



### Deliverable Report

<b>Deliverable No:</b>	D31.17	<b>Delivery Month:</b>	47
<b>Deliverable Title</b>	Production and release of audiovisual material		
<b>WP No:</b>	31	<b>WP Lead beneficiary:</b>	P18. CTAQUA
<b>WP Title:</b>	Dissemination		
<b>Task No:</b>	31.1	<b>Task Lead beneficiary:</b>	P18. CTAQUA
<b>Task Title:</b>	Production and release of audiovisual material		
<b>Other beneficiaries:</b>	P1.HCMR	P12. APROMAR	
<b>Status:</b>	Delivered	<b>Expected month:</b>	42
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**Lead Scientist preparing the Deliverable:** Robles, R. (CTAQUA),

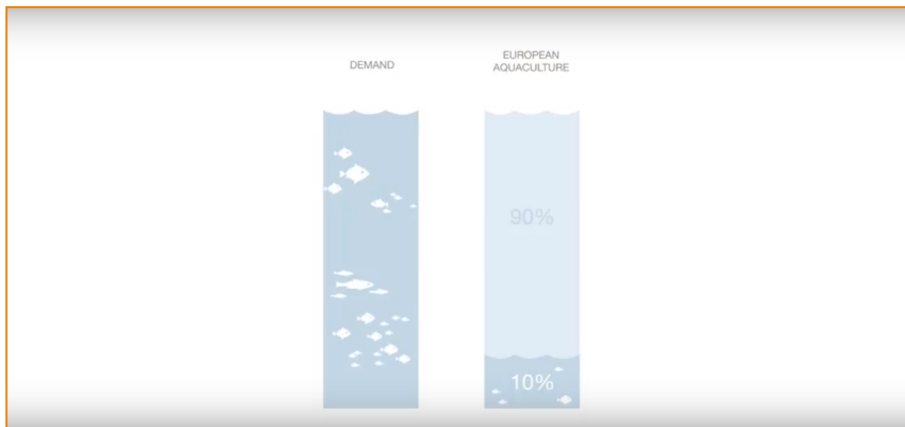
**Other Scientists participating:** Mylonas, C.C. (HCMR), Ojeda, Javier (APROMAR).

**Objective:** The objective of this Deliverable was to provide downloadable documentation for the general public.

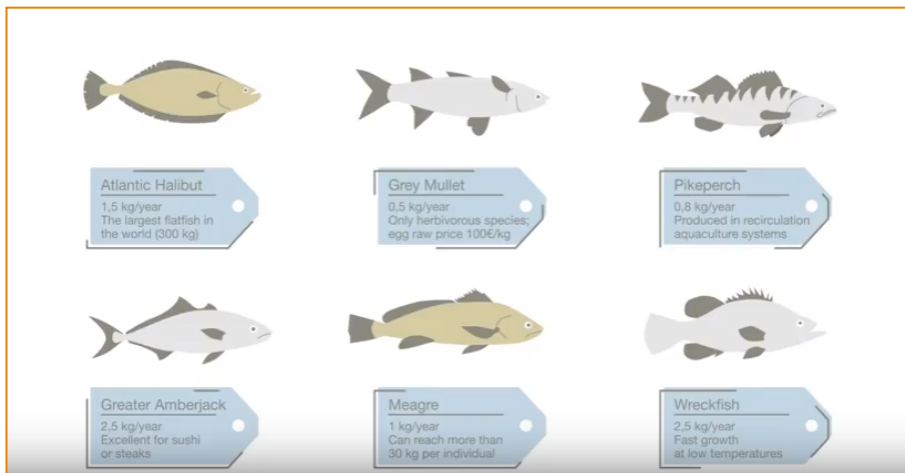
**Description:** A summary video including general information as well as the main achievements of the project.

The video has been uploaded in the DIVERSIFY web (News) and in Youtube (<https://youtu.be/49EZKkBkiaQ>). As well, dissemination of the video has been done via Twitter and Facebook.

The video starts addressing the current situation of the aquaculture in Europe (**Figure 1**) followed by the contribution of DIVERSIFY project to change this situation expanding the European aquaculture industry by developing scientific techniques and methodology that will optimize the culture of 6 new emerging species and by establishing the marketing techniques to attract consumers. Further on, each of the DIVERSIFY species are considered, highlighting their main characteristics (**Figure 2**).



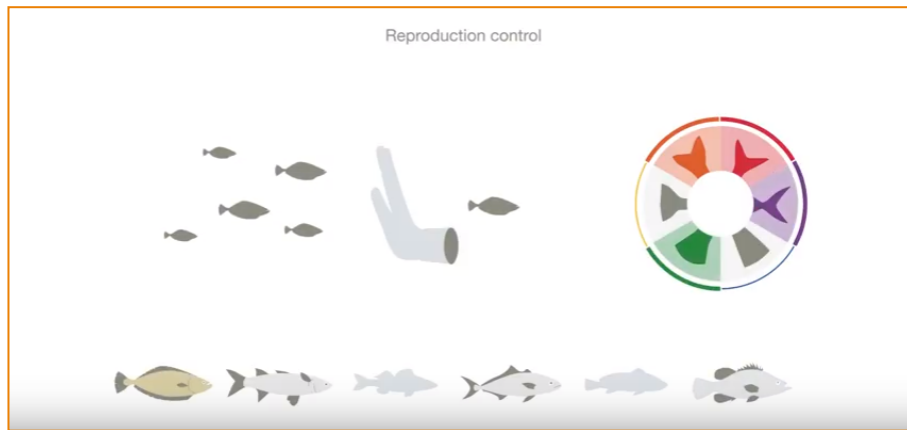
**Figure 1.** Desktop captures of the video showing the European Aquaculture situation



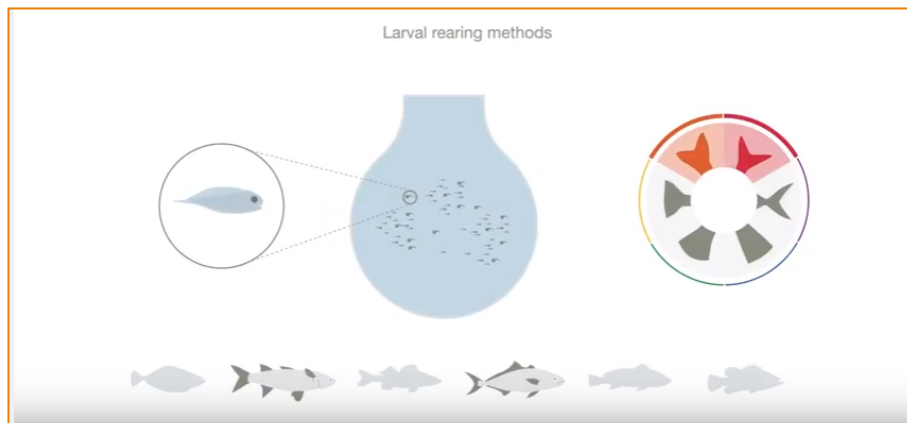
**Figure 2.** Desktop captures of the video showing the main attributes of the six emerging species selected in DIVERSIFY project

Subsequently, the video exposes how Diversify has successfully resolved some of the production bottlenecks of these species such as:

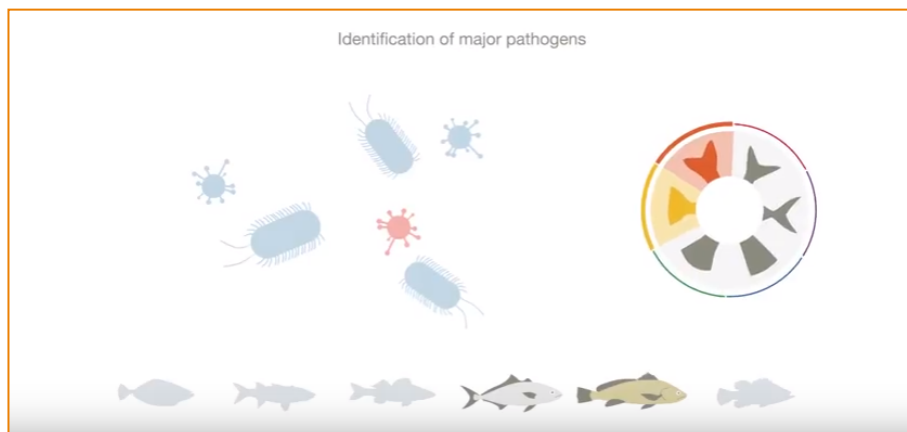
- Reproduction control of grey mullet, greater amberjack, Atlantic halibut and wreckfish (**Figure 3**).
- Larval rearing methods of greater amberjack and grey mullet (**Figure 4**).
- Optimization of RAS rearing of pikeperch.
- Feeding methods based in the behavior of meagre
- Identification of the major pathogens of greater amberjack of meagre (**Figure 5**).



**Figure 3.** Desktop captures of the results on reproduction control of the different DIVERSIFY species.



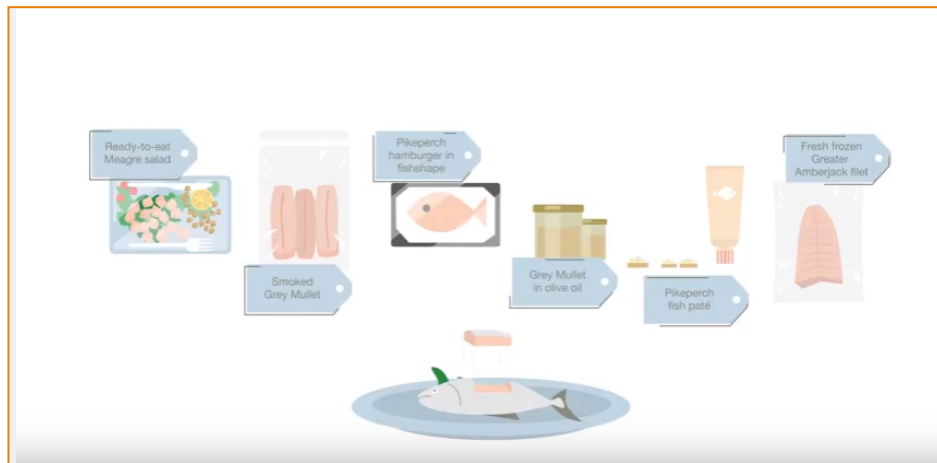
**Figure 4.** Desktop captures with the results on larval rearing method for different DIVERSIFY species.



**Figure 5.** Desktop captures of identification of major pathogens of meagre and greater amberjack as part of the results information provided in the video.



Hereinafter, the video explain that these 6 species have a large size and a fast growth rate enabling the production of a variety of consumer driven aquatic product ideas that have already been selected for consumer evaluation (**Figure 6**).



**Figure 6.** Desktop captures of different DIVERSIFY developed fish products.

Finally, the video directs the audience to find out more information about DIVERSIFY project in the web [www.diversifyfish.eu](http://www.diversifyfish.eu).

**Deviations:** the preparation and composition of the video has required more time that initially expected, which has caused a delay in the completion of the deliverable.



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