish (fresh, chilled, frozen and fish-based reday meals and other protein sources. No evidence of imitation products or misuse of name

4. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :

Cornish sardines are pilchards caught in waters off the coast of Cornwall

5. LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):

Historical link with fishing villages on Cornish coast that can be traced back to the 16th century.

6. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure..) :

Fish are caught in Cornish waters from small boats using ring nets. It is a highly perishable fish and is landed and processed the same day. Distribution is both local and national, through direct retail and wholesale. Fish are distributed as fresh or frozen. Fishing takes place all year round but fish are at their best (contain more oil) from September through the Winter months. Approximately 1500 tons are landed per year.

7. MARKET AND REPUTATION (size, price premium, attractiveness, growth) :

Cornish sardine is an oily fish that contains Omega 3 and 6 – said to be good for the brain and the heart - that appeals to the health conscious consumer.

The market for fish (fresh, chilled, frozen, canned, fish-based ready meals) is worth £1.44billion at retail prices 2003. The size of the catch landed by the British fleet in the UK and Abroad is about 637,000 tonnes and is worth £521 million at retail level

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8. APPLICANT / HOLDER (IF ANY) :

Cornish Sardine Management Association

RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?

Product with historical links in the area and the fish is not subject to quotas

Using fishing techniques that are sustainable and consistent with preservation of fishing stock.

Supports local fishing communities where there are few alternative agricultural or industrial activities apart from fishing.

CATEGORY :

Origin Product X **GI product under application for PDO status** **Recognized GI**