



Deliverable Report

Deliverable No:	D31.18	Delivery Month:	48	
Deliverable Title	Promotional workshops for specialized audience in fish market sector (Spain, Greece, UK or Italy) (2nd workshop)			
WP No:	31	WP Lead beneficiary:	P18. CTAQUA	
WP Title:	Dissemination			
Task No:	31.6	Task Lead beneficiary:	P18. CTAQUA	
Task Title:	Promotional workshops			
Other beneficiaries:	P1.HCMR	P3.IRTA	P10.TU/e	P11. AU
	P12. APROMAR			
Status:	Delivered		Expected month:	43
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Lead partner preparing the deliverable: Robles, R. (CTAQUA).

Other partners participating: Maria Banovic (AU), Luis Guerrero (IRTA), Maren Vos (TU/e) (Javier Ojeda (APROMAR)

Objective: to promote project activities and results focused on a specific audience, such as fish producers, processors and retailers, consumer organizations, and fisheries and aquaculture authorities.

Description: During the last two years of the project, specialized one-day workshops are organized in specific countries where fish production and processing are relevant economic activities. The workshops are designed for specific audience, such as fish producers, processors and retailers, consumer organizations, and fisheries and aquaculture authorities.

Initially four countries were listed in the DOW as relevant locations for the organization of this activity: Spain, UK, Italy and Greece. From these locations, UK has been changed for Germany due to market and consumer reasons (for further information, please see D 31.16 1st Promotional Workshop in Bremen).

The 1st Promotional Workshop was held at the FAIR BREMEN (Messe Bremen), Business Lounge (Hall 7, 1st floor), Theodor-Heuss-Strasse in Bremen, Germany the 24th of May 2017. This promotional workshop has been already reported as D 31.16.

The 2nd Promotional Workshop has been organized in Spain, at the facilities of P18. CTAQUA located in El Puerto de Santa María, Cádiz. The facilities of this partner (**Figures 1**) include, among other areas, two meeting rooms and a dining room with food preparation equipment, which was needed for the degustation session of DIVERSIFY products developed in WP 28 and WP 29.



Figure 1. External view of **P18. CTAQUA** building (left) and facilities (right) where the 2nd Promotional Workshop has been organized.

The agenda of the event was distributed to fish processing and fish industry stake holders in the Andalusian region (South of Spain), as well as to all the members of CTAQUA. The meeting was included five presentations from DIVERSIFY partners and a presentation from Ulises Ameyugo, Head of the Food Safety Department of the Regional Government of Andalusia. After the presentations and the ensuing debate, a degustation session was organized with two of the products developed within the project: grey mullet in olive oil and pikeperch pate (WP 28 Socioeconomics: New product development). The invitation sent to the participants included the agenda of the event:



DIVERSIFY 2nd Promotional Workshop

CTAQUA
Muelle Comercial s/n
11500 El Puerto de Santa María.
Cádiz-Spain
28th September 2017

PROGRAMA DEL TALLER / WORKSHOP AGENDA

9:30 *Recepción e inscripción. Welcome and registration.*

10:00 *Presentación del proyecto DIVERSIFY. Presentation of the Project DIVERSIFY.* Dña. Rocío Robles. Responsable de Difusión y comunicación de DIVERSIFY. Asesora técnica de CTAQUA. España.



10:20 Trazabilidad, etiquetado y certificación de productos acuícolas. Consumidores y mercado español. Traceability, labelling and certification of fish products. Spanish consumer market choices. D. Javier Ojeda, APROMAR, España.

10:40 Evaluación de productos on-line: supermercado virtual. Setup of virtual store test. Dña. Maren Vos. Eindhoven University of Technology. Escuela de Ingeniería Industrial y Ciencias de la Innovación. Holanda.

11:00 Descanso Café. Coffee break

11:30 Revolución azul: descubriendo soluciones para introducir productos acuícolas comercialmente viables en el mercado europeo. Blue Revolution: Uncovering solutions that drive commercially viable aquaculture products for European market. Dña. Marija Banovic, MAPP Centre, Department of Management, Aarhus University, Dinamarca.

11:50 Percepción de los nuevos productos acuícolas por los consumidores. Cross-cultural consumer perception of new fish products. D. Luis Guerrero, IRTA, Monells, Spain.

12:10 Requisitos y controles sanitarios en producción primaria y post-producción. Sanitary control in primary production and post-production. D. Ulises Ameyugo Catalán, Jefe del Departamento de Seguridad Alimentaria de la Delegación Territorial de Salud de Cádiz.

12:30 Debate: Actitud y confianza del consumidor frente a la diversificación de productos acuícolas. Consumer attitude to diversification in aquaculture fish products: trust of consumer in aquaculture products, sustainability and health-related behavior.

- **Moderan:** Dña Rocío Robles (CTAQUA) y Dña. Marija Banovic (MAPP Centre)

13.30 DEGUSTACIÓN

A la finalización del debate se podrán degustar algunos de los productos desarrollados en el marco del proyecto elaborados a partir de dos especies DIVERSIFY como son la **corvina** (*A. regius*) y la **lisa** (*M. cephalus*).

PRODUCT DEGUSTATION

Following the debate, some DIVERSIFY products elaborated with grey mullet (*Mugil cephalus*) and meagre (*Argyrosomus regius*) will be offered for degustation.

SERVICIO DE TRADUCCIÓN SIMULTÁNEA

***El taller de trabajo contará con Servicio de Traducción Simultánea. Simultaneous translation service will be available.**

We are looking forward to meet you for an interesting exchange of news.

With kind regards
Rocio Robles, DIVERSIFY Dissemination leader



The meeting had an attendance of 22 people including fish producers, fish purchasers from big wholesaler in Spain (Makro), professionals from the fish processing industry, representatives from the Regional Andalusian Government (Dept. Agriculture and Fisheries), University of Cádiz etc. The list of attendees is included as Annex I of this document.

A poster with a summary of all the relevant information about the project was designed and displayed in the conference room during the meeting (**Figure 2**).

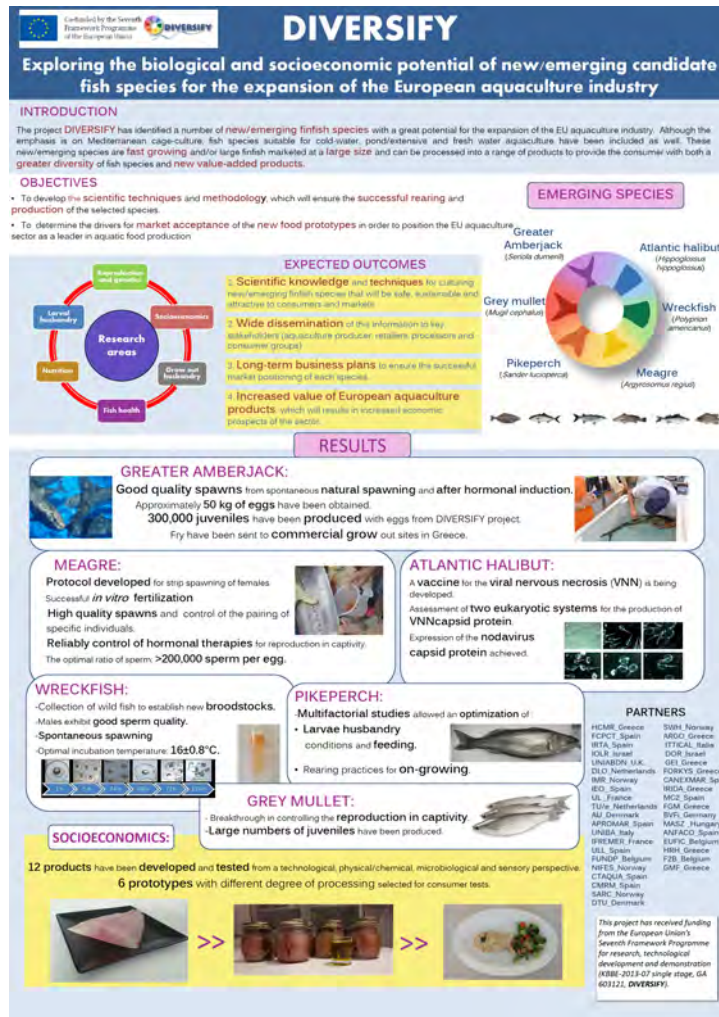


Figure 2. Poster summarizing the main information of the DIVERSIFY project and displayed during the meeting in El Puerto de Santa Maria for the 2nd Promotional Workshop.

The meeting opened with a summary presentation of DIVERSIFY, given by the WP Dissemination leader of the project (Rocio Robles; **Figure 3**). The main results in the different Research Areas were presented, with special emphasis in the research and results of the Socioeconomic Area. The new product development from the DIVERSIFY fish species and the studies related to consumer attitude and behaviour towards these products were described.



Figure 3. Summary presentation of DIVERSIFY by Rocio Robles (left); slide presenting the results on consumer segmentation study performed in five European countries, indicating the results of Spain (right).

The second presentation was given by Javier Ojeda from P12. APROMAR titled *Traceability, labelling and certification of fish products. Spanish consumer market choices* dealing with the EU regulations on safety principles and the protection of consumer's interests. The free movement of safe and wholesome food is an essential aspect of the internal market and contributes significantly to the health and well being of citizens, and to their social and economic interests. Specific mention was made to the case of the Spanish market and the Spanish consumer preferences.

The next presentation was titled “*Setup of virtual store test*” from Maren Vos (P10. TU/e, Eindhoven University of Technology; **Figure 4**) and offered an overview of the DIVERSIFY Sub-task 30.2.2 “Testing of the proposed market strategy” developed within the project. The market test will be carried out in the 5 countries selected (UK, D, ES, F, I) in cooperation with the SMEs involved in the project. The market test will be developed on a virtual basis with the intention of measuring consumers’ attitude and willingness to buy DIVERSIFY products in competition with other products. The virtual market test will be sent to the members of the professional producers association participating in the project and to regional fish producers associations.



Figure 4. Representative slides of the presentation “*Setup of virtual store test*” (left) given by Maren Vos from P10. TU/e (right).



After the coffee break, Marija Banovic, from P11. AU (MAPP Centre, Department of Management, Aarhus University) discussed about “Blue Revolution: Uncovering solutions that drive commercially viable aquaculture products for European market”. Dr. Banovic presented the main results of the consumer studies done in DIVERSIFY emphasizing the importance to bring a positive message to the consumer from aquaculture products. Information around aquaculture products should be more specific and visible so consumers could distinguish these products from their market counterparts. This is especially true as aquaculture is often overshadowed by legitimate doubts projected from less sustainable practices and cheap imports.

One of the results of the research done in the project shows that consumer choice-drivers are linked to the country-of-origin and price in first place, followed by quality certification (*i.e.* ASC logo), while nutrition and health claims appear to have varying impact and are highly dependent on the type of product (*i.e.* level of processing) and EU country, showing a need for a certain degree of customization. An attention-grabbing slide was presented (**Figure 6**) showing the main findings from the research done in the project on the characteristics that the new fish products should have to be visible and viable in the market.



Figure 5. Representative slide of the presentation “Blue Revolution: Uncovering solutions that drive commercially viable aquaculture products for European market”(left) given by Maria Banovic from P11. AU (right) .



Figure 6. Representative slides of the presentation from Maria Banovic (P11. AU) highlighting and summarizing key results related to the market strategy for DIVERSIFY new aquaculture products.

The next presentation was “*Cross-cultural consumer perception of new fish products*” given by Luis Guerrero, P3. IRTA. The twelve DIVERSIFY products from new aquaculture fish species developed and tested from a technological, physical/chemical, microbiological and sensory perspective were presented and documented. Intrinsic (sensory properties) and extrinsic characteristics (information provided) of the selected products/concepts were assessed by consumers in five countries (France, Germany, Italy, Spain and UK), thus focusing in both experiential and credence quality attributes. Results of this evaluation were presented by Luis Guerrero (**Figure 7**).

These results open a new framework of research aimed to understand the rationale behind the observed differences between countries and how they can be exploited to better design and commercialise the new products already developed. This information will be essential in order to build different business models aimed to develop launching strategies for the different tested new products in different markets.

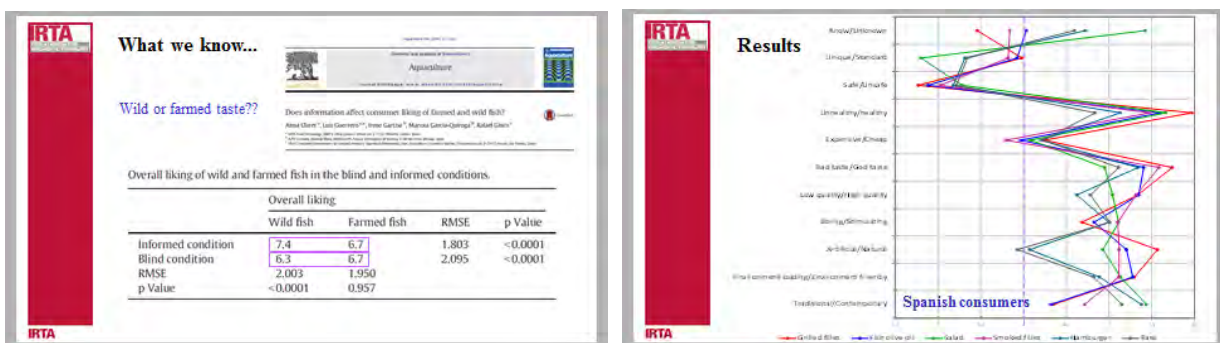


Figure 7. Representative slides of Luis Guerrero’s presentation (P3. IRTA) indicating how information about the origin of the fish modify the overall liking of farmed and wild fish products (left,) and the reaction of Spanish consumers to the six products developed within DIVERSIFY (right).



The last presentation was given by Ulises Ameyugo, Head of the Food Security Department of the Regional Delegation Office in Cádiz. His talk entitled “*Sanitary control in primary production and post-production*” was of great interest for the audience since a clear definition of applicable laws for the harvested farmed fish and processed fish was explained. Certain aspects of the actual labeling legislation were also discussed, *i.e.* according to national legislation a canned fish product does not need to comply with the obligation to mention the origin of the product. Another important remark from the talk of Ulises Ameyugo, was the fact that there is a daily need in Cádiz for 200.000 fish portions to cover the demand from school canteens, so the idea to have a fish burger with the shape of a fish, could be a very good solution to supply that market.

Once the presentations were finished, the Debate “*Consumer attitude to diversification in aquaculture fish products: trust of consumers in aquaculture products, sustainability and health-related behaviour*” started. The debate was moderated by Rocio Robles and Marija Banovic. All the attendees participated actively in the debate. Some of the most relevant comments related to the need of improving the image of aquaculture products. Salvador Cárdenas from the Spanish Aquaculture Association, commented that there is enough diversity and offer of aquaculture products, but still the consumer is not fully confident with them, so it is necessary for all stakeholders to make an effort to enhance the aquaculture image in society. Luis Guerrero pointed out that the first step should be to promote aquaculture farmed fish in the HO.RE.CA sector, since they have a close contact with the consumer and also in the fish monger sector due to the confidence that the consumers have in their daily fish provider. Another interesting remark was made by the manager of the Andalusian Producer Organization (OPP56) Alfonso Macias, who draw attention to the fact that the promotion of the farmed fish should be associated to a brand. He also indicated the need to allocate funds to finance farmed fish promotion campaigns.

After the debate, all the attendees to the meeting were invited to a degustation of two fish products developed within DIVERSIFY work-packages: grey mullet in olive oil, produced by CTAQUA and fish paté (meagre), produced by IRTA (**Figure 8**).



Figure 8. The two DIVERSIFY products prepared for the degustation; grey mullet preserved in olive oil (together with salad) and meagre paté (with bread crackers).



It can be concluded that the 2nd Promotional Workshop in El Puerto de Santa Maria, Cádiz attracted an interesting and selected audience to present and discuss the results of the project research on product development, consumer tests and attitude to new fish products, market needs and market strategies needed to successfully introduce DIVERSIFY fish products into the EU fish market.

Deviations: The deliverable is submitted 3 months later that anticipated in the DOW, although it keeps the proposed time range interval with the 1st Promotional Workshop included in the DOW.



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ANNEX I



LIST OF ATTENDEES: 2nd PROMOTIONAL WORKSHOP, Cadiz, Spain
Project DIVERSIFY, 28 September 2017

NAME	COMPANY/AUTHORITY
Alejandro Varea	MAKRO, Fish purchase Responsible, Cádiz.
Alfonso Macías	ASEMA, OPP56, Andalucía.
Angeles Diaz	Territorial Delegation of Fisheries and Agriculture, Junta de Andalucía, Cádiz.
Fini Sánchez	Food Processing Dpt. Cádiz University.
Francisco Romero	Angulas de Trebujena, Cádiz.
Gemma Tacken	Wageningen University, Netherlands.
Javier Ojeda	APROMAR - Asociación Empresarial de Acuicultura de España, Chiclana.
Joaquin Martin	Angulas de Trebujena, Cádiz.
Jose Luis Molinero	Salina de Santa Leocadia, San Fernando, Cádiz.
Luis Guerrero	IRTA - Recerca i Tecnologia Agroalimentàries, Monells.
Macarena Algarin	CTAQUA, Cádiz.
Marija Banovic	MAPP Centre – Research on Value Creation in the Food Sector, Aarhus University
Marina Fernández	AGAPA, Territorial Delegation of Fisheries and Agriculture, Junta de Andalucía, Cádiz.
Martiña Ferreira	ANFACO-CECOPECA, Galicia.
Maren Vos	Eindhoven University of Technology, Netherlands.
Rocio Robles	CTAQUA, Cádiz.
Salvado Cárdenas	Spanish Aquaculture Society.
Samuel Cañavate	Cupimar, San Fernando, Cádiz.
Sara Fernández	Food processing company Alta Cazuela, Jerez, Cádiz.
Susana Vela	AGAPA, Territorial Delegation of Fisheries and Agriculture, Junta de Andalucía, Cádiz.
Tomás Rodríguez	MAKRO, Fresh product Purchase Responsible, Cádiz.
Ulises Ameyugo	Head of the Food Security Department; Regional Delegation Office, Cádiz, Spain