ANNUAL COORDINATION MEETING

WP 31 DISSEMINATION

Rocio Robles
Rosa Hurtado

ctaqua CENTRO TECNOLÓGICO DE LA ACUICULTURA

Bari, 03-11-2014

OBJECTIVES

- ✓ **Disseminate the knowledge** acquired to scientific community and aquaculture sector
- ✓ Promote implementation of **new husbandry methods, protocols & products** developed by DIVERSIFY to the aquaculture industry & the seafood processors
- ✓ Enhance awareness of the diversification efforts of the project to the **general public**. Special attention to **Food industry & Consumer's organizations**
- ✓ Promote investment opportunities **making available the species feasibility studies to the industry**
- ✓ **Documented information to fish producers, fish processors & consumers** on the new farmed aqua products from DIVERSIFY

PROGRESS:

- ✓ **Task 31.1** Website (D31.1), brochure & logo (D31.2), AV material (D31.4 & D 31.7)
- ✓ **Task 31.2** Annual Coordination Meetings: D 31.1
- ✓ **Task 31.3** DIVERSIFY at EAS 2014 (D 31.6)
- ✓ **Task 31.4** Scientific presentations & submission of manuscripts: D31.11
- ✓ **Task 31.7** Dissemination to the food industry & consumers: D31.3 & D31.5

D31.1

WEBSITE

http://www.diversifyfish.eu/

- ~~How to browse in a web~~
- Do browse in the Diversify web

DIVERSIFY

DIVERSIFY

NEWS SUMMARY PARTNERS SPECIES RESEARCH AREA INTRA DISSEMINATION

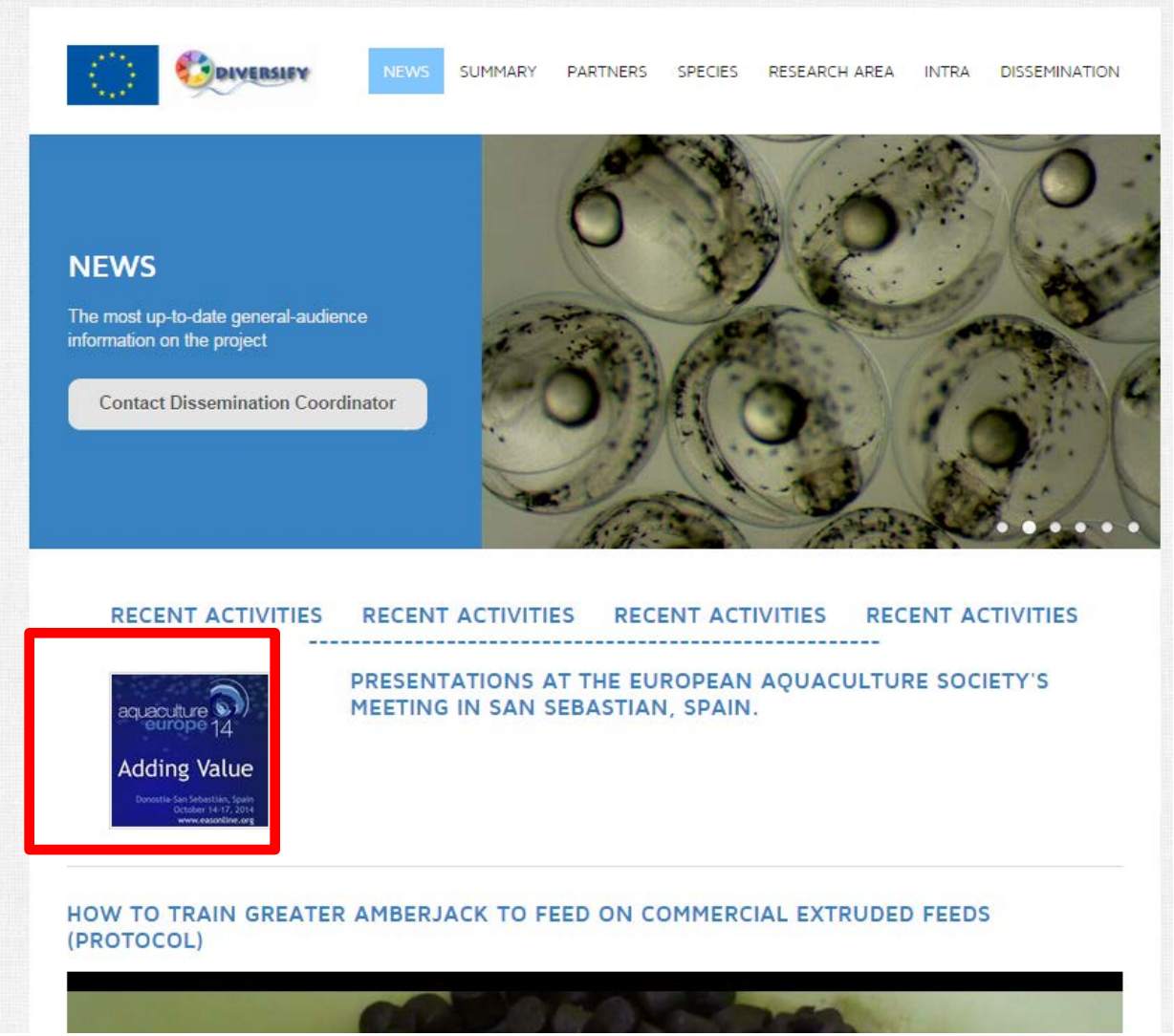
INATION

s, visitors can find scientific
azine releases, conference
and a photo gallery of research
vant to the project.

D31.1

WEBSITE

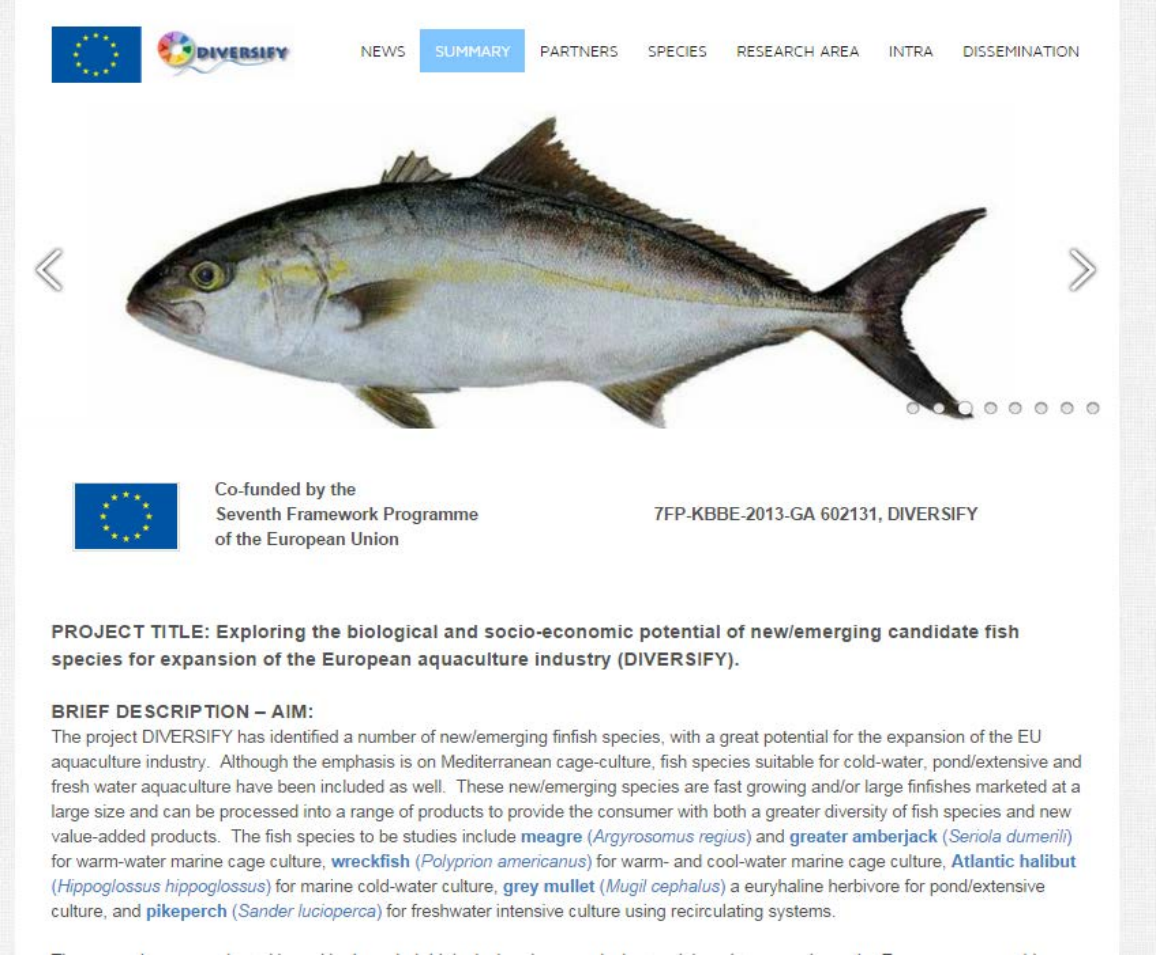
✓ **News:** Recent activities



D31.1

WEBSITE

✓ **Summary:** Title, brief description, contact details, Pert diagramm & organization



NEWS | SUMMARY | PARTNERS | SPECIES | RESEARCH AREA | INTRA | DISSEMINATION

Co-funded by the
Seventh Framework Programme
of the European Union

7FP-KBBE-2013-GA 602131, DIVERSIFY

PROJECT TITLE: Exploring the biological and socio-economic potential of new/emerging candidate fish species for expansion of the European aquaculture industry (DIVERSIFY).

BRIEF DESCRIPTION – AIM:

The project DIVERSIFY has identified a number of new/emerging finfish species, with a great potential for the expansion of the EU aquaculture industry. Although the emphasis is on Mediterranean cage-culture, fish species suitable for cold-water, pond/extensive and fresh water aquaculture have been included as well. These new/emerging species are fast growing and/or large finfishes marketed at a large size and can be processed into a range of products to provide the consumer with both a greater diversity of fish species and new value-added products. The fish species to be studies include **meagre** (*Argyrosomus regius*) and **greater amberjack** (*Seriola dumerili*) for warm-water marine cage culture, **wreckfish** (*Polyprion americanus*) for warm- and cool-water marine cage culture, **Atlantic halibut** (*Hippoglossus hippoglossus*) for marine cold-water culture, **grey mullet** (*Mugil cephalus*) a euryhaline herbivore for pond/extensive culture, and **pikeperch** (*Sander lucioperca*) for freshwater intensive culture using recirculating systems.

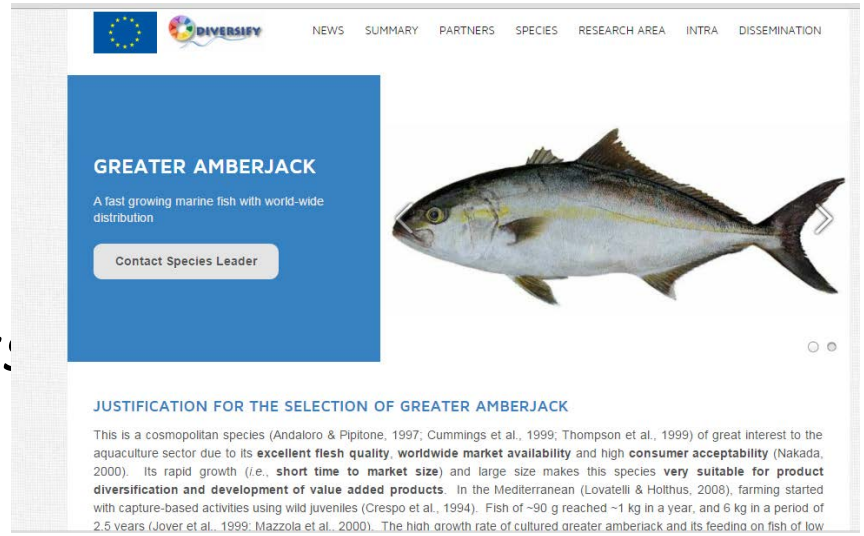
D31.1 WEBSITE

✓ **Partners:** Contact information, logos & Pictures of the PI

D31.1

WEBSITE

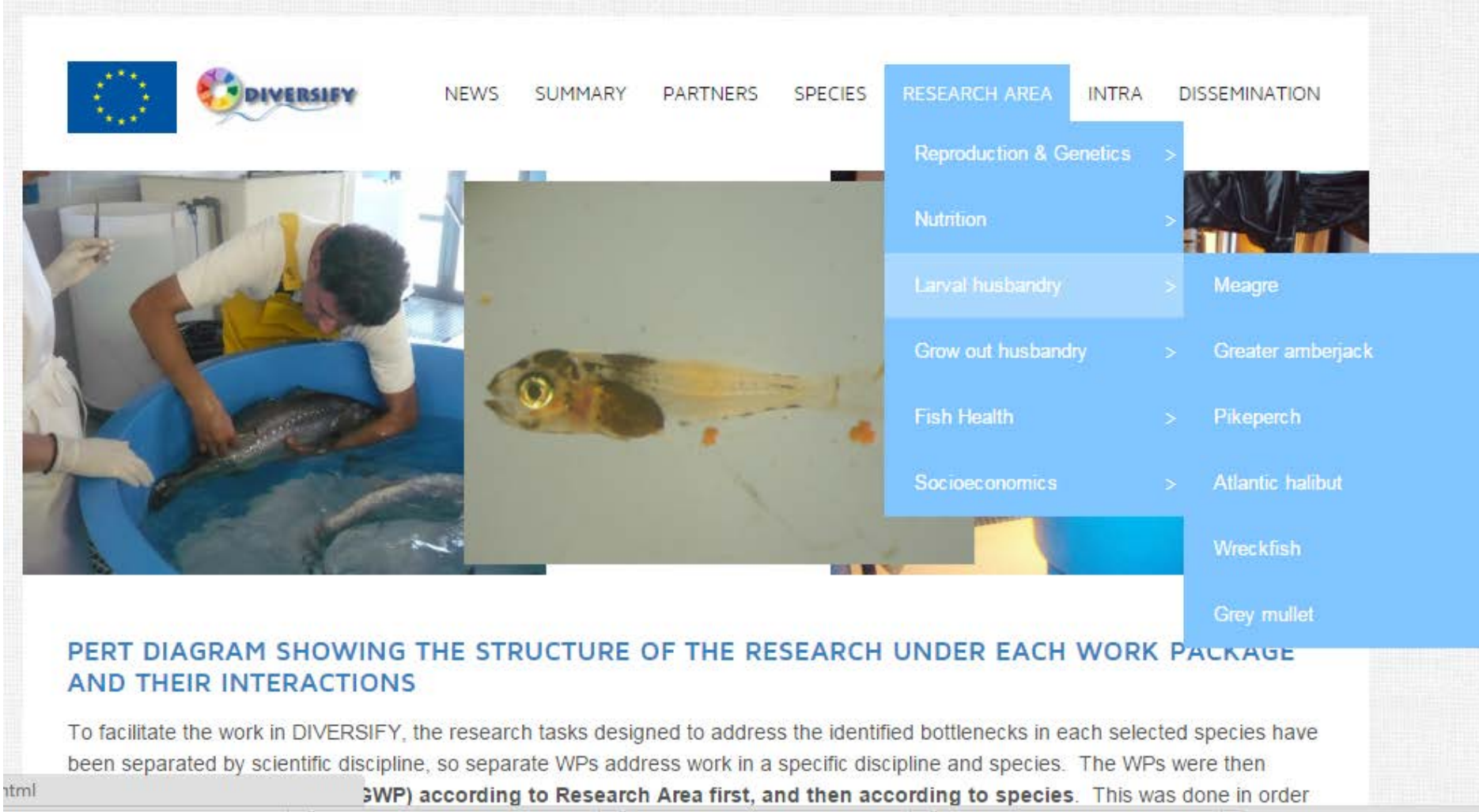
- ✓ **Species:** Full description, biological information, reasons for the selection of the species & photos
  1. *Argyrosomus regius*
  2. *Seriola dumerili*
  3. *Sander lucioperca*
  4. *Hippoglossus hippoglos*
  5. *Polyprion americanus*
  6. *Mugil cephalus*



D31.1

WEBSITE

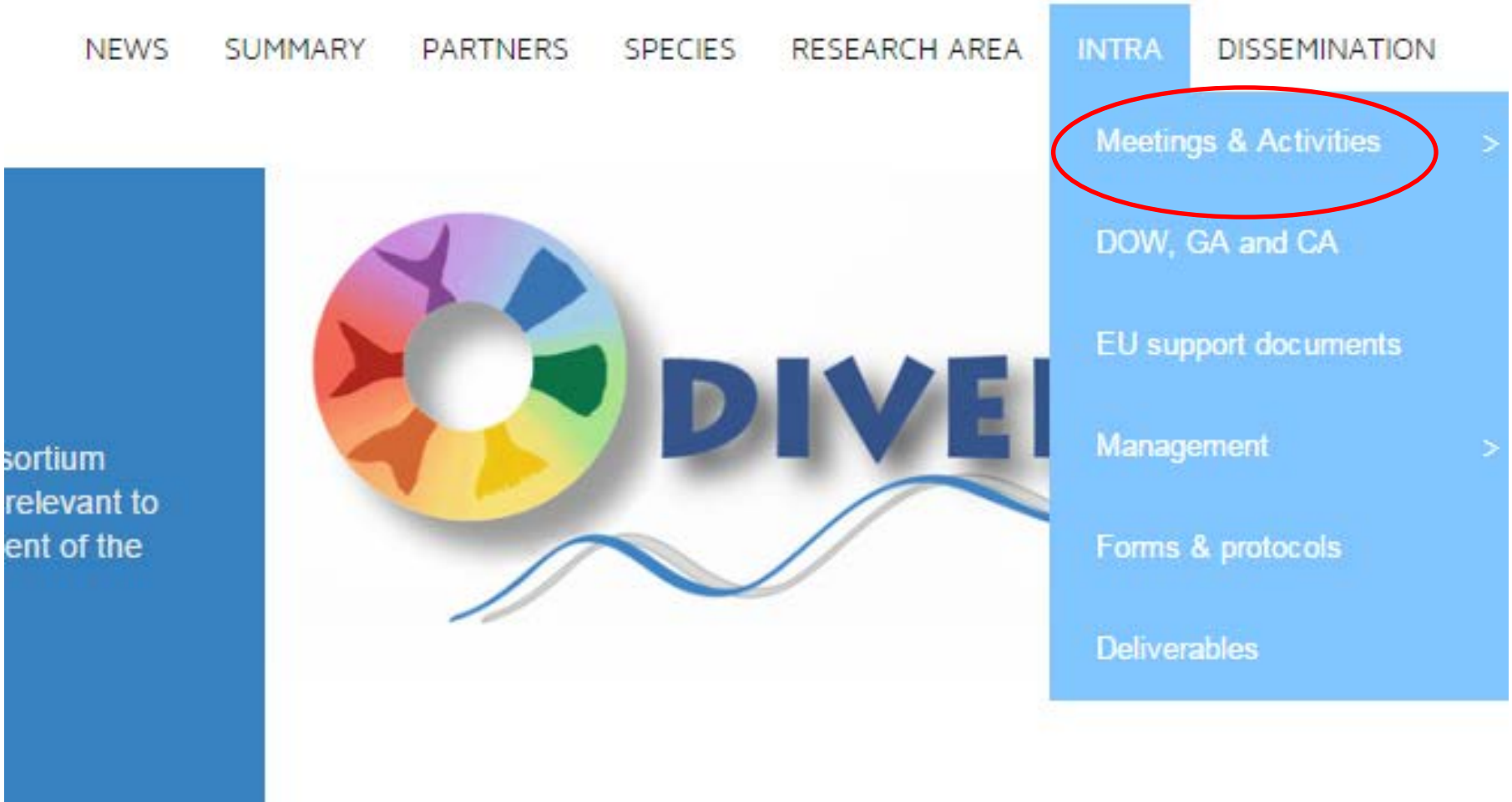
✓ **Research area:** Tasks per 6 disciplines



D31.1

WEBSITE

✓ **Intranet:** **Password protected !!!**

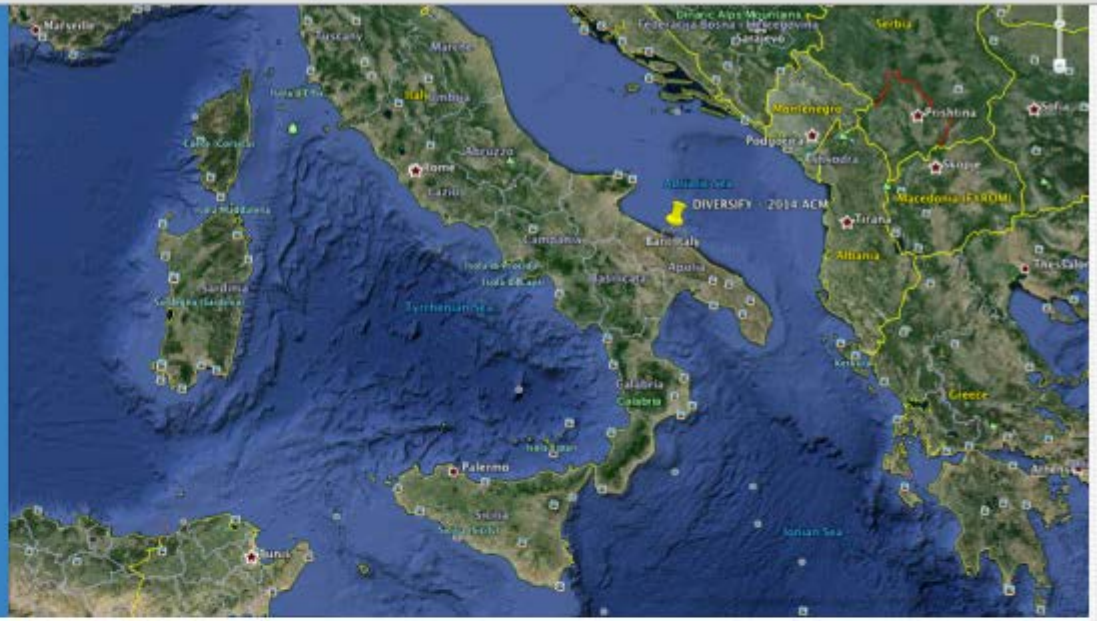


WEBSITE: INTRANET

2014 ANNUAL COORDINATION MEETING

The meeting will be hosted by P13. UNIBA in **Bari, Italy** on 4-6 November 2014 (3 full day meeting)

Contact Coordinator



The Annual Coordination Meeting for 2014 will be held on 4-6 November 2014 (3 full day meeting). The venue of the meeting will be the Palazzo Ateneo - Sala deli Affreschi, located in the center of Bari, Italy. The meeting will be attended by 62 scientists from the consortium and 5 invited participants.

Agenda

DIVERSIFY
7FP-KBBE-2013-603121
Meeting Agenda **2014 Annual Coordination Meeting** **Bari 4-6 November 2014** **Palazzo Ateneo**

DAY 1		4-Nov	Tuesday	Salone degli Affreschi	
Start	End		Title	Presenter	Details
9.00	9.30		Welcoming	Constnantinos Mylonas (HCMR),	Meeting logistics, agenda, welcoming

D31.1

WEBSITE

✓ **Intranet:** **Password protected !!!**

The following statement should be included in all Dissemination material (press releases, interviews, web material, etc.)

Co-funded by the Seventh Framework Programme of the European Union

Available at www.diversifyfish.com, INTRA, Forms and Protocols

This 5-year-long project (2013-2018) has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration (KBBE-2013-07 single stage, GA 603121, DIVERSIFY). The consortium includes 38 partners from 12 European countries –including 9 SMEs, 3 Large Enterprises, 5 professional associations and 1 Consumer NGO- and is coordinated by the Hellenic Center for Marine Research, Greece. Further information may be obtained from the project site at "www.diversifyfish.eu".

The following statement should be included in all Scientific presentations (Posters, Oral presentations and scientific articles)

Co-funded by the Seventh Framework Programme of the European Union

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration (KBBE-2013-07 single stage, GA 603121, DIVERSIFY).

D31.1

WEBSITE

✓ **Dissemination:** Broadcasting activities

- Newsletters: First one already avilable at the website www.diversifyfish.eu/newsletter.html

NEWSLETTER. N°1, Semester-1, 2014

On 29-30 January 2014, the European Commission project DIVERSIFY (FP7-KBBE-2013, GA 603121) had its kickoff meeting at the Hellenic Center for Marine Research (HCMR) in Iraklion, Crete, Greece. The project is coordinated by Dr. Constantinos C Mylonas of the Institute of Marine Biology, Biotechnology and Aquaculture (IMBBC). DIVERSIFY has a total budget of 11,8 million € for its 5 year duration and it is one of the largest research project in the area of aquaculture funded by the European Commission. DIVERSIFY's consortium includes twenty research and academic institutions, three Large Enterprises, nine Small and Medium Enterprises (SME), five Professional Associations and one consumer NGO.

The project DIVERSIFY (www.diversifyfish.eu) has identified a number of new/emerging finfish species, with a great potential for the expansion of the EU aquaculture industry. These new/emerging species are fast growing and/or large finfishes marketed at a large size and can be processed into a range of products to provide the consumer with both a greater diversity of fish species and new value-added products. The fish species to be studied include **meagre** (*Argyrosomus regius*) and **greater amberjack** (*Seriola dumerili*) for warm-water marine cage culture, **wreckfish** (*Polyprion americanus*) for warm- and cool-water marine cage culture, **Atlantic halibut** (*Hippoglossus hippoglossus*) for marine cold-water culture, **grey mullet** (*Mugil cephalus*) a euryhaline herbivore for pond/extensive culture, and **pikeperch** (*Sander lucioperca*) for freshwater intensive culture using recirculating systems.

Reproduction and Genetics of Atlantic halibut

The first experiments on the induction of ovulation in hatchery-produced Atlantic halibut were initiated on 25 & 26 February 2014, at the Austevoll (Norway) facilities of the Institute of Marine Research, with the collaboration of the Hellenic Center for Marine Research (HCMR, Greece). A group of 12 females of an average weight of 15 kg were biopsied and selected to be at the same stage of oogenesis. Fish had completed vitellogenesis and some were in early oocyte maturation, with oocytes with a diameter of >2 mm. All males were in full spermiating condition. The females were allocated randomly to three groups and were treated with one of two doses of GnRHa in a controlled-release delivery system (EVAc) or were sham-implanted and used as controls. Four females were implanted with 50 µg GnRH kg^{-1}, and four females were implanted with 100µg GnRH kg^{-1}. Control fish were sham-injected. All fish were checked regularly for ovulation, and three more biopsies were taken at one-week intervals.

✓ Dissemination: Broadcasting activities

Agrocapital

Kathimeri

Flash news

Creta live

Agrotypos

D31.1

PRESS RELEASE: Spanish

Ctaqua

Mis peces

La voz digital

ANFACO

ipac

Finanzas

Besana

Faro de Vigo

La mar salao

D31.1

PRESS RELEASE: German

"Forschungsprojekt zur Förderung des europäischen Aquakultursektors durch Nutzung ausgesuchter Fischarten zur Gewinnung innovativer Aquakulturerzeugnisse und zu Beseitigung von Produktionseinschränkungen"

www.fischverband.de

www.aquakulturinfo.de

DIVERSIFY

Forschungsprojekt zur Förderung des europäischen Aquakultursektors durch Nutzung ausgesuchter Fischarten zur Gewinnung innovativer Aquakulturerzeugnisse und zur Beseitigung von Produktionseinschränkungen

Am 29. und 30. Januar 2014 fand im Hellenic Center for Marine Research (HCMR) in Heraklion, Griechenland, die Eröffnungsveranstaltung für das Projekt DIVERSIFY (FP7-KBBE-2013, GA 603121) statt, das im Rahmen des 7. Forschungsprogramms der Europäischen Kommission durchgeführt und finanziert wird. Das Forschungsprojekt wird von Dr. Constantinos C. Mylonas vom Institut für Marine Biologie, Biotechnologie und Aquakultur (IMBBC), einem von drei Forschungsinstituten des HCMR, koordiniert. Das DIVERSIFY-Projekt mit einer Laufzeit von fünf Jahren verfügt über ein Gesamtbudget von 11,8 Millionen Euro und zählt damit zu einem der umfangreichsten Forschungsprojekte im Bereich Aquakultur, das von der Europäischen Kommission finanziert wird. Die Teilnehmer am Projekt DIVERSIFY (siehe Tabelle 1) setzen sich aus zwanzig Forschungs- und Hochschul-einrichtungen, drei großen Unternehmen, neun kleineren und mittleren Unternehmen (KMU), fünf Fachverbänden und einer Verbraucher-NGO zusammen.

Als deutscher Projektteilnehmer begleitet der Bundesverband der deutschen Fischindustrie und des Fischgroßhandels e.V. dieses Projekt und hat die Aufgabe übernommen, wichtige Erkenntnisse der Projektarbeit in Deutschland bekannt zu machen.

Mit dem Projekt DIVERSIFY (http://www.diversifyfish.eu) soll das Potenzial bestimmter Fischarten zur Förderung des europäischen Aquakultursektors ermittelt werden. Neben Arten für Zuchtanlagen speziell im Mittelmeerraum werden auch Fischarten in das Projekt mit einbezogen, die für Kaltwas-ser-, Teich- und Süßwasserzucht geeignet sind. Bei diesen Arten handelt es sich um rasch wachsende Fische, die ganz oder als verarbeitete Produkte vermarktet werden können. Zu den Fischarten, die erforscht werden sollen, gehören der **Adlerfisch** *(Argyrosomus regius)* und die **Gelbschwanzmakrele** *(Seriola dumerili)*, die beide für marine Aquakultur mit Schwimmkäfigen in wärmerem Wasser geeignet sind. Der **Steinbarsch** *(Polyprion americanus)* eignet sich für die marine Aquakultur mit Schwimmkäfigen in wärmeren oder kälteren Gewässern und der **Weiße Heilbutt** *(Hippoglossus hippo-glossus)* ist für die marine Aquakultur in kalten Gewässern geeignet. Die **graue Meeräsche**

D31.1

PRESS RELEASE: Italian

Food and Technolgy:
Acquacoltura europea:
è arrivato Diversify

food&tec_ *Alimenti, tecnologie, processi di filiera: il portale aggiornato sui fatti*

in_formare

- notizie e approfondimenti
- contributi scientifici
- pubblicazioni
- normativa
- golosità culturali e ricette

recenti

pubblicato in:

produzione di origine animale latte e derivati

mercati

indietro

Acquacoltura europea: è arrivato Diversify

Diversify è il progetto dell'Unione europea per migliorare la produttività dell'acquacoltura, per l'elaborazione di nuovi prodotti e l'accesso a nuovi mercati

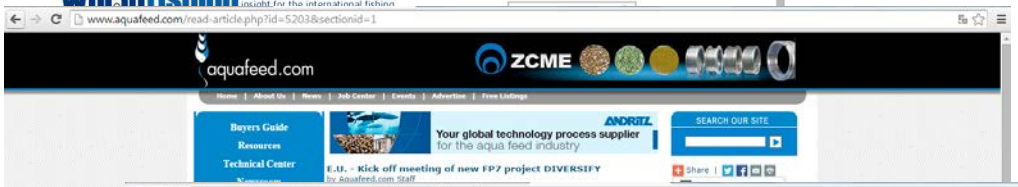
12.05.2014

Con lo scopo di superare i fattori limitanti la produzione di specie emergenti, elaborare nuovi prodotti e penetrare nuovi mercati, la

D31.1

PRESS RELEASE: International

World fishing



Aquafeed

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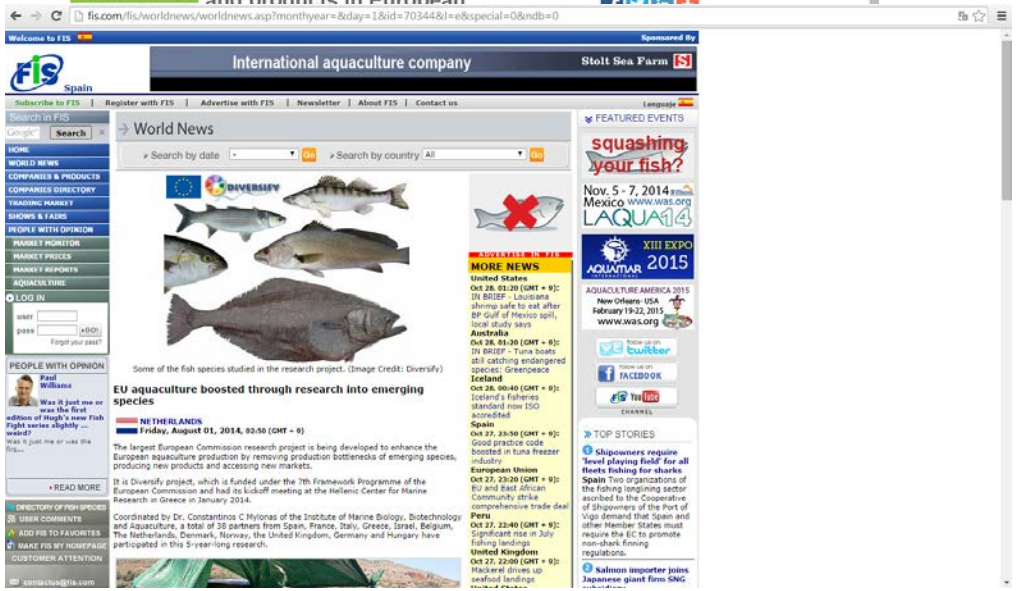

FIS

D31.1

ARTICLES

✓ International:

Full page article in "The Parliament Magazine" Dec 16th

DIVERSIFY

hcmr
EAKEGE

Enhancing the European aquaculture production by removing production bottlenecks of emerging species, producing new products and accessing new markets.

BRIEF DESCRIPTION – AIM:
An efficient, sustainable and market-oriented expansion of the EU aquaculture sector based on new fish species and products will reduce the dependence of the EU on imports, reduce the pressure on over-exploited fisheries in the EU and explore new segments and tailor-made products for the EU market. This is the objective of a newly approved Collaborative project named DIVERSIFY, funded by the European Commission (FP7-KBBE-2013, GA 603121).

The project DIVERSIFY has identified a number of new/emerging finfish species, with a great potential for the expansion of the EU aquaculture industry. Although the emphasis is on Mediterranean cage-culture, fish species suitable for cold-water, pond/extensive and fresh water aquaculture have been included as well. These new/emerging species are fast growing and/or large finfishes marketed at a large size and can be processed into a range of products to provide the consumer with both a greater diversity of fish species and new value-added products. The fish species to be studies include **meagre** (*Argyrosomus regius*) and **greater amberjack** (*Seriola dumerili*) for warm-water marine cage culture, **wreckfish** (*Polyprion americanus*) for warm- and cool-water marine cage culture, **Atlantic halibut** (*Hippoglossus hippoglossus*) for marine cold-water culture, **grey mullet** (*Mugil cephalus*) a euryhaline herbivore for pond/extensive culture, and **pikeperch** (*Sander lucioperca*) for freshwater intensive culture using recirculating systems.

These species were selected based both on their biological and economical potential, and to cover the entire European geographic area and to stimulate different aquaculture types. In collaboration with 12 SMEs and large enterprises, DIVERSIFY will

and socioeconomic research planned in DIVERSIFY are expected to support the diversification of the aquaculture industry and help in expanding production, increasing aquaculture products and development of new markets. To ensure the dissemination and implementation of the new knowledge that will be developed by the project, a wide range of dissemination activities have been planned, targeted both to the aquaculture production and its associated sectors (*i.e.*, food processing and retailing), as well as the European consumers.

Besides the technical improvement of the selected species, the socio-economic

The project DIVERSIFY will be implemented by 38 Partners from 12 European countries, with a total budget of 11,8 million € and will last for 5 years (December 2013 – November 2018). The project is coordinated by the Hellenic Center for Marine Research (HCMR), which will carry out research in all six fish species included in the project, as well as all the scientific disciplines. The HCMR is the national research and advisory body for marine aquaculture, fisheries and the environment and is recognized as one of the prime aquaculture research organizations in Europe.

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A

✓ International:

10 pages article in Aquaculture Europe vol 39 (1) March 2014

D31.1

AR

✓ International:

2 pages article in

Pan European Network Portal “Horizon 2020”.

April 2014

The co-ordinator of the DIVERSIFY project, **Dr Constantinos Mylonas,** outlines several fish species that could stimulate new economic growth in the European aquaculture sector

Emerging fish

Each of the species selected for the DIVERSIFY project has the potential to grow in the market and to be perceived as an added value produce. Additionally, their biological and economical potential is expected to stimulate the growth of the European aquaculture sector. The economic potential of each of the species in relation to the socioeconomic bottlenecks, and the actions planned in DIVERSIFY to overcome them, are as follows:

Meagre is a large fish with excellent taste. As it is rather rare in fishery captures, it is not well known by consumers and the European market is still a niche one. Market development is imperative and should mainly focus on consumer and retail awareness and a better positioning with regards to other cultured fish. New product development could support market development.

The greater amberjack is a large fish with high flesh quality and market value. In addition to its economic potential in the EU market, this fish has a significant potential for export, as it is distributed worldwide and congener species are produced commercially elsewhere. In Europe, there has recently been an intense interest from the aquaculture sector for this species, but production levels are miniscule. Consequently, a consumer-oriented market introduction of cultured amberjack is necessary.

Pikeperch is a medium-sized freshwater fish, with a good taste and a high market value. There is already a market in Europe and North America, both showing strong demand. The production capacity of this fish is expected to grow fast in the coming years. To maintain the high market value, product development and market development is necessary for co-ordinated growth.

Atlantic halibut is a large fish with a very good reputation in northern Europe and a high market value. Demand exceeds the current production capacity. Market and product development is not necessary for the short run, but a market development strategy must be planned for the long run.

Wreckfish is a large fish with excellent flesh, but not available as a cultured fish. It is distributed throughout the world and products from the capture fishery are highly regarded. For this species, technical bottlenecks have to be solved first, before it can be provided to the European consumer as a stable aquaculture product.

Grey mullet is a medium size herbivorous fish, cultured extensively throughout the world, but often not well regarded by consumers. It has a niche market in the Mediterranean for its flesh and high priced roe (bottarga). Due to its good taste and low cost of rearing, grey mullet could have large potential markets all over Europe. Market and new product development are necessary for growth in the middle to long term in the native European market and the immigrant market.

The combination of biological, technological and socioeconomic research activities planned in DIVERSIFY are expected to support the diversification of the aquaculture industry and help to expand production, increasing aquaculture products and development of new markets.

HORIZON 2020

Dr Constantinos C Mylonas
Hellenic Center for Marine Research

BROWSE www.diversifyfish.eu

D31.1

ARTICLES

- ✓ International:
  - o Full page article in “Hatchery International” October 2014

HATCHERY INTERNATIONAL

The Magazine for Fish hatchery Managers

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HOME NEWS PROFILES RESEARCH RECIRC HUSBANDRY RESTOCKING SHOWCASE DIRECTORY

Spanish researchers aim to close life cycle on European hake

Florida study examines effect of crude oil on larval fish

Focus on early rearing in European DIVERSIFY project

by Erich Luening
October 13, 2014
12:00 AM
RSS Print

D31.1

ARTICLES

- ✓ Greek: 7 pages article in "Fishing News" (magazine). Feb 2014

issue 385, pages 38-45

προγραμμα DIVERSIFY

SEVENTH FRAMEWORK PROGRAMME

DIVERSIFY

hcmr ΕΛΚΕΘΕ

Πρόγραμα DIVERSIFY στο ΙΘΑΒΒΥΚ / ΕΛΚΕΘΕ

«Βελτίωση της Ευρωπαϊκής παραγωγής ιχθυοκαλλιέργειας με την άρση των περιοριστικών παραγόντων για την παραγωγή νέων/αναδυόμενων ειδών, την παραγωγή νέων προϊόντων και την πρόσβαση σε νέες αγορές».

Πραγματοποιήθηκε την Τετάρτη και Πέμπτη 29-30 Ιανουαρίου 2014, στις εγκαταστάσεις του Ελληνικού Κέντρου Θαλασσίων Ερευνών (ΕΛΚΕΘΕ) στην Κρήτη, η εναρκτήρια συνάντηση του Ευρωπαϊκού προγράμματος DIVERSIFY (7FP-KBBE-603121). Το ανταγωνιστικό αυτό πρόγραμμα συντονίζεται από τον Δρ. Κωνσταντίνο Μυλωνά, Διευθυντή Ερευνών του Ινστιτούτου Θαλάσσιας Βιολογίας, Βιοτεχνολογίας και Υδατοκαλλιεργειών (ΙΘΑΒΒΥΚ), έχει συνολικό προϋπολογισμό 11,8 εκατομμύρια _ και θα διαρκέσει 5 χρόνια.

Το DIVERSIFY είναι ίσως το μεγαλύτερο ερευνητικό πρόγραμμα στον τομέα της ιχθυοκαλλιέργειας που χρηματοδοτήθηκε ποτέ από την Ευρωπαϊκή Ένωση. Συμμετέχουν 38 εταίροι από 12 Ευρωπαϊκές χώρες, περιλαμβανομένων της Ισπανίας, Γαλλίας, Ιταλίας, Ισραήλ, Νορβηγίας, Ηνωμένου Βασιλείου, Γερμανίας, Δανίας και Ουγγαρίας. Οι εταίροι είναι κυρίως ακαδημαϊκά και ερευνητικά ιδρύματα, αλλά και οχτώ παραγωγικές εταιρείες του κλάδου των υδατοκαλλιεργειών, δύο εταιρείες ιχθυοτροφών, πέντε επαγγελματικές οργανώσεις παραγωγών και εταιρειών επεξεργασίας ιχθυηρών, και μία μή κερδοσκοπική οργάνωση καταναλωτών.

Από ελληνικής πλευράς συμμετέχουν, εκτός από το ΙΘΑΒΒΥΚ / ΕΛΚΕΘΕ που συντονίζει το πρόγραμμα, τρεις εταιρείες παραγωγής υδατοκαλλιέργειας (ΦΟΡΚΥΣ Α.Ε., ΑΡΓΟΣΑΡΩΝΙΚΟΣ Α.Ε. και Ε. ΓΕΙΤΟΝΑΣ Α.Ε.), μία εταιρεία παραγωγής ιχθυοτροφών (ΙΡΙΔΑ Α.Ε.) και μία εταιρεία μελετών αγοράς (Hellenic Research House).

Το πρόγραμμα DIVERSIFY έχει εντοπίσει μερικά νέα/αναδυόμενα είδη ψαριών με πολύ καλές προοπτικές για την ανάπτυξη της ευρωπαϊκής ιχθυοκαλλιέργειας. Αυτά τα είδη έχουν γρήγορο ρυθμό αύξησης ή έχουν μεγάλο μέγεθος και δίνουν επίσης τη δυνατότητα παραγωγής διαφόρων προϊόντων υψηλής προστιθέμενης αξίας, προμηθεύοντας έτσι τον Ευρωπαίο καταναλωτή με μια μεγάλη ποικιλία

D31.1

ARTICLES

✓ Spanish:

- Full page article about wreckfish husbandry with special mention to DIVERSIFY (La voz de Galicia, Feb 2014)

- Oct 2014 (OESA)
  (5 pages)

zdegalicia.es/noticia/economia/2014/02/16/cherna-nueva-estrella-acuicola/0003_201402G16P45992.htm

ECONOMÍA

La cherna, nueva estrella acuícola

Un consorcio gallego avanza en la cría en cautividad del mero por su alto valor comerci

ESPE ABUÍN

FUNDACIÓN OESA
OBSERVATORIO ESPAÑOL DE ACUICULTURA

LA FUNDACIÓN | SOCIEDAD | CIENCIA - SECTOR | EDITORIAL - FORMACIÓN | SOSTENIBILIDAD | INTERNACIONAL | PRENSA - COMUNICACIÓN

Inicio » Ciencia - Sector » Actividades » Proyectos de I+D destacados

Objetivos
Actividades
- Priorización de acciones I+D
- Indicadores seguimiento sector acuícola español
- Acuired
- Seminarios sobre temas específicos y de interés para el sector
- Acuifoto
- El Rincón del Científico
- El Rincón del Sector
- Hojas divulgativas
- Proyectos de I+D destacados

Legislación
Bases de datos
- El sector empresarial
- ¿Quién es quién?
- Proyectos de I+D+i
- Centros de I+D+i
- Universidades
- Trabajos científicos
- Infraestructuras I+D en Europa

Convocatorias

BUSCADOR
buscar palabras clave

Proyectos de I+D destacados

Me gusta A 2313 personas les gusta esto. Regístrate para ver qué les gusta a tus amigos.

DIVERSIFY

Objetivos:

PLANTEAMIENTO DEL PROYECTO

Actualmente la mayor parte de la demanda de pescado en Europa se cubre mediante la importación de productos de la pesca y acuicultura provenientes de otros países, (que con frecuencia son de dudosa calidad) y como mediante la sobre explotación de caladeros europeos.

La acuicultura europea constituye una fuente segura, saludable y sostenible de productos acuáticos que superando ciertas barreras a las que se enfrenta hoy día para su crecimiento, podría cubrir la demanda de pescado en Europa, a la que aporta actualmente solo el 10% del consumo total.

DIVERSIFY es un proyecto financiado por la Comisión Europea en el que intervienen 38 participantes de 12 países de Europa. El objetivo de dicho proyecto es la expansión de la industria de la acuicultura europea. Para ello se desarrollarán métodos científicos que permitan optimizar el cultivo y producción de algunas especies de peces de interés emergente y se establecerán las técnicas de márquetin específicas para atraer a los consumidores.

Aunque el énfasis del proyecto se hace sobre el cultivo en jaulas en el mediterráneo, también se han incluido especies propias de aguas frías, de cultivo extensivo en estero y de acuicultura de agua dulce. DIVERSIFY ha seleccionado seis especies de peces por su interés biológico y su potencial económico a lo largo de la geografía europea con el fin de estimular diversos tipos de acuicultura. Se trata de peces que por su rápido crecimiento y/o gran tamaño comercial pueden ser procesados de diversas formas, lo que permite ofrecer al consumidor una mayor variedad de especies y productos con valor añadido. Las especies elegidas son: Perca (Argyrosomus regius) y seriola (Seriola dumerili) para el caso del cultivo en jaulas en aguas cálidas; lucioperca (Sander lucioperca) para el cultivo intensivo en agua dulce usando sistemas de recirculación, fletán (Hippoglossus hippoglossus) para cultivo en aguas frías, mero (Polyprion americanus) para cultivo en jaulas en aguas cálidas y frías, y la lisa o múgil (Mugil cephalus) para el caso del cultivo extensivo en estero.

La investigación se llevará a cabo en diferentes disciplinas científicas: Genética y reproducción, nutrición, cultivo larvario, pre engorde y engorde y salud animal. De igual forma se estudiaran los aspectos socio económicos que influyen en el mercado, tales como la percepción del consumidor sobre los productos de acuicultura, la demanda, las preferencias de los compradores o el desarrollo de nuevos productos con valor añadido. Todo ello con el fin de proveer de conocimiento a la industria y lograr un posicionamiento competitivo en el mercado internacional.

D31.1

WORKSHOP

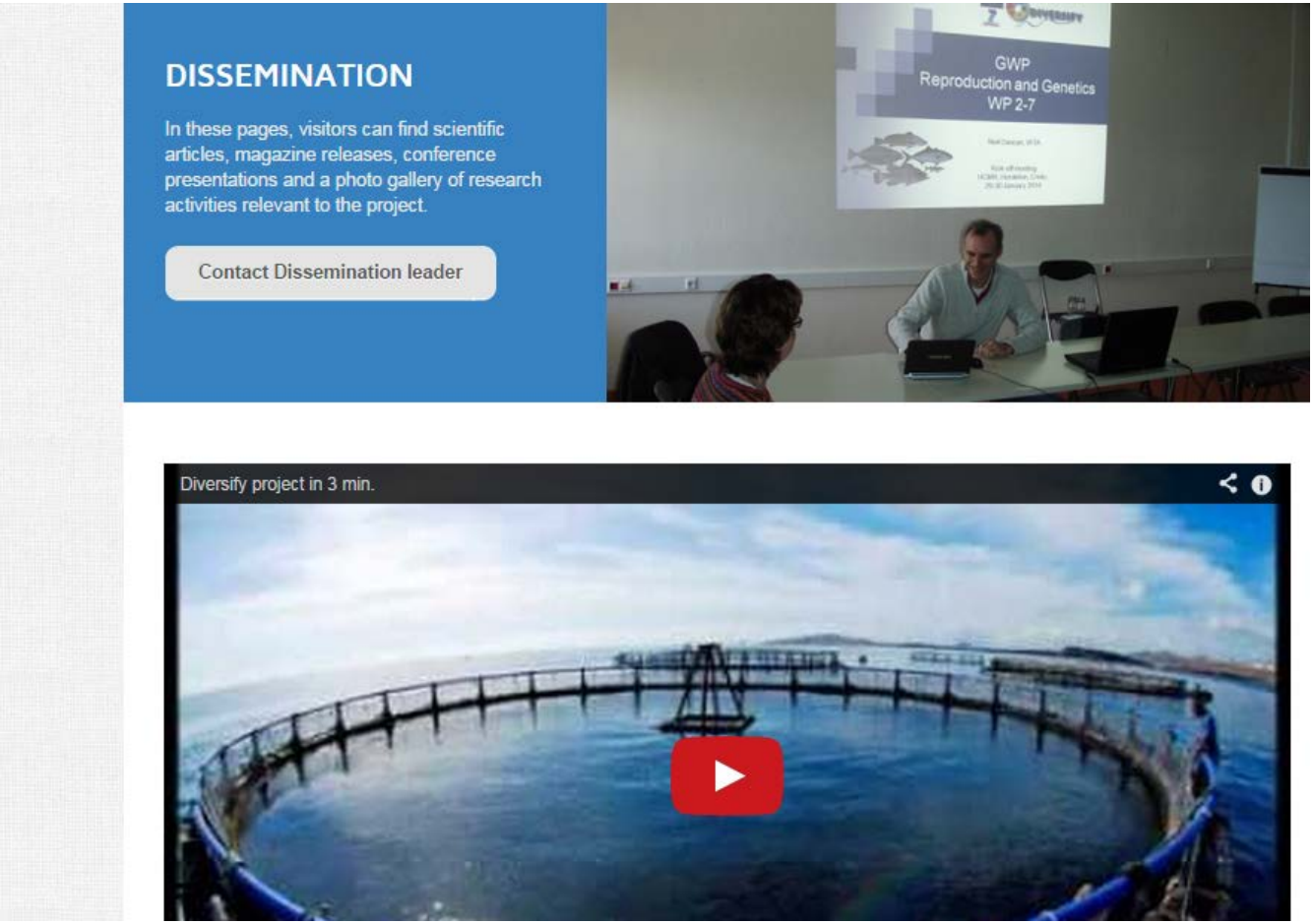
✓ COMMNET: Jun 12 Th 2014

J. Ojeda, APROMAR

"NEW FISH TO FEED THE WORLD: DIVERSIFY"

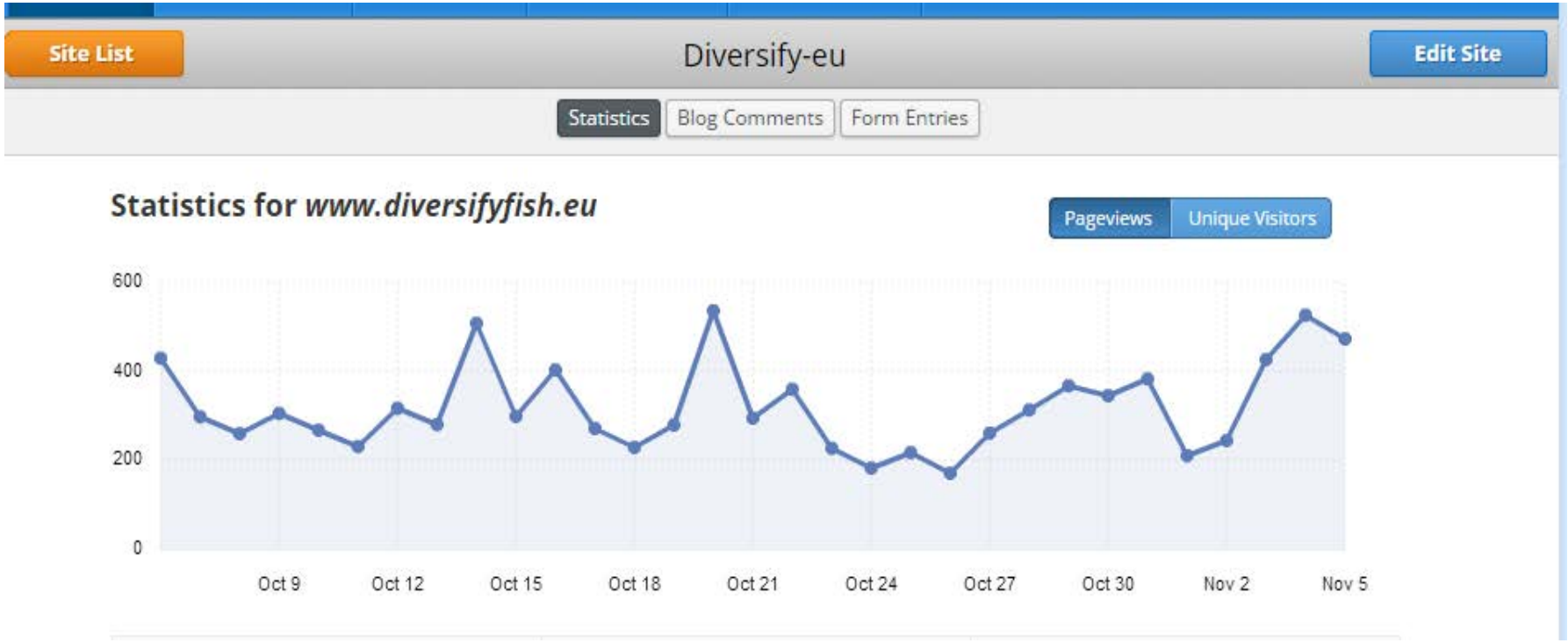
WEBSITE: DISSEMINATION

VIDEO



D31.1

WEBSITE



350 visitors/day

D31.2

LOGO

Karl Andree, IRTA

D31.2

LOGO

Included in:

- ✓ Website → www.diversifyfish.eu
- ✓ Facebook → www.facebook.com/diversifyfish
- ✓ Twitter → https://twitter.com/diversifyfish
- ✓ Signature of the partners
- ✓ Dissemination material

www.diversifyfish.eu/forms--protocols

LOGO: www.facebook.com/diversifyfish

LOGO: https://twitter.com/diversifyfish

D31.2

FOLDER

PARTNERS

The DIVERSIFY consortium integrates a multidisciplinary group of partners from 12 European countries. It is made up mainly of research and academic institutions, and also includes nine small or medium-sized enterprises (SMEs), three large enterprises, five professional associations and one consumer non-governmental organisation (NGO).

Aarhus Universitet (AU), Denmark
Aquaculture Forkys AE (FORKYS), Greece
Argostaro Nikos Fish Farms S.A. (ARGO), Greece
Astalor SARL (ASTALOR), France
Asociación Empresarial de Productores de Cultivos Marinos (APROMAR), Spain
Asociación Nacional de Fabricantes de Conservas de Pescados y Mariscos-Centro Técnico Nacional de Conservación de Productos de la Pesca (ANFACO), Spain
Ayuntamiento de A Coruña (MCI), Spain
Azienda Agricola Ittica Caldoli (ITTICAL), Italy
Bundesverband Der Deutschen Fischindustrie und des Fischgroßhandels E.V. (BVFI), Germany
Canarias Explotaciones Marinas SL (CANEXMAR), Spain
Consellería do Mar - Xunta de Galicia (CMRM), Spain
CTAQUA, Aquaculture Technological Center of Andalucía (CTAQUA), Spain
Culmárex Group (CULMAREX), Spain
Danmarks Tekniske Universitet (DTU), Denmark
Dor Ogey Yam LTD (DOR), Israel
European Food Information Council (EUFIC), Belgium
Federation of Greek Mariculturist (FGM), Greece
Fundación Canaria Parque Científico Tecnológico de la Universidad de Las Palmas de Gran Canaria (FCPCT), Spain
Hellenic Center for Marine Research (HCMR), Greece
Hellenic Research House (HRH), Greece
Hungarian Aquaculture Association (MAGE), Hungary
Institut de Recerca i Tecnologia Agroalimentàries (IRTA), Spain
Instituto Español de Oceanografía (IEO), Spain
Institut Français de Recherche pour l'Exploitation de la Mer (IFREMER), France
Institute of Marine Research (IMR), Norway
IOLR-National Center for Mariculture (IOLR), Israel

DIVERSIFY

Exploring the biological and socioeconomic potential of new/emerging candidate fish species for the expansion of the European aquaculture industry.

www.diversifyfish.eu

KEEP UP TO DATE WITH THE LATEST NEWS IN THE PROJECT

www.facebook.com/diversifyfish
www.twitter.com/diversifyfish

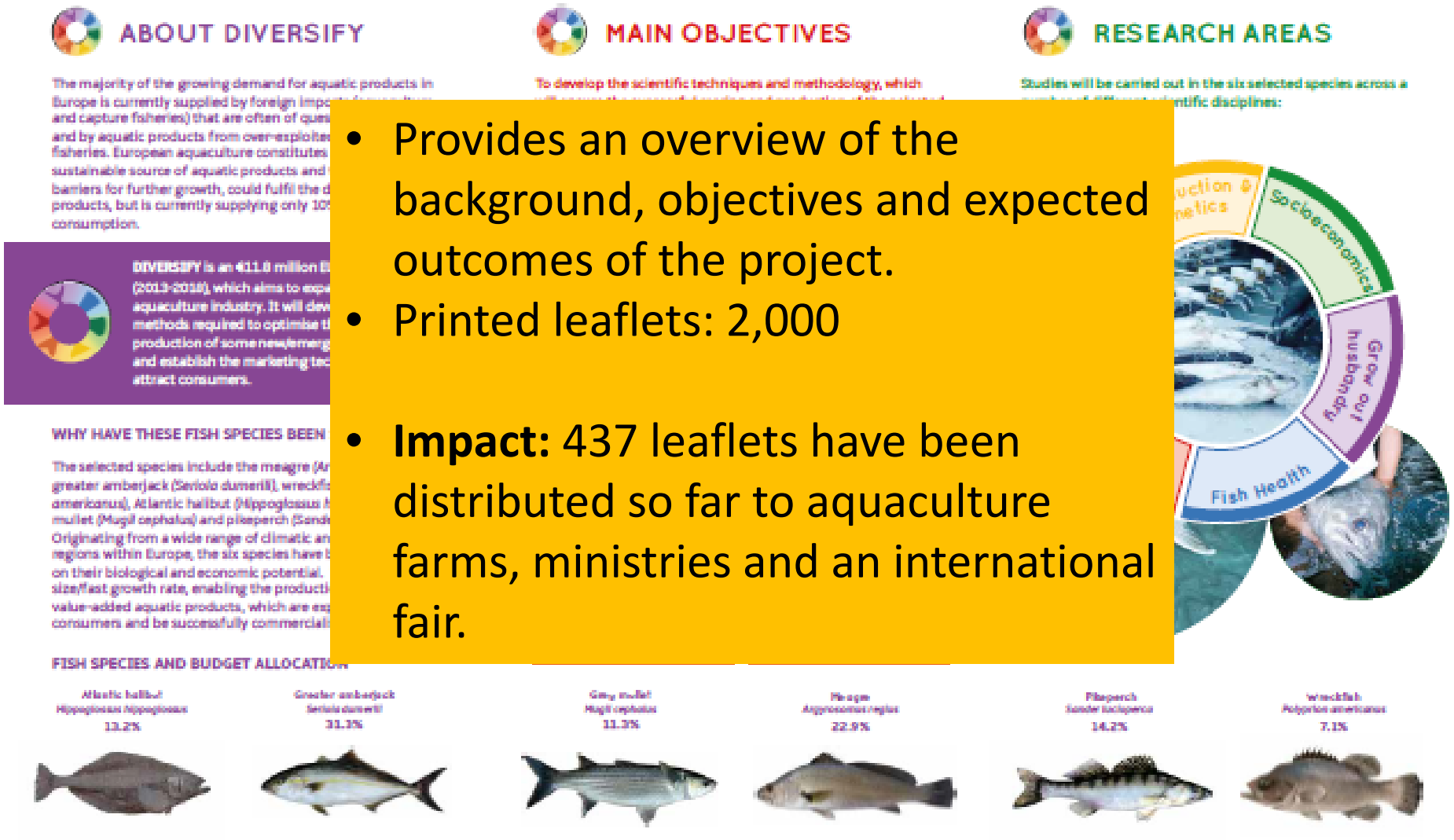
This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration (KBBE-2013-GA No 603121).

D31.2

FOLDER

- Provides an overview of the background, objectives and expected outcomes of the project.
- Printed leaflets: 2,000

- **Impact:** 437 leaflets have been distributed so far to aquaculture farms, ministries and an international fair.



D31.2

BOOKMARK

Printed bookmarks: 4,000

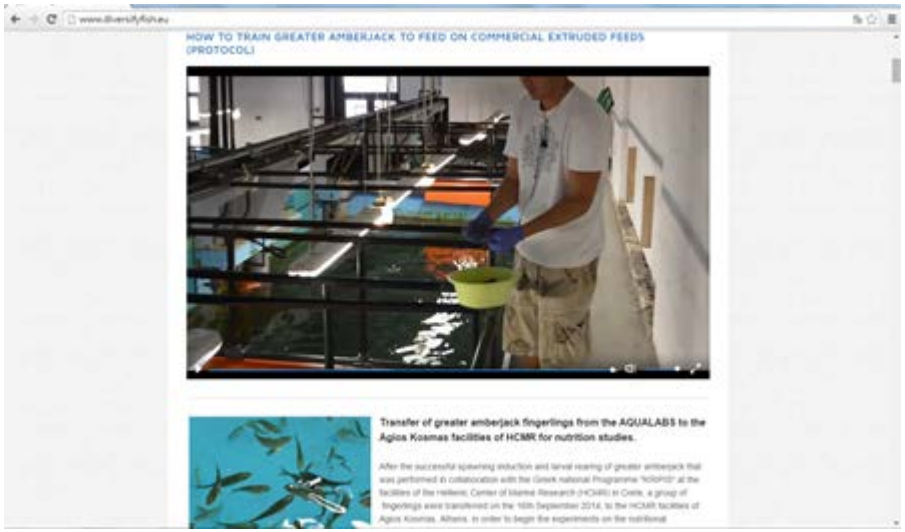
Impact: 540 leaflets have been distributed so far to aquaculture farms, ministries and an international fair.

D31.4 & 7 AUDIOVISUAL

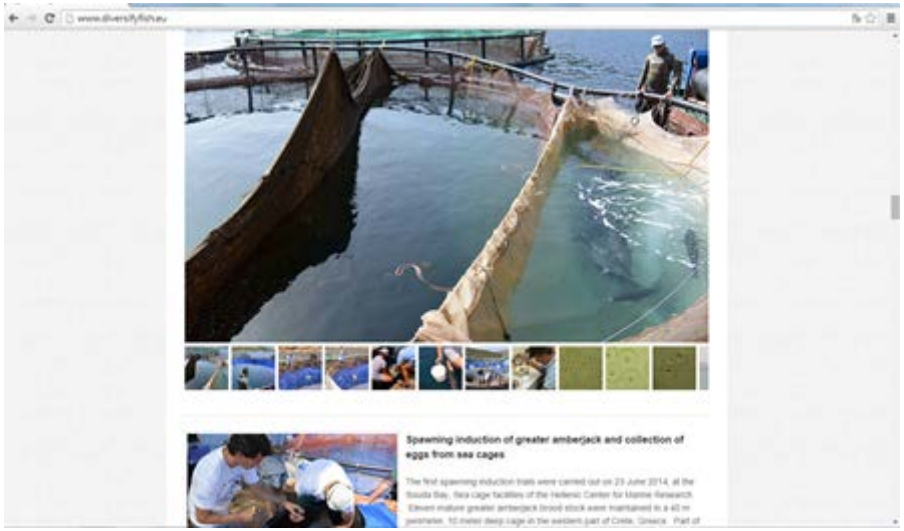
Promotional video

www.diversifyfish.eu/dissemination.html
www.youtube.com/watch?v=Gk-_BhQjvCk

D31.4 & 7 AUDIOVISUAL

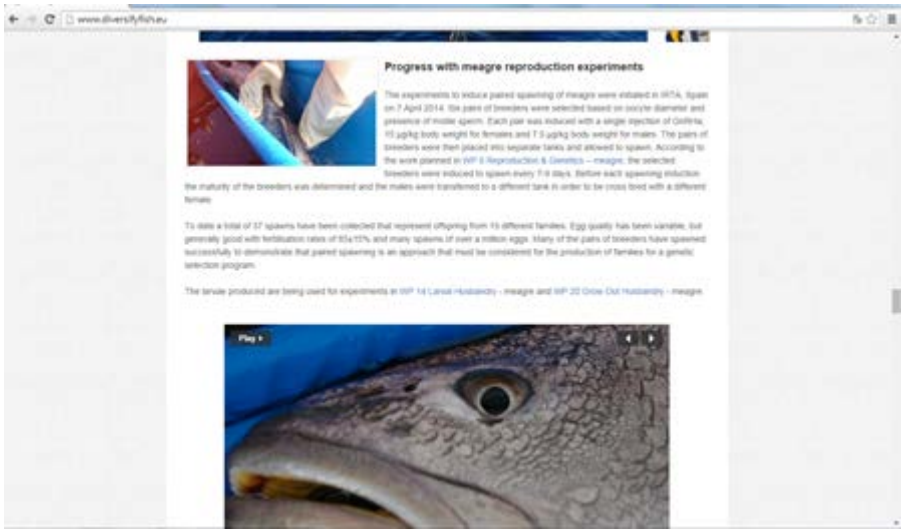


Reproduction-amberjack

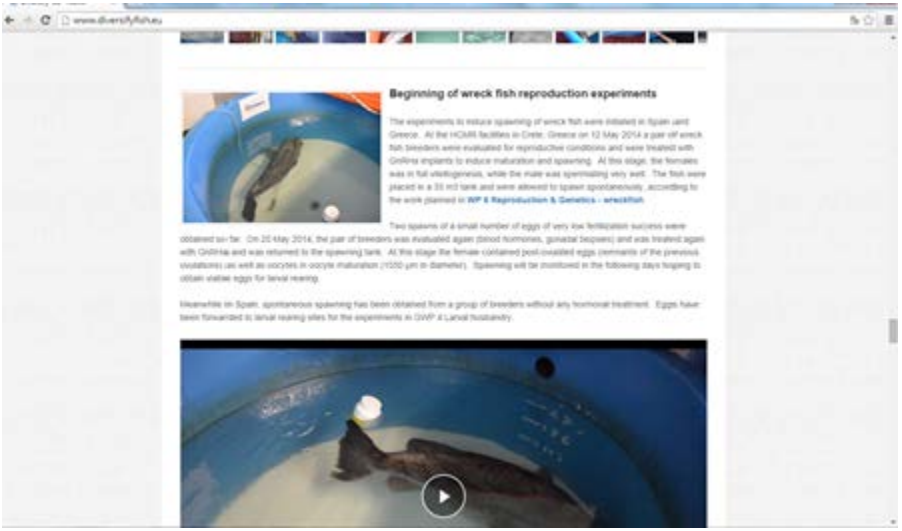


Reproduction - amberjack

D31.4 & 7 AUDIOVISUAL

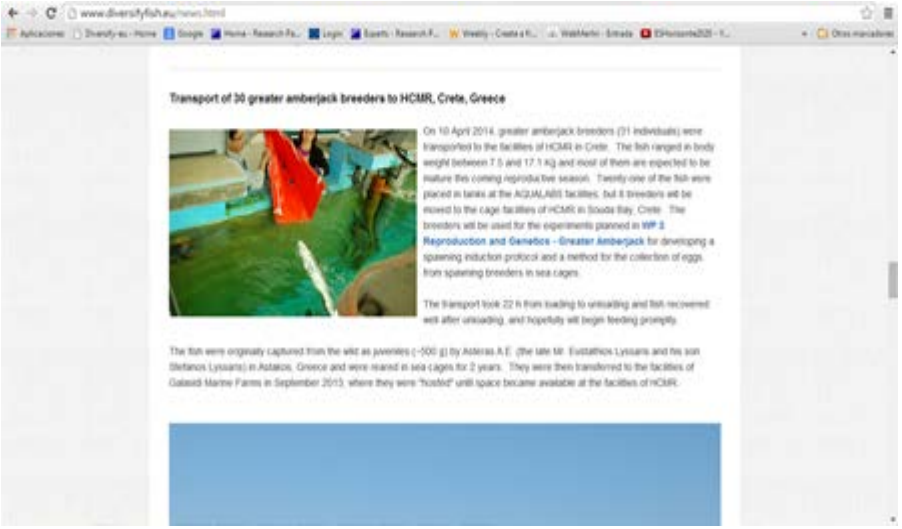


Reproduction - meagre



Reproduction - wreckfish

D31.4 & 7 AUDIOVISUAL



Transport - amberjack

Sampling - wreckfish

TASK 31.2
D31.1

ANNUAL COORDINATION MEETINGS

✓Kick off meeting: 29 th & 30 th Jan 2014. Heraklion, Crete. (Greece)

→ Minutes included in the web

http://www.diversifyfish.eu/2014-kickoff-meeting-feb.html

✓Annual coordination meeting 2014. 4 th – 6 th Nov 2014. Bari (Italy)

TASK 31.3
D31.6

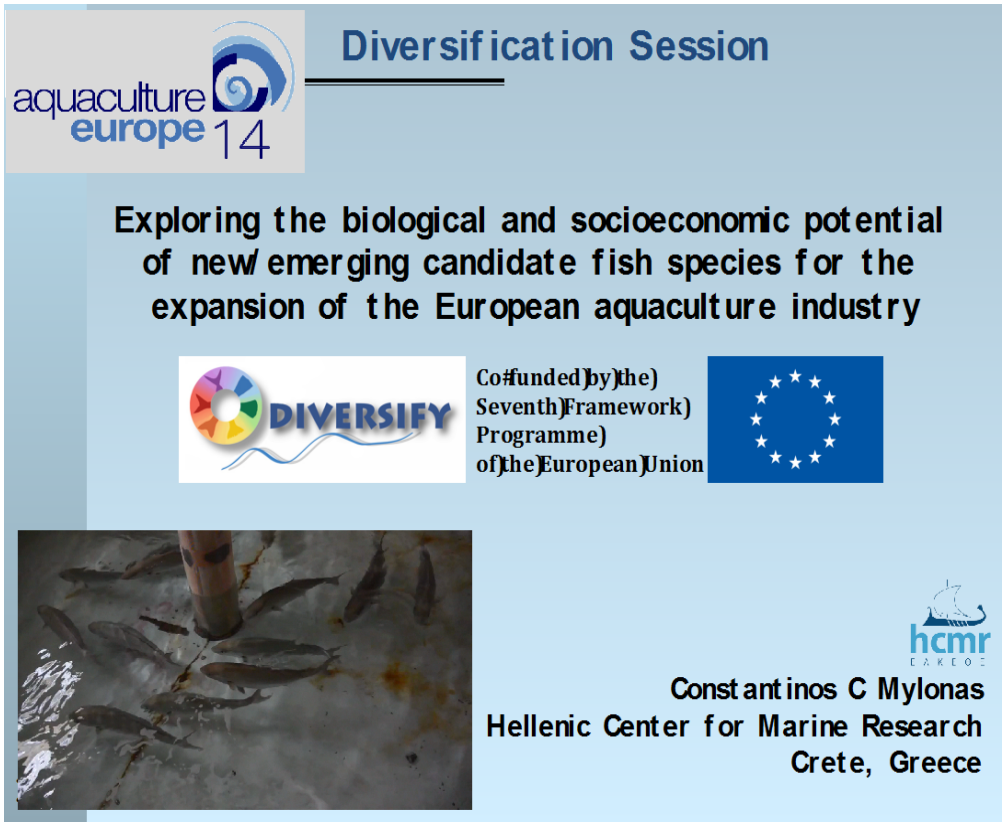
DIVERSIFY AT EAS 2014

(C. Mylonas, HCMR)

Species Diversification session

San Sebastian (Spain)

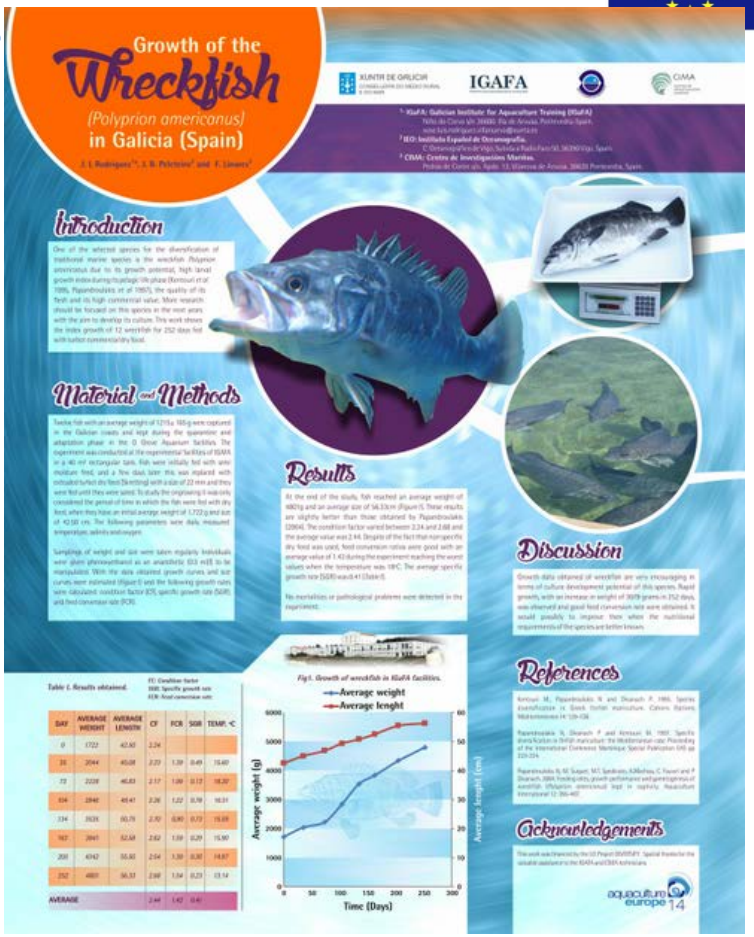
14 th -17 th October 2014



http://www.diversifyfish.eu/presentationsposters.html

TASK 31.4
D31.11

- Scientific presentations & submission of manuscripts ?



Growth of the wreckfish *(Polyprion americanus)* in Galicia (Spain)

J. L Rodríguez, J. B. Peleteiro and F. Linares

http://www.diversifyfish.eu/presentationsposters.html

TASK 31.7
D31.3 & D31.5

DISSEMINATION TO THE FOOD INDUSTRY & CONSUMERS

- Publication of the 1st of two articles in Food Today - (D31.3)

First Food Today article

- Published by EUFIC in April 2014.
- Food Today has **46,000** online subscribers.
- Published in **11** European languages.
- Available on EUFIC's website.

- **Impact of the DIVERSIFY Food Today:** Between being published and 30/09/14 the article has received 949 page views and the average time spent on the page was 2 minutes (source *Google Analytics*).

Home - Archive

FOOD TODAY 04/2014

New EU project aims to expand the production, marketing and consumption of European finfish species

The demand for safe and affordable aquatic products in Europe is increasing. European aquaculture (or European farmed aquatic products) could fulfil this demand; however, the industry faces several barriers to growth. The EU-funded DIVERSIFY project (http://www.diversifyfish.eu/) aims to overcome the bottlenecks to the production, marketing and consumption of healthy and sustainable European-cultured aquatic products. This will help meet consumer demands, reduce imports of often questionable quality and establish the industry as a world aquaculture technology leader.

Since 2000, the global aquaculture industry has been growing at a rate of 7% each year; however, the rate of production in Europe has remained stagnant.[1] European aquaculture products are healthy, safe and sustainable. According to the European Commission, consumption of these fish and the expansion of this sector will help establish Europe as a global leader in aquaculture production technology and provide a means of satisfying consumer demands for nutritious and convenient aquatic products.

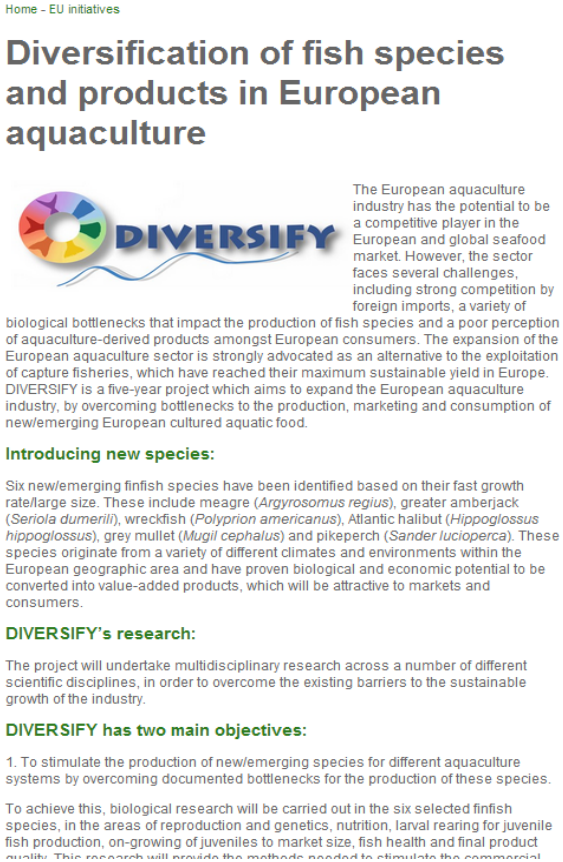
Production bottlenecks and poor consumer perceptions hamper the industry

Current European fisheries are over-exploited and therefore are an unsustainable option for meeting aquatic products requirements in Europe. There has also been an increasing dependence on foreign imports, which were estimated to account for 65% of aquatic product consumption in 2010; these are less expensive than European farmed products, but health and safety controls of these imports do not always reach acceptable standards.[2]

Creation of section on eufic.org

Dedicated page for DIVERSIFY available on EUFIC's EU initiatives section on eufic.org to help drive traffic to www.diversifyfish.eu.

Impact: Between being published and 30/09/14 the page has received 203 page views and the average time spent viewing the page has been one minute and 51 seconds (source *Google Analytics*).



Home - EU initiatives

Diversification of fish species and products in European aquaculture

DIVERSIFY

The European aquaculture industry has the potential to be a competitive player in the European and global seafood market. However, the sector faces several challenges, including strong competition by foreign imports, a variety of biological bottlenecks that impact the production of fish species and a poor perception of aquaculture-derived products amongst European consumers. The expansion of the European aquaculture sector is strongly advocated as an alternative to the exploitation of capture fisheries, which have reached their maximum sustainable yield in Europe. DIVERSIFY is a five-year project which aims to expand the European aquaculture industry, by overcoming bottlenecks to the production, marketing and consumption of new/emerging European cultured aquatic food.

Introducing new species:

Six new/emerging finfish species have been identified based on their fast growth rate/large size. These include meagre (*Argyrosomus regius*), greater amberjack (*Seriola dumerili*), wreckfish (*Polyprion americanus*), Atlantic halibut (*Hippoglossus hippoglossus*), grey mullet (*Mugil cephalus*) and pikeperch (*Sander lucioperca*). These species originate from a variety of different climates and environments within the European geographic area and have proven biological and economic potential to be converted into value-added products, which will be attractive to markets and consumers.

DIVERSIFY's research:

The project will undertake multidisciplinary research across a number of different scientific disciplines, in order to overcome the existing barriers to the sustainable growth of the industry.

DIVERSIFY has two main objectives:

1. To stimulate the production of new/emerging species for different aquaculture systems by overcoming documented bottlenecks for the production of these species.

To achieve this, biological research will be carried out in the six selected finfish species, in the areas of reproduction and genetics, nutrition, larval rearing for juvenile fish production, on-growing of juveniles to market size, fish health and final product

Bari, 06-11-2014

TASK 31.7
D31.3 & D31.5

DISSEMINATION TO THE FOOD INDUSTRY & CONSUMERS

- Publication of the 1st of two articles in Food Today - (D31.3)
- A collaboration agreement OCU (Spain), FEAP, EATiP- (D31.5)

D31.5 Col. Agreement

COLLABORATION AGREEMENT

DIVERSIFY is a European research project that explores the biological and socio-economic potential of new/emerging candidate aquaculture fish species. This initiative is an ambitious 5-year project (2013-2018) that has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration (KBBE-2013-07). The DIVERSIFY consortium includes 38 partners from 12 European countries. Further information can be obtained from the project's website at www.diversifyfish.com.

DIVERSIFY includes a strong effort on dissemination of its results. For this reason, and to formalise relationships, it establishes individual collaboration agreements with relevant European food industry and consumer organisations.

The ORGANIZACIÓN DE CONSUMIDORES Y USUARIOS (OCU) is a Spanish, independent, private & non-profit association that defends consumer's rights since 1975 and works to help them to assert their rights. OCU has more than 300.000 members that pay the fees that support the organisation (www.ocu.org/organizacion). OCU is member of EUROCONSUMERS (www.euroconsumers.org) and BEUC (www.beuc.eu).

The DIVERSIFY Consortium and OCU agree on the value of sharing the main results of the DIVERSIFY project.

To achieve this objective, OCU will communicate to its members through its website the main relevant results of DIVERSIFY. OCU will decide which of the news offered by DIVERSIFY are finally communicated and how.

The Consortium of DIVERSIFY will offer OCU permanent information on the development of the project, will answer any question that OCU might have on the subject and will periodically update OCU with the results of the project.

This agreement includes no economic obligations between the two parties.

This agreement has no further obligations for either side.

This agreement will begin at the date of its signature and will terminate with the ending of the DIVERSIFY project in December 2018.

Dated: September 10th, 2014

By the DIVERSIFY Consortium
Mr Dinos Mylonas

By OCU
Mr. David M. Ortega Peciña

TO DO’S

DISSEMINATION

- Partners must be more active with dissemination of information!
- Up to now, website of DIVERSIFY is mostly full of HCMR activities…
- Every time you do something (experiment), write an article and send it to Rocio…
- The website must be a “hot point” for stakeholders!!
- We advertise our work!!!

Template

FP7$KBBE$2013$07, DIVERSIFY 603121-

State of experiments -UPDATE

WP No:	3	WP Lead beneficiary:	8
WP Title:	Reproduction & Genetics – greater amberjack		
Task No:	3.5	Task Lead beneficiary:	1
Task Title:	**Spawning induction of greater amberjack and egg collection in cages** (Please use the title as it appears in the DOW)		
Status:	This was the first year of experiments, which will continue for the duration of the project (20% completed) (Percentage of execution)	Expected end date:	2018

Objective: The objective of this experiment was to apply the developed spawning induction methods for broodstocks maintained in cages, and examine the efficiency of an egg collector to obtain fertilized eggs.

Description: Brief description of the work (max. 1000 characters)

Trials were carried out at HCMR and Galaxidi Marine Farms, Greece. Egg collection devices were mounted in cages of 40-m perimeter covering the top 3.5 m of depth of the cage. The designed egg collector was a passive trapping device, which restricts the movements of floating eggs within the cage, on the water surface. Egg collectors limit the movements of eggs inside the cage because is mounted on the net of the cage, like a "curtain" and does not allow surface water movements.

Fish were monitored for reproductive maturation (Fig. 1) and when female fish were in the appropriate stage of oocyte development, they were administered with a GnRHa implant of 750 and/or 500 mg GnRHa, depending on their size, to obtain an effective dose of ~50 µg GnRHa kg^{-1} body weight (Fig. 2). Similarly, males received implants of 500 or 750 mg GnRHa to obtain an effective dose of ~30 µg GnRHa kg^{-1} body weigh. The cages were examined for the presence of eggs on the surface every morning after treatment (Fig. 3).

Results so far (max. 1000 characters)

All females were at an advanced vitelogenesis stage with oocyte diameters of 500-700 µm and very little occurrence of atresia. Also, some females were found to be in advanced oocyte maturation and some had already ovulated spontaneously. Males produce sperm of good quality during the spawning period, and although it was not investigated, males treated with GnRHa maintained good spermiation and quality parameters even after repeated spawning and production of fertilized eggs.

-FP7$KBBE$2013$07, DIVERSIFY 603121-

Females maintained in cages during gametogenesis had a better response to the GnRHa treatment, producing eggs of higher fecundity and most importantly of better fertilization success, compared to females reared in tanks. Egg collection was possible from broodstocks maintained in cages, but the fecundity achieved was much less than from stocks spawning in tanks. This is probably due to significant loses of eggs from the cage, and more work needs to be done to optimize the egg collection process.

Pictures: please include max. 3 pictures in low resolution (200 kb), inserted as .jpg

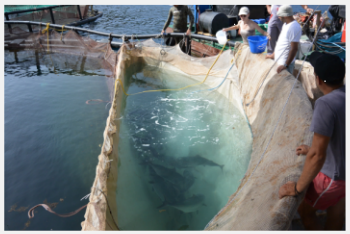


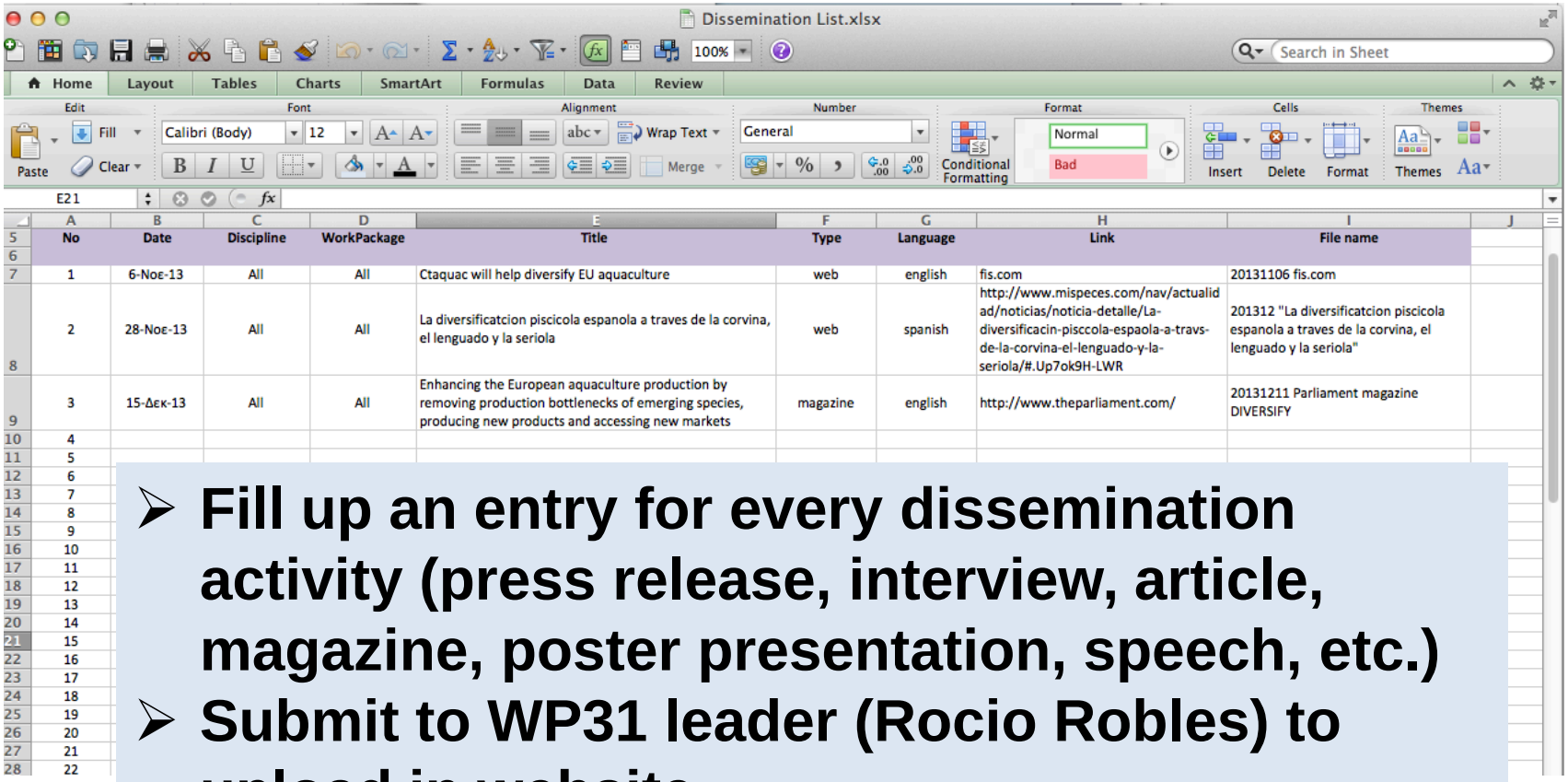
Figure 1. Anesthetizing fish in a cage to evaluate reproductive status and induce spawning.

Figure 2. Treatment of fish with reproductive hormones to induce spawning.

Available at www.diversifyfish.com, INTRA, Forms and Protocols

DISSEMINATION

Available at www.diversifyfish.com, INTRA, Forms and Protocols



Dissemination List.xlsx

No	Date	Discipline	WorkPackage	Title	Type	Language	Link	File name
1	6-Νοε-13	All	All	Ctaquac will help diversify EU aquaculture	web	english	fis.com	20131106 fis.com
2	28-Νοε-13	All	All	La diversificatcion piscicola espanola a traves de la corvina, el lenguado y la seriola	web	spanish	http://www.mispeces.com/nav/actualidad/noticias/noticia-detalle/La-diversificacin-pisccola-espaola-a-travs-de-la-corvina-el-lenguado-y-la-seriola/#.Up7ok9H-LWR	201312 "La diversificatcion piscicola espanola a traves de la corvina, el lenguado y la seriola"
3	15-Δεκ-13	All	All	Enhancing the European aquaculture production by removing production bottlenecks of emerging species, producing new products and accessing new markets	magazine	english	http://www.theparliament.com/	20131211 Parliament magazine DIVERSIFY
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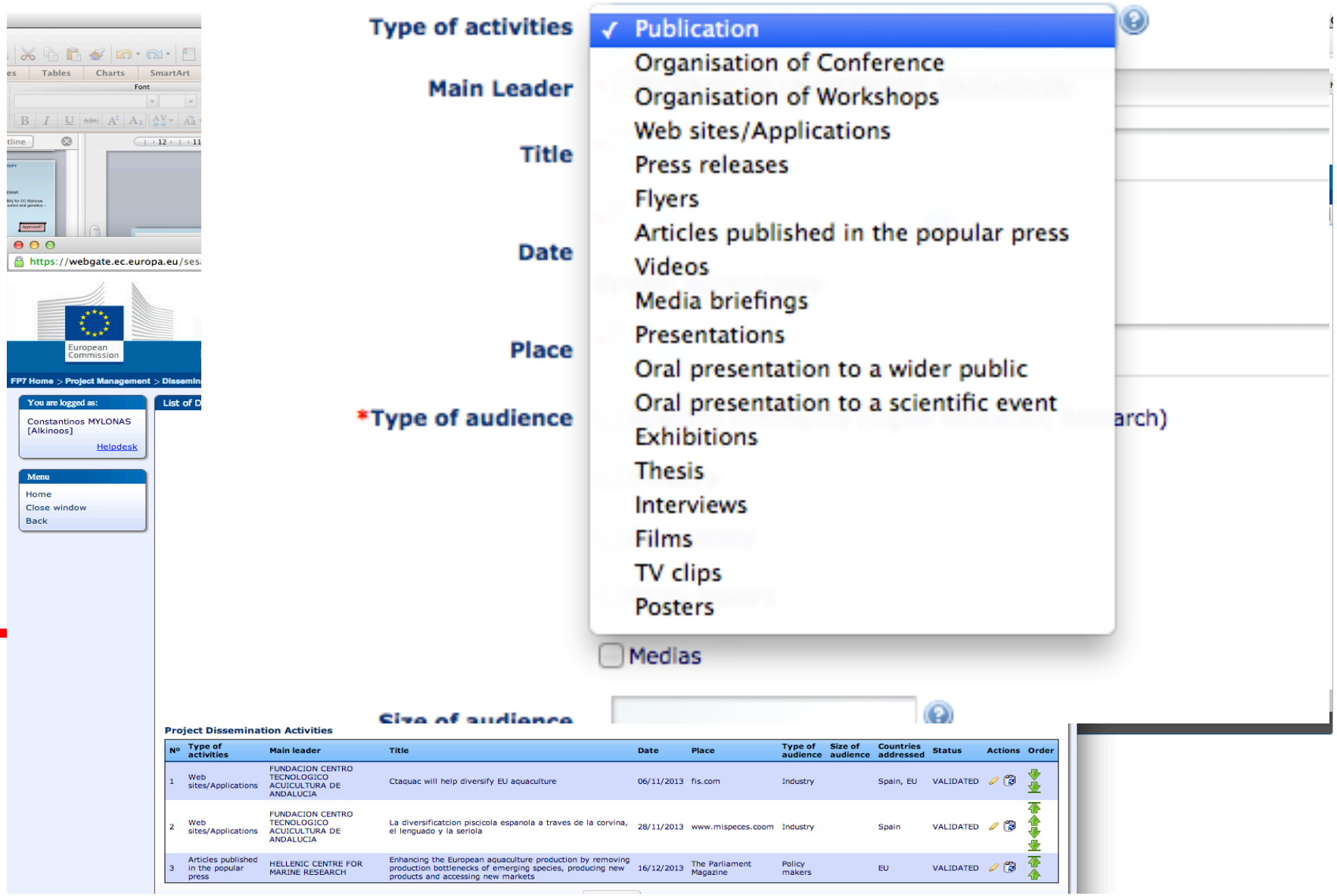
- **Fill up an entry for every dissemination activity (press release, interview, article, magazine, poster presentation, speech, etc.)**
- **Submit to WP31 leader (Rocio Robles) to upload in website**
- **Can view possible dissemination types and our activities so far at SESAM**

DISSEMINATION



DIVERSIFY

European Commission

RESEARCH & INNOVATION

Participant Portal - Grant Management - Scientific Reporting

> Project Management > Publications

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Publications Type

Project Information 603121 - Exploring the biological and socio-economic potential of new/emerging candidate fish species for the expansion industry

Publication type Peer reviewed publication

- Peer reviewed publication
- Paper in Proceedings of a Conference/Workshop
- Article/Section in an edited book or book series
- Thesis/Dissertation
- University Publication/Scientific Monograph

Request a new peer reviewed journal

Publications Form

D.O.I.

Open D.O.I. webs

Fields will be overwritten with DOI information after leave DOI field.

Title *

Author(s) *

Journal *

Publisher (will be auto-inserted after se

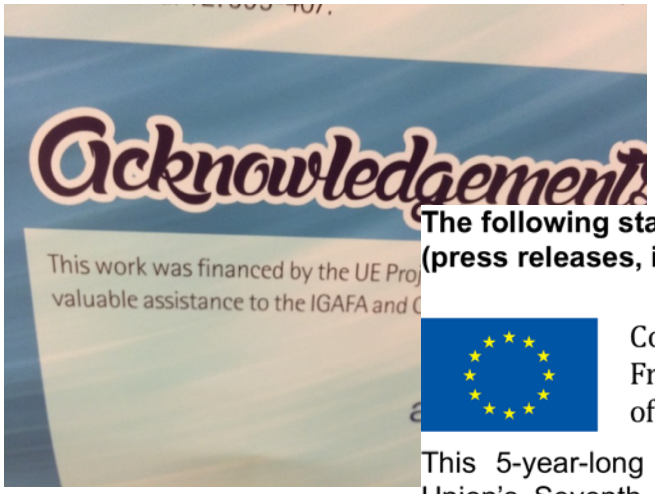
Publisher location

ISSN

ES

DISSEMINATION

Available at www.diversifyfish.com, INTRA, Forms and Protocols



The following statement should be included in all Dissemination material (press releases, interviews, web material, etc.)

Co-funded by the Seventh Framework Programme of the European Union

This 5-year-long project (2013-2018) has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration (KBBE-2013-07 single stage, GA 603121, DIVERSIFY). The consortium includes 38 partners from 12 European countries –including 9 SMEs, 3 Large Enterprises, 5 professional associations and 1 Consumer NGO- and is coordinated by the Hellenic Center for Marine Research, Greece. Further information may be obtained from the project site at "www.diversifyfish.eu".

The following statement should be included in all Scientific presentations (Posters, Oral presentations and scientific articles)

Co-funded by the Seventh Framework Programme of the European Union

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration (KBBE-2013-07 single stage, GA 603121, DIVERSIFY).

THANK YOU

ευχαριστώ- Gracias- Merci -Grazie –

Tak- Danke- -תודה לך- -Köszönöm -Takk

r.robles@ctaqua.es