With its past, present and future

Don’t Let the Lufer Go Extinct! Campaign

Fikir Sahibi Damaklar

Don’t Let the Lüfer Go Extinct!

because

It’s the symbol of Istanbul

and

our common heritage together with Istanbul’s history, culture and resources making Istanbul abundant.

Istanbul
- Welcomed many immigrants throughout her history and became richer, diverse and attractive accordingly
- People easily fell in love with her Bosphorus, Judas trees, mosques, silhouette, wind, hills and fish
- Istanbul belongs to the ones who look after her.
The story began with a newspaper article in November 2009, mentioning that Lufer was under the threat of extinction.

- Petition started: Don't Let the Lüfer Go Extinct!

Next step: a wide-scale meeting with the participation of all parties such as bureaucrats, fishermen, CSO's, restaurateurs, chefs, consumers and academics.

The meeting's outcome:

- All parties agreed upon that the current minimum fishing size limit of 14cm for Lufer should be raised to 18cm, better to 20cm.

- Many chefs and restaurateurs stated that they won't sell Lufer below 24cm, which is the min. size limit that academics suggest.

- We started a collaboration with shore fisherman, collected very useful info.
- We continuously visited local fish markets and the general fish market of Istanbul as the Lufer Protection Team.
- We chatted with vendors and the ones selling undersize fishes, we gave them our campaign posters.
We received unexpected support from various parties.
- Some restaurants prepared their own posters
- Support from caricaturists
- Support from chefs, artists and journalists through their messages.
Participation to the consultation meeting organized by General Directorate of Protection and Control of Ministry of Agriculture, held on June 21st, 2011 in Ankara.

- Target:
  - Change in fishing and seafood trade regulation
  - Minimum fishing size of Lufer should be raised to
- Result:
  - Minimum fishing size of Lufer raised from 14cm to 20cm in August 2011. First step of the campaign

As Fikir Sahibi Damaklar, we decided to celebrate this good news by giving Istanbul—our source of life—a gift: Lufer Holiday.
First Lufer Holiday was celebrated in 2011 with the participation of Minister of Agriculture Mehdi Eker, plus with the support of coastal fishermen, Sürkoop, Istanbul Fishermen Coops Union, Istanbul Municipality, Tourism Platform, Association of Restaurateurs and Restaurants Entrepreneurs, and Academy of Culinary Arts.

- Sectorial meeting
- Angling contest
- Meeting with old fishermen
- Kids events

Every 3rd Saturday of October has been marked as Istanbul’s Lufer Holiday.

Raising public awareness to call 174 food line and inform authorities about illegal fishing or illegal fish sellers.
2nd edition of Istanbul’s Lufer Holiday took place on 19-21 October 2012 gained more public attention and was more festive than the 1st edition. During this week, some universities, kindergartens and schools organized their own Lufer events. This year, besides sectorial meetings and angling contest, also an Istanbul Fish Movies Festival was also included in the Lufer Holiday.

- Local support to the campaign by Municipality of Kadıköy, Istanbul
  - Kadıköy Municipality started an awareness campaign “Kadıköy protects Lufer” in order to give support to our campaign. The slogan “Kadıköy residents do not buy or sell baby Lufer!” increased the overall effect of the campaign
  - Kadıköy’s Old Bazaar was selected as a pilot district for the new labeling application:
    - On fish counters Lufer’s all commercial names (defne yapragı, cinekop, lufer, sarikanat, kofana) based upon its size and its legal minimum fishing size (20cm) should have been indicated.
    - One margin of the label etiquettes serves as a ruler.
This year in 2013, Lufer Holiday gained an international aspect with the participation of 70 delegates -from Balkans, Italy, Ukraine and Turkey- and transformed into Slow Fish Istanbul, which took place over four days from October 17-20, brought together players from all parts of the fishing world to explore the complex issues related to sea resources. Through film projections, presentations and debates, a range of issues were addressed, including aquaculture, dams and canals, and the privatization of the oceans, as well as consumer responsibilities, and the past and future of fisheries.

Bosphorus University hosted the four day event and it was open to the public without any admission. Conferences, panels, movie screenings, kids event, dance shows, tastings, fish recipes contest...
Lessons Learnt

- Bring all related parties face to face
- Let them talk to each other
- Use a non-offensive attitude, embrace all parties
- Effective usage of social media
- Participation to policy making process

Campaign’s Future

- Lufer Holiday will continue each year; Slow Fish Istanbul will be biannually
- Raising public awareness about calling174 food line continue on a regular basis
- Participation to policy making process continues; a "reform" in fishing and seafood trade regulation is a must!

ISTANBUL SHALL NEVER LONG FOR HER BLUEFISH