



2022 TOP 100 GOOD PRACTICE STORY

Title of the Story: Net at sea, a tradition on the beach: mullet fishing as an identify of Bombinhas

Destination Name: *(include any state, province or region)*

Bombinhas City, Santa Catarina state

Country:

Brazil

Submitter name: Keli Regina Benvegnú

Email address: turismo@bombinhas.sc.gov.br

Position: Tourismologist

Submission category: *(Please check one of the boxes that indicates the focus of your story)*

Please find detailed information for the categories below in the Top 100 training module 'Good Practice Story'.

- Governance, Reset & Recovery
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities
- Business & Marketing

Find detailed instructions for submitting good practices in the Top 100 training module "Good Practice Story".

Should you have any questions on your submission please refer to our FAQ page or contact top100@greendestinations.org





DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

What was the problem/issue solved with the good practice?

Bombinhas is the smallest municipality in the state of Santa Catarina, located on a peninsula in the southern region of Brazil. The formation of its society took place through the miscegenation of indigenous cultures, European Azorean Portuguese and African matrix cultures from the sixteenth century, forming a new culture and a new way of living. Through tourism, progress began enriching the city in 1960.

The community which survived, basically from agriculture and fishing, began to have other sources of income from tourism services. The artisanal fishing of mullet, a tradition which for a long time ensured the livelihood of local families, was no longer profitable.

Subsequently, land occupation intensified significantly and the subsistence plantations, simple wooden houses and traditional flour mills and fishing ranches gave way to new buildings and developments. The traditional community was marginalized into the interior of the neighborhoods and consequently the way of life of the population changed.

New habits and uses of the coastal environment, such as the practice of leisure and sports activities and industrial fishing, generated conflicts with fishermen and impaired the process of catching fish. Other economic activities and the facilities of the modern world gained space and attracted the attention of new residents and young people, who ended up leaving aside the history, knowledge and implementation of artisanal fishing of mullet. Tradition was about to be forgotten and lost forever.

Methods, steps and tools applied

How was the good practice implemented?

To safeguard the heritage of artisanal fishing in Bombinhas, several actions and public policies have been developed over the last 20 years. Laws and decrees were created to reconcile the various uses of the coastal zone and ensure the necessary conditions for fishermen to use rowing vessels to surround the shoals with nets which are then pulled in from the beaches.

The safeguarding of heritage also included the written record of knowledge and actions related to the artisanal fishing of mullet with the publication of an edition of the magazine "Tu Visse?" in 2005. An audiovisual production entitled "Antes Inverno" (Before Winter) was launched in 2013 in the format of a documentary about the history of fishing, starring the fishermen themselves and their families. Additionally, events are held and promoted to value, celebrate and disseminate this tradition and integrate the community and visitors such as the Tainha Festival, a gastronomic event promoted by the Association of Parents and Friends of the Exceptional-Apae in the cities of Bombinhas and Porto Belo for more than 30 years.

Rowing competitions take place annually on the anniversary of the city and brings together fishermen and monoxyl canoes, also known as dug out canoes. The beginning of the season is marked by a religious celebration and a typical cafe on the beach and the closure is celebrated by a gymkhana among the fishing ranches, the Saragaço. Both are carried out by the local community itself.

The safeguarding of our cultural heritage also includes the realization of the cultural workshops of the project "Vô Sabe, Vô Ensina", where the masters of traditional culture pass on to the community the knowledge related to fishing such as gastronomy, the maintenance of vessels, the creation and repair of nets and equipment. In addition, the transfer of knowledge is also done with children and young people in the schools of the municipality along with employees of tourist companies and commerce in general, with





the realization of a specific course on fishing. The tradition is of such relevance that, in 2019, the Artisanal Fishing of Tainha de Bombinhas was declared as an intangible cultural heritage of the State of Santa Catarina. To promote the artisanal fishing of mullet and attract visitors, a photography contest is held annually. The campaign #pescadatainhaépatrimônio offers, via signs on beaches and digital channels, the information, directions and options of restaurants that offer the fish and the tourist agencies which carry out tours to experience the tradition of fishing. With this set of activities and instruments, the artisanal fishing of mullet has gained prominence and visibility, conquering the residents, attracting visitors and awakening in the traditional community the feeling of pride and belonging.

Key success factors

What helped you tackle the issues?

The integrated work between the various areas of the City Hall in conjunction with associations, fishermen and residents, was fundamental for the realization of activities that value and promote the fishing of mullet. The documentary "Antes do Inverno", which tells the story of mullet fishing was produced by a local producer in 2013, which starred the local fishermen and their families, was decisive for having a positive impact on the community. The identification with the story and the characters was immediate, arousing a sense of pride and belonging in traditional families and sensitized the community to the importance and representativeness of the artisanal fishing of mullet. Many people from the community who participated in the recordings have died, their stories and legacy have been recorded for future generations.

Another factor of success in maintaining the traditional artisanal fishing of mullet is the transference of work and knowledge experiences in schools and with the residents, who arouse the interest of children, young people and those who were not born locally. Mullet fishing became a topic to talk about at home and with the older people of the traditional community. Thru the imparted knowledge of history and culture, people learn to respect and admire tradition.

The systematization of information related to fishing, with the production of texts and materials aimed at different audiences and uses, such as signs, blogs, certificates of state and websites, enabled the dissemination of the history of artisanal fishing of mullet, its characteristics and peculiarities.

Lessons learned

While implementing the Good Practice what challenges were faced, and how were they overcome?

The main challenge is the permanence of fishermen on the beaches to maintain the tradition of artisanal fishing of mullet. In addition to the fact that the craft does not have the profitability of yesteryear, there is no guarantee that the mullet season will be plentiful. This is because the migration and approach of the mullets to the beach is unpredictable, depends on multiple climatic and environmental factors and can still suffer the influence of industrial fishing and other predatory activities.

The motivation to follow in the tradition comes from the activities and events that enable the exchange of experience, information and stories. By welcoming students, residents and visitors interested in knowing the centenary canoes and fishing tradition, other opportunities arise, such as the commercialization of associated artisanal products.





Laws that protect and encourage fishing and enforcement actions also motivate fishermen to move forward, as they feel valued and motivated in passing on traditional knowledge to others, to children and young people. Another challenge is the conflicts of interest, especially between the traditional community, the residents and tourists who are unaware of the tradition, as well as people who insist on practicing leisure and sports activities on the beach and in the sea, in places and during time periods where they are not permitted. Through the dialogues promoted between the parties, the adjustments in legislation, dissemination and orientation campaigns and inspections, conflicts have gradually been mitigated.

Results, achievements and recognitions

What were the qualitative and quantitative results of the good practice?

When visiting Bombinhas in the months of May, June and July it is possible to experience the tradition of artisanal fishing of mullet on several beaches of the city. Fishermen are now more receptive and interested in sharing with visitors the tradition of fishing, their stories and curiosities. Mullet fishing has become an attraction for visitors who want to experience the flavors and knowledge of this tradition and integrates the regional Cultural Itinerary.

The number of people in the community who participate in the activities and events continues to grow with many residents wearing clothes and displaying stickers on their cars with the theme of artisanal mullet fishing. When fishermen start the process of catching fish on some beach in the city, the news quickly spreads and shortly thereafter many people arrive to the beach to observe the work of fishermen, help pull in the nets and purchase the fish.

The recognition of the artisanal fishing of mullet as intangible cultural heritage of the State of Santa Catarina is a great achievement for the entire community and the process is underway so that it is also recognized as national heritage.

With the appreciation of the activity, the fishermen began to focus on the preservation of original dug out canoes which are made from a single tree trunk from a now protected species. These canoes, which can be seen here in Bombinhas, are centuries old and the collection is formed by 64 specimens, the largest collection in Brazil. There are two canoes per km², which can be seen during the fishing season (May, June and July) and at the Rowing Festival, when they participate in a sporting competition. Furthermore, last year, fishing and the canoes were featured in a Brazilian national television program, Globo Reporter Program, Rede Globo TV.

A very promising result is the work that the fishermen themselves have done for the continuity of the tradition: they integrate new residents of the city in fishing activities previously done only by traditional families and have acquired a small canoe, named the New Hope, to teach children how to row and fish for mullet.

The work developed in Bombinhas serves as a model for other fishing communities in the state of Santa Catarina, which replicates the idea of competitions with canoes and use the texts and information as a reference to publicize the activity.

Last year destination branding of the city was created and the new brand has the colors of canoes and elements that represent a fish, the sea and a fishing net. The tradition of fishing is in the identity of the people and the pride of belonging is present in the daily life of the community and in the local handicrafts.

A cultural project carried out with high school students of the Maria Rita Flor School of Basic Education, in partnership with the Tourism Department, called the "Fazendo e Acontecendo Pesca Artesanal da Tainha" (Creation and Realization of the Artisanal Fishing of Mullet), won the Teachers of Brazil Award in 2017.





Additional references

Provide links to further information. Pictures and videos should be available for download either from YouTube, Vimeo or other Cloud-based (Google/ One Drive) download URL (not WeTransfer).

Bombinhas video: <https://bit.ly/Bombinhasvideo>;

Mullet fishing information for tourists and locals: <https://turismo.bombinhas.sc.gov.br/o-que-fazer/item/pesca-artisanal-da-tainha>;

Documentary "Antes do Inverno": <https://www.youtube.com/watch?v=M5LBKp3CyDo>;

Featured program, Globo Reporter: <https://globoplay.globo.com/v/10099239/>;

Tu Visse? Magazine:

<https://issuu.com/tuvisse/docs/tu-visse-edicao2> and

<https://issuu.com/tuvisse/docs/tu-visse-edicao5>;

Course Booklet Discovering Bombinhas Special Edition Mullet Fishing: <http://bit.ly/materialDB>;

Photos and news of events, training and gastronomy: <http://bit.ly/top100Bombinhas2022>;

Cultural Itinerary of the Costa Verde & Mar Tourist Region:

<https://costaverdemar.com.br/novo/roteirocultural/>;

Teachers of Brazil Award in 2017: <https://www.youtube.com/watch?v=0l-YHskOo9M> and

http://premioprofessoresdobrasil.mec.gov.br/images/pdf/relatos_2017/ensino_medio/Final_EM_Sul_Josiane_Mendes_Bezerra_Fazendo_e_acontecendo.pdf;

Law nº 1744/2021 - discipline guidelines for incentive, maintenance and development of artisanal fishing of mullet: <http://leismunicipa.is/uvjly>;

Law nº 362/1997 and Amendments nº 120/2013 and 1448/2015 - guidelines and prohibitions encouraging the artisanal fishing of mullet: <http://leismunicipa.is/encji>.

