Introduction & information on Flavours of the Seas
Information about the NorthSeaChefs

FILIP CLAEYS
chef De Jonkman
Initiative

1. Sustainable en locally fishery products
2. Local gastronomy
3. An ode to fishermen and the North Sea
4. DNA of the Belgian Coast
5. North Sea products
Goals

1 Consumer-oriented

2 Sector-oriented
Consumers

• Communication on sustainable fishery products from the North Sea
• Positioning the Belgian Coast as a contemporary destination and local gastronomy
• Communication about the (Belgian) fisheries sector
Sector-oriented

• Setting up a quality process for restaurants using fresh/local products from the North Sea (catch of the day)
• Cooperation with the fisheries sector & fish shops
• Partnership with the Flemish Centre for Fisheries Marketing: communication support
• Cooperation with chefs along the Belgian Coast cfr autumn 2021
Target groups

• Visitors from Flanders, Wallonia and the surrounding countries (Luxembourg, The Netherlands, Germany, France) (*)

• Restaurants along the Belgian Coast

• Fisheries sector

(*) Flavours of the Sea: an opportunity to discover the Belgian Coast
Activities

1. Sector
2. General public
3. Autumn 2021
Activities: sector

- Recruitment of chefs for Flavours of the Sea
- Quality process for restaurants
- Cooking workshops
- Best practices
- Individual assistance
- Networking events
Activities: sector
TWOELVE YEARS AGO, I STARTED MY OWN BUSINESS,”
DE JONKMAN

FILIP CLAEYS
chef De Jonkman
Twelve years ago, I started my own business, De Jonkman.
koolvis – black pollack
leng – ling
vlaswijting – pollack
kabeljauw – cod
steenbolk – pout
schelvis – haddock
wijting – whiting
“By using these lesser known fish varieties in their dishes, NorthSeaChefs want to show their respect for all kinds of Northsea fishes.”

-NorthSeaChefs, 2014
2 Activities: general public

- Testimonials (from fisherman to chef, ...)
- Sustainable approach (from ship to plate)
- Supporting Belgian fishermen
- North Sea gastronomy hotspots
- Lesser-known fish species
- Culinary events
- Fisheries sector = DNA of the destination
...
Activities: general public

Instruments:

- Press launch (Flanders + Wallonia)
- Statement: supports Belgian fishermen
- Flavours of the Sea website
- TV ad
- Media partners: print + radio
Activities: autumn 2021

• From 15 October to 15 November
• Flavours of the Sea dish in 53 restaurants along the Belgian Coast

2 x Mini documentary
• Two chefs: the Wittevrongel brothers (Koksijde-Oostduinkerke)
• Two fishermen: father and son Savel (Knokke-Heist)
Partners

• Structural partners
  • Westtoer
  • The Province of West-Flanders
  • The Flemish government
  • The European Maritime and Fisheries Fund (EMFF)

Activity partners
• NorthSeaChefs
• Media partners
• The Flemish Centre for Agricultural and Fisheries Marketing
• ...