

Under the high patronage of
Mr Emmanuel MACRON
President of France



LA ROUTE
DU POISSON®
— 2021 —

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THE ROUTE DU POISSON

A LEGENDARY RACE

PRESS
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Created in 1991 to help save draft horse breeds, the Route du poisson, known as The Fish Run in English, was, until 2012, the biggest driven relay race for draft horses in Europe.

After a nine-year long slumber, the Route du poisson will reawaken from September 21 to 26, 2021, to celebrate its 30th anniversary in style. The clippity clop of horses' hooves will once again be heard all the way from Boulogne to Paris.

This will be a human adventure on an exceptional scale, a totally unique cultural and historical epic...

BOULOGNE-SUR-MER

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PARIS



FOREWORD

A WORD FROM THE PRESIDENT

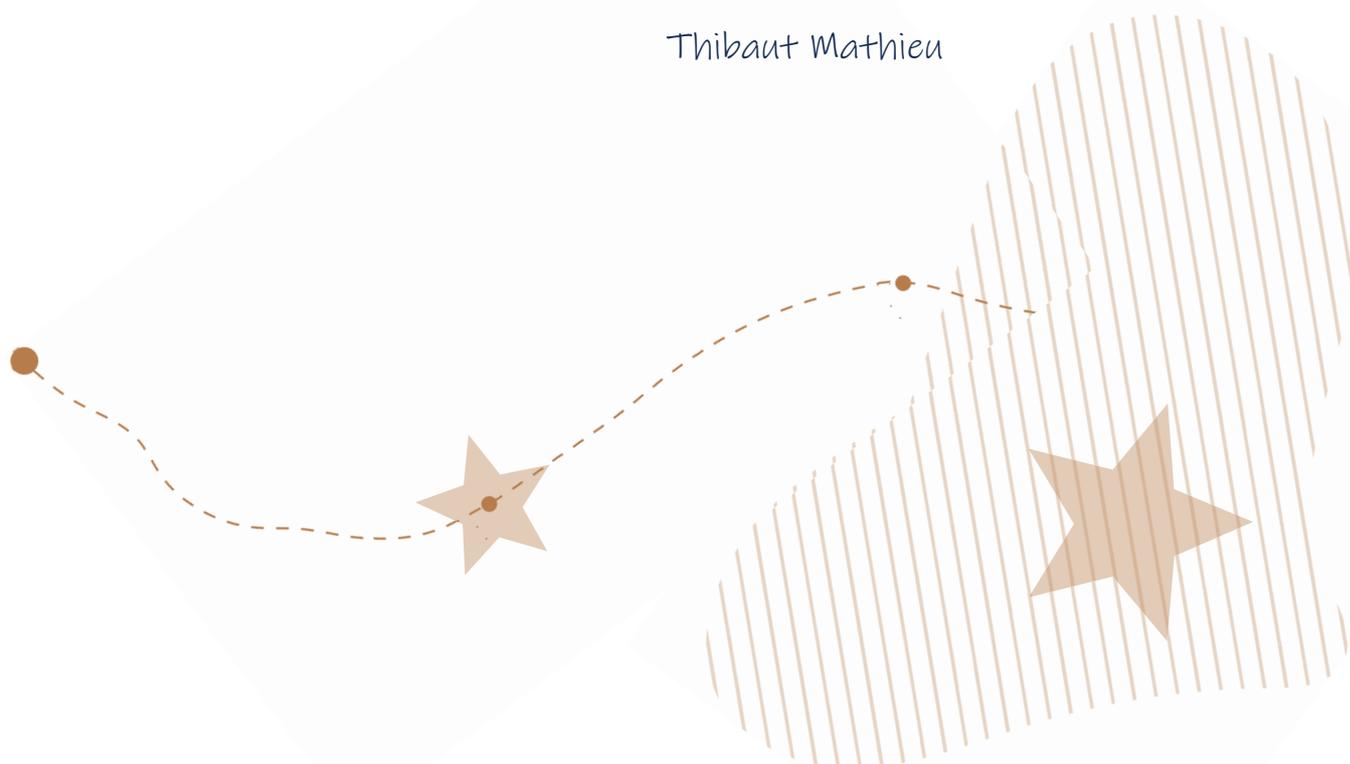


I have been horse-mad since the age of four, and came across the story of the Route du poisson in September 2019. Without stopping to think for too long, I spoke about it with two friends, Richard Durbiano and Ismaïl Ait, both of them also horse lovers. We came to a decision in just a few days. I looked for and found the “old hands” of the Route and went to meet them. Everyone welcomed me with open arms, delighted to talk once again about this race which held them spellbound and made them dream for so many years.

Boosted by this group of people that was coming together, we quickly set up a new association, and set out on this mad adventure that was so full of promise. In a few months, and despite the unprecedented pandemic that we are living through, we developed the project and a solid structure. We brought in professionals who, on top of their core competencies, were hugely enthused by the idea of this project.

The “route” ahead is still long, if I may say so, but we are more determined than ever, certain at this stage that that the renaissance of the Route du Poisson can bring with it a breath of energy and hope in a period that has been so tough and morose. I am prepared to bet that, 20 years from now, the Route du poisson will be one of the greatest and most popular, cultural and sporting events in France.

Thibaut Mathieu



Brief historical overview	p. 5
Renaissance	p. 6
Objectives and perspectives	p. 7
A sports event	p. 8
Land & rural life	p. 9
Heritage, arts & culture	p. 11
Ecology & horse power	p. 13
Differences & disabilities	p. 15
Transmitting know-how	p. 16
Animal welfare	p. 17
Public relations	p. 18
Programme	p. 19
Itinerary	p. 20
Partners	p. 21



LA ROUTE DU POISSON

BRIEF HISTORICAL OVERVIEW

The Route du poisson is **the largest relay race for draft horses in Europe**. It was last held in 2012, and the Route du poisson association now wishes to bring it in back in celebration of its 30th anniversary. It will be the showcase event of the association's work in promoting draft horses and their modern-day uses, as well as rural life and heritage.

YESTERDAY'S ROUTE...

Historically, the name of the Route du poisson refers to **the route taken by the old time fish merchants (known back then as "tide chasers")** who, in the days of the Ancien Régime, carried fresh fish from Boulogne to Paris using horse-drawn vehicles.

These vehicles, known as "Tide Balloons," covered almost **300km in less than 24 hours**, in order to deliver the freshest fish possible all the way to Boulevard Poissonière and the Halles in Paris. The distance was covered in stages, and the five Boulonnais horses were swapped every two hours at post houses along the way.

The Tide Chasers operated this way from the 13th century until 1848, when the railroad went into operation.



le fameux ballon de marée

.... AND TODAY

In July 1990, at the end of the annual breed show of Boulonnais draft horses, held in Wimereux, Bruno Pourchet who was, at the time, director of the Compiègne National Stud, called on the Boulonnais Horse Syndicate to issue **a challenge** to other French and European draft breeds. **The first Route du poisson was held in 1991**. The itinerary was based on the old post houses, and the event brought to the fore the draft horse in a framework that combined competition and conviviality. History had been made...



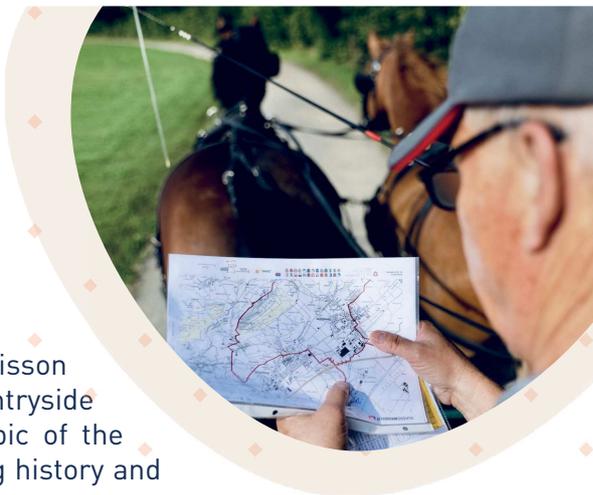
The "modern" Route du poisson quickly proved extremely popular. **For over 20 years the event, generally held every two years, saw horse hooves resonating from Boulogne to Paris.**

Breeders and users of draft horses were more and more enthusiastic, seeing the event as a perfect opportunity to promote their horses which had largely been cast aside with industrialisation and the mechanisation of the agricultural world.



All day and all night, more than 400,000 spectators would line the itinerary in the villages to encourage the horses and clap them on. As it became the archetypical popular event, the Route du poisson rooted itself into the imagination of **a public that was hungry for history, for encounters, for a show, and for the simple life**. The energy it created inspired many similar events across France and Europe. This was proof both of its influence and also of **the interest in its original goal of adding value to our living heritage.**

THE ROUTE DU POISSON THE RENAISSANCE



The project of the renaissance of the Route du poisson came about partly by chance. On an outing in the countryside near Boulogne, Thibaut Mathieu learned about the epic of the Boulonnais horse. He realised that a facet of local living history and heritage was fading away, as is the case all over France.

The draft horse has disappeared from towns and from the countryside, and its future remains very uncertain. Over just the last 20 years, the number of draft horses has fallen by almost half! Cast aside for cheaper mechanical devices, draft horses today are threatened with extinction...

Fighting back against the disappearance of this wonderful living heritage, the Route du poisson association decided to showcase the qualities of the draft horse by re-launching the legendary relay race.

In September 2021, the Route du poisson will be 30 years old. A symbolic date for a renaissance scheduled for **20 to 26 September 2021**, just after the European Heritage Days (September 18-19) and European Mobility Week (September 16-22).

This renaissance is being supported and awaited by everyone; by the breeders and drivers of draft horses, but also by the “old hands” who created the Route and sustained it for 20 years.



Bruno Pourchet

Bruno Pourchet,
Initiator of the Route du poisson

“It was a hard job. Everyone who worked at the Compiègne Stud as well as in the horse world in northern Picardy was mobilised to make a success of it. They should be thanked warmly today, as should the first sponsors who believed in us. Thirty years on, we have no regrets. It was worth all that time and effort”

Florence Espeisse, Original President of APC3 (the original Route organisation, the Association for the Promotion of the Horse in the District of Compiègne). Jury member on the three first Route du Luxembourg Belge (Belgian Route), the Route des Vins et Comté (Wine and Comté Cheese Route) in 2006, and the Route Suisse (Swiss Route) in 2011.

“It was hard to conceive that this epic adventure for both people and horses might fade into a magical memory, even if it remained alive in people’s recollections, and had given rise to other events across Europe. The Route du poisson is unique because it goes back to the history of the Hauts de France region, its “terroir”, its people and its horses. ... So, when Thibaut Mathieu picked up those original human threads, we the “old hands” (of all ages) activated all the contacts we had in our large family of volunteers, and rallied to his banner.”



Florence Espeisse



William Andersen

William Andersen,

President of the Grand Jury of several past Route du poisson

“30 years ago, the competitors were breeders who wanted to show what their horses could do. They were hoping to create a new market for their horses by attracting amateurs who might be interested in using them for competition. 30 years on, the gamble of the founders has perhaps not been won outright, but it has certainly not be lost.

We are still here. With the same passion and same enthusiasm.

We may be a little stiffer, but definitely not more reasonable!”

Since the first time it was run, the Route du poisson has always brought together the nine French breeds of Draft horse, the Boulonnais, the Trait du Nord, the Cob Normand, the Ardennais, the Trait Breton, the Percheron, the Auxois, the Trait Poitevin and the Comtois, and also European breeds such as the Suffolk, the Clydesdale, the Shire, the Franche-Montagne, the German Draft, the Brabançon or the Ardennais Belge. Over the years, the Route conquered hearts and stoked passions well beyond the borders of France. This is doubtless why it has always been seen as the greatest European relay race for draft horses, and is now an integral part of the European equestrian heritage.

20 teams are expected to take part in this renaissance of the Route du poisson. Each team will have up to 70 members and 11 pairs of horses. They will cover a total of 300 kilometres, with relays every 15 kilometres on average, in **20 stopover towns**. There will therefore be **more than 400 horses** taking part, plus a hundred auxiliary horses that will pull vehicles used by guests, sponsors and the media.

Approximately **6 000 volunteers** will be put into play to guarantee the smooth flow of the event.

Modern communications tools will be used to make navigation easier for the competitors. These will include GPS trackers on the horse-drawn vehicles and mobile apps to follow the course. Thanks to these new technologies, it will also be possible to broadcast the race live on Internet, using a **geo-tracking system** and a **mobile TV crew**.

The Route du poisson will therefore go upscale and be more modern, whilst still keeping the original value set that made it so famous.

OBJECTIVES AND PERSPECTIVES



A far cry from the backward image it can transmit, **the draft horse is a true socio-economic asset, that brings together numerous themes.**

The Route du poisson will showcase this perfectly as it will promote equestrian sports, fishing, skill sets, heritage, rural life, culture, gastronomy and regional products, as well as sustain regional networks, apprenticeship, disabilities, ecology, sustainable development, animal welfare, French traditions and European identity.

Convinced that **the draft horse can bring ecological and sustainable solutions** in both rural and urban settings, the Route du poisson association plans to act long-term to perpetuate its flagship event, and **become the ambassador of a more wide-ranging promotion to promote the agricultural and maritime worlds, and of both architectural and living heritage, as well as all the trades that are tied to the Route.**

The association is therefore structuring its **actions around seven pillars** that support its original goal:

- The renaissance of **Europe's greatest horse driving race**
- The **promotion of the regions** that will be crossed
- The greater appreciation of our **historical, cultural and artistic heritage**
- The defence of **environmentally-friendly practices**
- The Differences and **disabilities**
- The Passing on know-how and training
- The **Animal welfare**



PERPETUATING A SPORTS EVENT

SPORTS COMPETITION

HUMAN EPIC

Whereas the relay race from Boulogne to Paris will be run over 24 hours, in tribute to the "Tide chasers," the actual event will be held over **five days**. Before and during the relay race, the teams will compete in **seven different tests that are called "Specials" and held at Le Touquet-Paris-Plage.**

- a ridden dressage test,
- a hands-free voice-control test,
- a logging test,
- a cones competition test with four horses,
- a heavy pull test,
- an urban manoeuvrability test,
- the flobart (boat) pull test



The Flobart is the traditional fishing boat used along the Côte d'Opale until the end of the 20th century.

[ANECDOTE] *The Flobart pull is a heavy pull test that consists of horses pulling a fishing boat on the sand. It is without any doubt the star test of the competition. It is a spectacular sight for the public, and it is the test that everyone wants to win. A win in the Flobart brings with it respect and admiration. And that has been the case for 30 years!*

The road race (24 hour relay race) is a test of endurance and regularity. It is not a question of speed, or of crossing the finish line first. The goal is to finish within the allocated time without the horses being exhausted.

The tests known as the “**specials**” are more sports events. Structured to be run along the regulations of the FEI (International Equestrian Federation), they bring a series of additional criteria to differentiate between the teams at the end of the competition. Whether they test manoeuvrability, skill or strength, the specials are favourites with the public as they show off what draft horses can do.

Moulded by their regions of origin and their traditional uses, not all draft horses have the same skill set. Depending on the breed and the area of origin, there are differences in size, strength, volume, or even the presence or absence of feathers on the legs, with each of these telling its own tale. It is this diversity that makes our living heritage so rich and also underpins the legitimacy of the Route du Poisson, which, we must not forget, is there to make the public aware of the exceptional potential of draft horses.



[NB] A project to rebuild two Flobarts, using traditional methods, got under way in December 2020. This project is being implemented by Thomas Liénard, ship's carpenter, with the support of the **Fondation du Patrimoine (Heritage Foundation)**. Anyone can contribute to this project by going to : www.fondation-patrimoine.org/les-projets/Construction-traditionnelle-de-flobarts

PROMOTING LAND & RURAL LIFE



300kms to cover from Boulogne to Paris, on secondary roads, along steep paths and through forest trails, at the pace of horses.

Whilst the Route du Poisson is a sporting event, it is also **an event in praise of slowness and an ode to rural life**. Just like the links in an invisible chain, the drivers and horse-drawn vehicles will link places and people, crossing two regions, three departments, 100 towns and villages, as well as all the spectators who will have come from far and wide to see the event.



This is a festive event that will be months in the making, expected for hours, and that will stay in memory for years to follow.

This is a popular event that will shine a spotlight on numerous lands. Not just the regions crossed by the Route itself but also the countries represented by the various teams from France, Great Britain, Switzerland, Belgium, Germany, as well as Austria and Denmark.



This is a participatory event that will be an opportunity to bring in local people and associations through the various activities.

The Route will go through **100 towns and villages** where both the teams and the public will be **welcomes warmly**. Each municipality will choose how best to celebrate the gathering by putting in place special decorations, refreshments or organizing events.



Among the hundred or so municipalities concerned, **20 will be relay points**, where the horses on each vehicle will be changed. For the duration of the race, these relay points will **briefly be turned into stabling** and see a great deal of activity.

There will also be some **specific activities**. The public will be able to see the actual relays, and also the various veterinary checks and the care given to the horses who are real competition athletes.

In order to best promote the identity of the areas along the Route, the starting point and finish point will be set up as a true showcase of the **regional know-how, producers and local people**.

In Boulogne-Sur-Mer, the festivities will kick off late on Friday with the legendary **Flobart pull**, a heavy-pull competition in which a traditional “Flobart” fishing boat is pulled along the sand. This will be followed by a big concert on the town’s beach with well-known artists. Saturday will see public entertainment in this town which is the starting point of the race.

The arrival village **in Paris** is scheduled to be at Place de la Concorde. This village will symbolize **the ties between rural France and urban France**. The public will be able to **meet the teams, walk through the promotional stands and discover the products, industries, know-how and traditions of each regions crossed**.

For just one day, there will be no modern motorized vehicles on the Champs-Élysées, and **horse-drawn vehicles from the early 19th century** will mark their return, to the delight of everyone. A “Belle Epoque” staging will take visitors back to **the ambience of olden days, to the sound of the clippity clop of horses’ hooves on the Paris pavement**.

The Route du Poisson will see **the event back in the tourist guides** so that it can be promoted as a truly local, appealing, and popular festivity.

[COVID INFO] *This provisional programme will be reviewed and adapted according to the status of the health crisis, and the measures that have been put in place.*



There will also be **an online store** that will offer Route du Poisson logo products, some in collaboration with major French brands. The products will all be made in France, with more than 50% made in the Hauts de France region. The store will have walls for the duration of the actual event, becoming **a mobile temporary store** housed in a vintage vehicle along the lines of an old fashioned Citroën van.

A book of recipes will also be created **in collaboration with a starred chef**, to introduce recipes from the regions crossed, and highlight culinary traditions and regional products.



HIGHLIGHTING HERITAGE, ART & CULTURE

UNEXPECTED DISCOVERIES

FAMILY-BASED

INVITATION TO TRAVEL

The Route du poisson isn't just about horses. It is also about people and regions, reminding us of the role horses played in everyday life in the past, and the conditions under which Parisians, and most other people who did not live close to the coast, could consume seafood.

This story is obviously linked to local traditions, to the architectural heritage that bears witness to daily life, and to the living heritage created from local history. Every effort will be made so that, beyond just being a sports event, the Route du poisson bears witness to the very rich heritage and culture of the past. The association is hoping to **add the Route du poisson to the French list of immaterial heritage**.

The Route du poisson has therefore made every effort to **create an itinerary that goes through the emblematic sites of this regional heritage**, in order to shine a light on the riches, history and identity of these regions.

In the twenty relay towns, the spectators will have the opportunity to chat with the teams. The clear appeal of draft horses will make this contact easier and bring people together. **Without even trying, the horses will communicate a positive image of rural life and lands, connecting each with their own roots.** They will open up communications and make people want to find out more about our regions' heritage and culture.

In order to make it easier to discover local heritage, a **Heritage Trail** will draw people to historical and unusual places along the itinerary of the actual Route or that are somehow connected to its history and traditions. This Heritage Trail will also include the possibility of staying in historical sites or enjoy exceptional experiences there.



The sea, its secular traditions, and its landscapes are an endless source of inspiration and creativity. The Route du Poisson and, more broadly, the tradition of the “tide chasers” and the history of the Côte d’Opale have inevitably remained in memory and greatly inspired artists, both local and passing by.

In parallel to the Heritage Trail, there will also be an **Art Trail** in the shape of cultural stops designed to invite the public to an art-inspired wandering. Inspired by local history and heritage, these artistic stops will also provide local people to (re)discover under a different light heritage sites they know more or less well.

Art will be present in all its incarnations, and will be echoed in the exhibition at the centre of Boulogne-Sur-Mer. There will be works by artists from Boulogne, but exploring a different facet of their creativity.

From September 11 to October 24, an exhibition in Boulogne-Sur-Mer will bring together works by internationally renowned artists, local artists and young artists. Each work will be selected for the way it resonates with the site and its coherence with the project as a whole. The works will be staged so as to **echo the values of the Route du poisson**. With its participatory objective, the exhibition will target the general public with a maximum media and sharing exposure. Invitations to come to the site will pepper the programme: readings in cooperation with the municipal library, works borrowed from the Museum of Boulogne-Sur-Mer and FRAC (Regional Fund for Contemporary Art), cultural mediation, visits for schools under the guidance of cultural mediators. A partnership with School of Fine Arts of Boulogne-Sur-Mer is also being studied to bring students into this cultural event through workshops and various collaborations.



*Peinture à l'huile sur l'eau
Achille Panibratchenko (2020)*

- [SCHEDULE]** - exhibition September 11 to October 24
- Saturday, September 11: Opening of exhibition
 - 18 to 20 September Participation in European Heritage days
 - Friday, September 24: Route du Poisson kick-off event
 - 2-3 October : All-nighter and special events
 - 21 to 24 October: Participation in FIAC (Paris International Contemporary Art Fair)

Bringing back the Route du poisson is an opportunity to reinvent it in parts, such as by adding an artistic element to it. An invitation to dream and travel will also make the event last and forge a link between two editions of the Route.

A number of cultural and artistic projects are therefore under way, starting with the **production of the exhibition catalogue**.

The association is also looking into **creating a “Route du poisson” quality label** to offer travellers the opportunity to discover the historical and cultural trails all through the year.

Last but not least, an **equestrian show** is currently under development, along the lines of what is done at Puy du Fou, to tell the extraordinary fate of a young Boulonnais woman in the 19th century who finds herself taking part in the epic of the tide chasers.

Production has been entrusted to well-known entertainment professionals who will be able to rely on hundreds of extras from the Hauts de France region. This live show that brings together cultural, industrial, material and immaterial heritage, will be put on after the Route, in the Hauts de France region. It will be run during holiday periods, and will ensure continuity between editions of the Route.



DÉFENDING ECOLOGY & HORSE POWER

Our companions in life and work, horses were an integral part of agricultural and industrial development until after the Second World War. In the face of automobiles and mechanisation, horses gradually disappeared from our towns and countryside. By 1970, draft horses only made up a small minority of all horses in France. Inexorably, in 25 short years, there were six times fewer draft horses.

The disappearance of draft horses, and that of so many local breeds as well as intensive breeding, raises alarm bells for **the survival of our biodiversity**. Grazing has always shaped our landscapes, helped to maintain it, and created an ecosystem favourable to small animals and vegetation.

Mechanisation and the race to produce ever more put a stop to **age-old virtuous practices**, leading to the excesses and damage we see today. It is an uphill struggle for those with common sense trying to convey how urgent it is to go back to **more responsible agriculture practices**.

The breeding of draft horse has received the full impact of this situation. A few passionate people have been working for the last twenty years to bring back animal traction, in particular horse traction. But even though people have begun to think differently, the way ahead remains long. And the fact is that a **driven horse still has a certain dusty image**, with some seeing it as old-fashioned and others as unusual or idyllic.

However, even though horse power is not new in itself, the tools that are used nowadays are modern and suited to current agricultural needs in environmental, social and economic aspects. **Horse-drawn energy does not pollute, it is renewable, and maintains the quality of the air, the water and the soil. Tested over the centuries, animal traction offers a viable alternative to our dependence on fossil fuels.** It meets the needs of farmers who are concerned with clean and rational production. It creates jobs, both directly and indirectly. And, above all, or perhaps most of all, it creates social ties.



Choosing animal traction is well and truly a rational choice that has proven itself. But it is a choice that is often marginalised and despised because animal traction is barely known, if at all. Nor is it included in any list of renewable energies. In reality, animal traction meets almost all of the commitments undertaken under the 1997 Kyoto Protocol and the 2007 Grenelle de l'environnement.

The draft horse is a worker who is courageous, efficient and respectful of the environment, as well as a popular go between who creates social links.

Convinced of its potential, the association plans to **promote far and wide the long list of animal traction assets.**

Therefore, in order to be coherent and relevant in this approach, the special tests using draft horses will take place in real situations, in the appropriate environments, rather than in dedicated venues set up for that purpose. For example, the logging special will be in a forest. The heavy pull and Flobart pull will be held on the beach, and the urban manoeuvrability in the town centre.

In addition to that, there will also be initiatives other than the competition itself, such as **horse-drawn shuttles** in the departure and arrival towns, as well as **clean-up operations using donkeys or municipal horses**. This will be like a life-size demonstration to show how it is done to municipalities that are hesitant about using horses.



The association is also planning to **acquire ISO 20121 certification** for the event. This certification is for “sustainable events.”

There will also be a particular **focus on good practice in fishing and aquaculture** which, thanks to the media power of the route, will have high visibility.

The association has also committed to making the Route du poisson into **an event that is as clean as possible**. Several initiatives will be put in place to **limit waste to the extent possible, as well as limiting visual and sound pollution**. These will include:

- Providing GPS mobile apps in order to avoid printing out itineraries.
- Putting in place a secondary itinerary for all the logistics vehicles for the teams in order to limit visual, air and sound pollution drastically on the actual Route. For the night stages, electric vehicles will be provided to ensure the safety of the horse-drawn vehicles.
- Best use of any recyclable waste (straw and horse manure).



WELCOMING DIFFERENCES & DISABILITIES

INTEGRATION

SOLIDARITY

TOLERANCE

Starting with the second edition of the race, a team made up of people with disabilities has always been among the starters, under the same conditions as the other teams.

For over fifteen years, this team, which calls itself **Hardis Mareyeurs** (The Fearless Fish Merchants) brought to the route both its great energy and also **values of tolerance, integration and respects**. "Fearless" because they showed proof of their determination to succeed, and their courage. "Fish Merchants" in honour of those who, over the centuries, had bought, carried and sold the fish.

Over the years, the spirit and values of **this team, now become legendary**, have remained rooted in the memories and archives of the Route du Poisson. The renaissance of the Route du poisson could not happen without them.

In September 2021, the Hardis Mareyeurs will once again be at the starting line, encouraged by the organisers who want to sustain these values of tolerance and respect, as well as promote equine therapy for people with issues. This is true whether they suffer from a physical or sensory disability, a mental disability, or have been marginalised by society due to behavioural or addiction related problems, whether they are in wheelchairs, performing poorly at school, or in probation.



For the Hardis Mareyeurs, the Route du Poisson is a long-term collective project. The goal is to take part in the Route du Poisson, but the main aim is in fact building each individual project within the framework of the Route. This is an educational project that will open up new possibilities and new perspectives. This is a project that will bring together children and adults from wildly different medical, social and geographical backgrounds. A project that will bring meaning to lives that have been fractured. A human project in which only horses are capable of being both the engine and the go-between.

Through the various editions of the event, the Hardis Mareyeurs have been the common thread of **a Route that strongly seeks to be both humanitarian and based on solidarity**. They have now become its ambassadors.

This is why, beyond the event itself, the association very much wants to perpetuate their presence within the Route du poisson.

A committee had therefore been created, with members from the world of the horse and medico-social backgrounds. It will work towards **guaranteeing a coherent and well-coordinated approach to the different actions put in place to cope with disabilities, differences and exclusion**.

ENCOURAGING TRANSMITTING KNOW-HOW

The Route du Poisson will be an opportunity to **shine a light on many professions that have been forgotten** or have lost their appeal to the public and young people. This will be a great opportunity to **promote agriculture as a whole, and its maritime and equestrian aspects in particular**. It will also be an occasion **to transmit passions and know-how by involving the younger generations**.



Different **partnerships** have been put in place **with agricultural and maritime high schools**, as well as specialised institutes of higher learning such as the Alfort National Veterinary School (ENVA) which specializes in equines. A proportion of the 6000 volunteers needed to organise the Route will come from these schools.



The departure and arrival towns will be set up as **villages to discover and promote the professions, products and know-how tied to the route**. These will be related to the sea, as well as to horses and their uses (breeder, farrier, groom, logger, driver, winemaker etc...).



Communication activities will aim to promote the different professions, the training available, and the prospects, through documentaries, interviews and publications.

In the spirit of this philosophy of transmitting and training, the association worked to surround itself with Route "old hands", with people who are experienced in staging equestrian events, and with **young entrepreneurs**. This is a way to transmit positively the history of the Route, to create solid relationships of trust for the future, but also, and above all, to support in its own way smaller firms during this period of economic crisis,

[NB] *At the end of the race, the winning team will deliver a symbolic shipment of fish to the chef at the Elysée Presidential Palace, accompanied by students representing each profession.*

GARANTEEING ANIMAL WELFARE



It is not possible to conceive of the Route du Poisson without paying particular attention to the horses, these noble companions of the long human adventure. The association wishes to defend animal welfare as well as show that, working with horses is not incompatible with their well-being and health. The opposite is in fact true. For the duration of the event (base camp, departure and arrival towns, along the way, relay posts etc...), the care given to the horses will be watched closely.



To achieve this, a special animal welfare committee made up of professionals has been created. Its mission will be to take stock of the situation and **put forward suggestions to improve the conditions under which all the horses are welcomed and participate in the event.**

Anti-doping will also be an integral part of the supervision of the welfare of horses. Controls will therefore be tightened, not just within the framework of the event, particularly at the relay posts, but also during training at base camp.

An innovative system of longitudinal tracking has been developed for the post-event period and until the following edition of the Route du poisson. The variety of samples taken would make it possible to control the horses at any time, from birth and until the end of their sporting career.



The association will also follow **the National Charter for Horse Welfare**, which is based on five individual freedoms for animals as determined by the World Organisation For Animal Health. These must be respected by all competitors:

- freedom from hunger, malnutrition and thirst
- freedom from fear and distress
- freedom from heat stress or physical discomfort
- freedom from pain, injury and disease
- freedom to express normal patterns of behaviour

The association will base itself on the four fundamental essentials of equine welfare :

- The training and raising of awareness of professionals
- Use of the whip
- Removing shoes
- Competition equipment

A good practices guide will be distributed to team members and downloadable from the association website. The Route du poisson veterinarians will ensure that it is applied, and will evaluate it.

The association would like to surround itself with serious organisations that fight for animal welfare so as to take the measure jointly of all the systems that have been put in place, and help to improve it, carrying an innovative and powerful message to equine industry professionals who wish to take part in the Route du poisson.



PUBLICS RELATIONS AROUND THE RACE

A sizeable public relations campaign will be put in place within the framework of the event, in order ensure its continuity. Three press and PR agencies will ensure large-scale media coverage in the lead-up to the event, as well as during and after it.

Social Networks and Audiovisual Production: In each of the relay towns, **an internal system will feed images** to social networks, as well as the local, regional and national press.

The communications strategy is aiming to create a community of between one and one and a half million people across various social networks (instagram, Facebook, LinkedIn, Twitter, Snapchat and Tik Tok). The event will be broadcast live on Internet for the first time

Magazine: A programme will be compiled and **available free of charge to the public**. High quality advertorials will efficiently promote heritage, local producers, history and the Route du Poisson sponsors.

Sponsors and Partners: A promotional caravan featuring major sponsors will precede the competitors and their horses. These vehicles will conform to a stringent charter in terms of respecting the environment.

A caravan of horse-drawn vehicles of the 19th century "omnibus" type will be **reserved for the route's partners** so that they can be "embedded" in the Route. In addition, at each relay point, a partner will be able to take a seat on one of the competitors' vehicles.

Goodwill Ambassadors: The association has approached a number of entertainment figures to act as goodwill ambassadors and fly the flags of the regions that are crossed



A public relations strategy rooted in the values represented by horses.

The Route du poisson crystallises the hopes for the rebirth of a crisis-ridden society. Aside from the event itself, the PR on the periphery of the project has already garnered considerable media and popular attention. This has been further enhanced by the support of the president and his government, as well as the international scale of the event.

The large-scale PR operation before, during and after the event ties in with an estimated PR value of several tens of million Euros.

To follow the Route du Poisson is to follow the putting in place of an event that is both innovative and unifying, with a very deep social value set. Although horses have disappeared from our everyday lives and been replaced by motor vehicles, they remain strongly rooted in our imagination and subconscious. They represent both power and grace, speed and control, freedom and serenity. They impress us and fascinate us in equal parts. They comfort us and make us dream.

In terms of marketing strategy, their value is undeniable.

In terms of management, they are an ideal mirror of a corporation' social and economic values.

The association will use these observations in its wide-ranging communications with the public at large, and in a more targeted way towards amateurs and the well-informed, nationally and in Europe, and even internationally. Multimedia content will be produced for radio, television and social networks, print advertising will be used in mass transportation on the Paris and Hauts de France region networks. There will be targeted lifestyle features in the national and specialised press, as well as documentaries and interviews on lateral subjects in line with our partners' themes and activities. The scale of the PR campaign indicates a substantial media impact well before the drivers and vehicles leave France's biggest fishing port, bound for Paris.

THE 6 DAYS OF THE COMPETITION PROGRAM



MONDAY, SEPTEMBER 20

07:30 to 16:00 Arrival of teams, initial arrival veterinary controls (microchips and vaccinations), admissions, teams set up camps

17:30 Briefing

23:00 Stables locked

TUESDAY, SEPTEMBER 21

06:00 Stables opened

08:30 to 16:00 Veterinary inspection

16:30 Welcome drinks

17:30 Briefing

20:00 to 22:00 Ridden Dressage to Music test (Le Touquet Base Camp)

23:00 Stables locked

WEDNESDAY, SEPTEMBER 22

06:00 Stables opened

08:30 Briefing

10:00 to 12:30 Hands-free voice control test (Le Touquet Base Camp)

13:00 to 17:00 Logging (in a wood in Le Touquet – to be confirmed)

18:00 to 19:30 Parade of teams in Le Touquet-Paris-Plage

20:30 "Banquet Gaulois" team banquet

23:00 Stables locked

TUESDAY, SEPTEMBER 23

06:00 Stables opened
08:30 Briefing
10:00 to 12:00 Four-in-hand cones test (Le Touquet base camp)
14:00 to 16:30 Heavy pull test (Le Touquet beach)
17:30 Lorries and horse boxes leave for Boulogne-sur-Mer
19:00 to 21:30 Parade of teams in Boulogne-sur-Mer
23:30 Stables locked

FRIDAY, SEPTEMBER 24

06:00 Stables opened
08:30 Briefing
11:00 to 13:00 Urban manoeuvrability test (Le Touquet Paris Plage town centre)
18:00 to 20:00 Flobart pull test (Boulogne-sur-Mer beach)
21:00 Flobart pull prize-giving
21:00 to 23:30 Concert on the beach in Boulogne-sur-Mer
Midnight: Stables locked

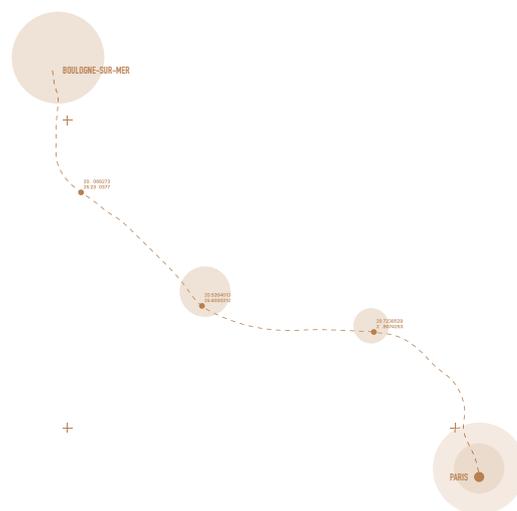
SATURDAY, SEPTEMBER 25

06:00 Stables opened
06:15 Briefing
06:45 Lorries and horse boxes leave for Boulogne-sur-Mer
07:30 All teams and horses for stage one in Boulogne-sur-Mer
09:30 Start of road race
09:30 Departure village opens

SUNDAY, SEPTEMBER 26

08:00 First competitor reaches Chantilly
10:00 to 11:00 Departure for the last stage inside Paris walls
10:00 Opening of arrival village
11:00 to 12:13 Final stage arrivals
13:00 to 15:00 Teams in demonstrations on Champs Elysées
15:00 Fish delivery by winning team to presidential palace
16:00 to 17:00 Prize-giving

THE RACE ITINERARY



Boulogne-sur-Mer > Outreau > Saint-Etienne-au-Mont > Hesdigneules-les-Boulogne > Bellozanne > **Samer** > Séquières > Lacres > Hubersent > **Frencq** > Le Marais > Rosamel > Bréxent-Enocq > Attin > La-Paix-Faite > **Montreuil-sur-Mer** > Ecuires > Wailly Beaucamps > Le-Puits-Berrault > **Nempont-Saint-Firmin** > Nampont-Saint-Martin > Vron > Regnières-Ecluse > **Bernay-en-Ponthieu** > **Nouvion** > Saily-Flibeaucourt > **Abbeville** > Vauchelles-les-Quesnoy > Monflières > Bellancourt > Buigny-l'Abbé > **Ailly-le-Haut-Clocher** > Famechon > Brucamps > Ville-le-Marclat > **Flixecourt** > Belloy-sur-Somme > La-Chaussée-Tirancourt > **Saint-Sauveur** > Ailly-sur-Somme > **Saveuse** > Amiens > **Hébécourt** > Oresmaux > **Essertaux/Flers sur Noye** > Lawarde-Mauger > Hallivillers > Paillart > **Breteuil** > Evauchaux > Farivillers > Campremy > Grand-Mesnil > **Wavignies** > Catillon > Rotibecquet > **Saint-Rémy-en-l'Eau** > Avrechy > Bizancourt > Airion > Ramecourt > **Clermont** > Cambronne-les-Clermont > **Rousseloy** > Saint-Vaast-lès-Mello > Cramoisy > Saint-Leu-d'Esserent > Gouvieux > **Chantilly** > **Paris**

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