

## Good Practice template

- All Good Practices identified by an Interreg Europe project and reported in the progress reports have to be submitted to the Programme.
- In order to submit a practice, you will have to register in the Interreg Europe website. Online submission will be available the first semester of 2017.
- NB: in orange: 2 optional fields. All other fields are compulsory.

1. General information	
<b>Title of the practice</b>	<b>Lamprey catching and cooking - From a long tradition to an internationally recognized brand for attracting tourists</b> <i>[100 characters]</i>
<b>Does this practice come from an Interreg Europe Project</b>	Yes or <b>no</b> <i>[Technical: Good Practices outside the IR-E projects relevant to the topics and validated by the Policy Learning Platforms experts will also be included in the database]</i> Yes

In case 'yes' is selected, the following sections appear:

<b>Please select the project acronym</b>	CHERISH
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<b>Specific objective</b>	<i>Drop-down list of the 6 specific objectives</i> <i>[Technical: In case a project is selected, the specific objective is automatically completed]</i>	
<b>Main institution involved</b>	<i>[Technical: The name of the institution and location of the practice are per default those of the practice author. They remain editable.]</i>	
<b>Location of the practice</b>	Country	LATVIA
	NUTS 1	LATVIA
	NUTS 2	LV0007 Pierīga
	NUTS 3	<i>Drop-down list</i>

<b>Short summary</b>	Coastal municipalities use the lamprey catching and cooking tradition as a tool to attract tourists, highlighting the uniqueness of this activity, linking it with the traditional coastal lifestyle and involving local people and cooperating municipalities in the creation and development of the brand.
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## 2. Detailed description

### Detailed information on the practice

Coastal municipalities, in finding ways to attract tourists and distinguishing themselves among other coastal destinations, are not only developing coastal infrastructure, but are also looking for unique local natural and cultural values to use to catch the attention of tourists. Lamprey catching and cooking is a long tradition, which several municipalities in the region: Carnikava and Salacgrīva are developing as local brand, highlighting the uniqueness of this activity and promoting specific knowledge and tradition of lamprey catching, cooking and inviting tourists to appreciate special taste created by tradition-based cooking.

Lamprey as a symbol of local identity is actively used by Carnikava municipality. An image of lamprey there is included in the coat of arms of the county. Another example can be noted in Salacgrīva municipality where an unique lamprey trap system (where lampreys are caught) - lamprey weirs have been used as objects for visitors where it is possible to learn about the methods lampreys are caught/fished and to acknowledge with a special culinary heritage – char-grilled lampreys.

Lamprey catching has been going on since the time of the Livonian state of the 17th century, which means that this tradition has been developing for over four centuries. Traditionally, lampreys are caught with traps/weirs. Although their preparation is almost always linked to roasting over coal, preparation of lampreys varies from place to place. Today Carnikava is the only place on the banks of Gauja River where the fishing of lampreys is allowed. This municipality is known as the lamprey kingdom and has the fish featured on its coat of arms. River lampreys are caught in the river Gauja in the municipality of Carnikava between August and February. They are fed in the wild and have a body long between 23 to 52 cm and are dark blue-green, blue-gray or green-brown.

In comparison to fish from other rivers, they are clean and contain no sand. Lampreys are cooked over a coal fire and set in aspic in a 70% to 30 % ratio. Since the 17th century, lamprey fishing has been one of the main sources of income in the area. Traditional skills have been preserved and applied - fishermen are taught not to fish during the full moon and to fish in muddy water. Traditional lamprey fishing begins on August 1 and lasts until late autumn and can last until February and in Latvia they are caught in rivers: in the lower reaches of the Gauja River, in Salaca, Saka, Venta and Daugava.

The lamprey season begins at a time that can be considered as the off-season of seaside tourism (most people visit the coast during the warmer months to visit the beach). Lamprey fishing and cooking in their characteristic counties serves as an attraction for tourists in the autumn season. This is done with the organization of events dedicated to lamprey, where in Carnikava the beginning of the lamprey season is celebrated at the county festival (August), in Salacgrīva a special lamprey day is organized (October), during which those interested are especially invited to visit all lamprey ponds. Lamprey fishermen, especially on this day, mobilize and prepare as many goods as possible. A similar celebration takes place, for example, in Pāvilosta.

Carnikava municipality has succeeded in registering the trademark of Carnikavas nēģi/Carnikava Lamprey under the European Register of Protected Geographical Indications, which protects the Carnikava lamprey brand and not every manufacturer can use it. In Salacgrīva municipality the tourism attraction is built around lamprey catch weirs (in total four weirs located on Salaca River), organizing visits to them,

	<p>cooking and tasting activities.</p> <p>Due to the high demand of the product and small volumes of lamprey caught, fishermen do not have difficulties to sell their products, so this ancient tradition and its value can be used more for the promotion of the coastal regions themselves and highlighting their uniqueness. Exclusivity of the product is also the reason why lamprey catching and cooking as tourism product is being promoted, financed and integrated into activities of local tourism agents and organizations. The State Fisheries Network, which is financed by the technical assistance of the European Maritime and Fisheries Fund, plays an important role in the implementation of various market promotion measures in Latvia. In the form of separate, small activities, lamprey popularization activities, including lamprey days, are financed from these public funds (Up to 1000 EUR per event)</p> <p>Promoting the tradition of lamprey fishing and cooking is essential for fishermen and coastal communities – it is both a lifestyle and economic activity, although lamprey fishing is rarely the only source of income. Usually, family members are involved in this work, thus generating income through and facilitates the transfer of skills from generation to generation.</p> <p>The next important group of beneficiaries of this practice are tourists and visitors of various festivals of the city, who get to know the product, support the business of coastal regions, generally contribute to the economy, etc. for coastal entrepreneurs: local producers (other types of food, local souvenirs). The lamprey day in Salacgrīva in 2019 was attended by about 2,000 visitors, but the Carnikava region festival was attended by about 10,000 inhabitants.</p> <p>Lamprey catching and cooking cultural heritage (information, stories, artifacts – fishing tools and methods) has been actively used by tourism development and local history specialists and agents in their information and educational activities carried out in events in local history museums.</p> <p><i>[1500 characters] Please provide information on the practice itself. In particular:</i></p> <ul style="list-style-type: none"> <li>- <i>What is the problem addressed and the context which triggered the introduction of the practice?</i></li> <li>- <i>How does the practice reach its objectives and how it is implemented?</i></li> <li>- <i>Who are the main stakeholders and beneficiaries of the practice?</i></li> </ul>
<p><b>Resources needed</b></p>	<p>The implementation of the practice is mainly funded from the budget of local governments as well as supported by local entrepreneurs.</p> <p>A small amount of funding is provided directly for the implementation of support measures from the European Maritime and Fisheries Fund, but due to fragmented support it is not possible to calculate a precise amount.</p> <p>Carnikava Municipality budgets 90 000 EUR for the organization of cultural events annually, but the Local History Center, which is actively involved in maintaining the tradition annual budget is around 70 000 EUR. Organization of Lamprey Festival costs around 1000 EUR.</p> <p>Salacgrīva Municipality spends 1 109 354 EUR per year for cultural and recreational activities.</p> <p><i>[300 characters] Please specify the amount of funding/financial resources used and/or the human resources required to set up and to run the practice.</i></p>
<p><b>Timescale (start/end date)</b></p>	<p>Ongoing e.g. June 2012 – May 2014/ongoing</p>

<p><b>Evidence of success (results achieved)</b></p>	<p><i>[500 characters] Why is this practice considered as good? Please provide factual evidence that demonstrates its success or failure (e.g. measurable outputs/results).</i></p> <p>The use of lamprey catching and cooking as fishing cultural heritage is selected as good practice, as it demonstrates the effectiveness of the local brand, which is related to the traditional cultural heritage, both in the formation of the region's identity and in attracting tourists. In Carnikava municipality, the Carniava lamprey festival is positioned as the only lamprey festival in Latvia:  <a href="http://tourism.carnikava.lv/en/lamprey-festival-in-carnikava">http://tourism.carnikava.lv/en/lamprey-festival-in-carnikava</a></p> <p>whereas visiting and learning about traditional methods of lamprey catching to weirs and tasting of lamprey is included into the tourism offer of Salacgrīva municipality :  <a href="http://www.visitsalacgriva.lv/en/what-to-do/lampreys-of-the-river-svetupe/">http://www.visitsalacgriva.lv/en/what-to-do/lampreys-of-the-river-svetupe/</a></p> <p>As well as information can be found in national and international tourism platforms:  <a href="https://www.tripadvisor.com/Attraction_Review-g1185719-d8864735-Reviews-Lamprey_Weirs-Salacgriva_Vidzeme_Region.html">https://www.tripadvisor.com/Attraction_Review-g1185719-d8864735-Reviews-Lamprey_Weirs-Salacgriva_Vidzeme_Region.html</a>  <a href="https://www.latvia.travel/lv/apskates-vieta/negu-tacis-kurkis">https://www.latvia.travel/lv/apskates-vieta/negu-tacis-kurkis</a></p>
<p><b>Difficulties encountered/ lessons learned</b></p>	<p>The creation of a brand based on local traditions and cultural heritage requires establishment of close cooperation with the “practitioners” of the best practice – in this case lamprey fishermen and their families. In addition, the potential of the practice for strong tourism product is dependant upon existing natural resources, in this case the volume of lamprey catches which are decreasing over years. There are also special programmes for renewing of the lamprey fishing stock financed by municipalities and Fishery Funds. It should be taken into account that measures to promote the tradition should not be linked to trying to increasing the volumes of the sales of products, but to marketing of local speciality. Due to seasonality, measures to attract tourists as tourists should be based more on demonstrations and tastings, but less on the sale of products.</p> <p>Other challenges encountered in the implementation of the practice are:</p> <ul style="list-style-type: none"> <li>• fragmented funding for support (municipality, projects) granted on yearly basis;</li> <li>• strong livability of the practice associated dependant on existing family traditions, lifestyle, willingness to continue this activity;</li> <li>• importance of implementing activities to keep this tradition alive: skills, attracting, training, motivating the new generation of coastal fishermen / entrepreneurs is crucial (because the income from this activity must be combined with others - is not and cannot become the only source of livelihood);</li> <li>• necessity to develop new coastal tourism products with added value (not only lamprey tasting, but also other activities for which tourists would be willing to pay - participation in lamprey fishing, renewal of the fishing fund, dinner on lamprey path (resp. Events), educational event with different generations). organization of involvement, production of attractive souvenirs</li> </ul>

	<p>(eg lamprey packaging)</p> <ul style="list-style-type: none"> <li>• Providing an independent source of funding - especially from projects</li> </ul> <p><i>[300 characters] Please specify any difficulties encountered/lessons learned during the implementation of the practice.</i></p>
<p><b>Potential for learning or transfer</b></p>	<p>Every coastal place has a tradition, an occupation, a product that the locals have produced, consumed, noticed. It creates the identity and uniqueness of the place. Tourism services that integrate local natural and cultural heritage are harmonious for places that do not target mass tourism and can also be provided during seasons that are not traditionally popular from a tourism point of view.</p> <p>When developing and commercializing a tradition as a Brand, it should be taken into account that it may also be the only symbol of recognition at the national and international level, resulting in intelligent perceptions of the place as a whole, which may not correspond to the true identity of the place and people. If tradition creates different associations for different population groups, it is worth developing different Brands. In the case of lamprey, this is a dish that not everyone likes and for some people it creates unpleasant associations. In addition to popularizing this tradition, Salacgriva municipality also creates other tourism and development products, such as the internationally known summer modern music festival “Positivus”.</p> <p>It should be borne in mind that such traditions, although unique, can also be found in other countries and places, which create opportunities for local and international cooperation initiatives.</p> <p><i>[1000 characters] Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions to learn from. This can be done e.g. through information on key success factors for a transfer or on, factors that can hamper a transfer. Information on transfer(s) that already took place can also be provided (if possible, specify the country, the region – NUTS 2 – and organisation to which the practice was transferred)</i></p> <p><i>[Technical: A good practice be edited throughout a project life time (e.g. to add information on the transfers that have occurred)]</i></p>
<p><b>Further information</b></p>	<p><i>Link to where further information on the good practice can be found</i></p>
<p><b>Contact details</b> <i>[Technical: the contact details will be visible only to “Policy Learning Platforms registered members”]</i></p>	
<p><b>Name</b></p>	<p><i>tbd</i></p>
<p><b>Organisation</b></p>	<p><i>tbd</i></p>
<p><b>Email</b></p>	<p><i>tbd</i></p>
<p><b>Expert opinion</b></p>	<p><i>[500 characters] [Technical: to be filled in by the Policy Learning Platforms experts]</i></p>