



Deliverable Report

Deliverable No:	D31.21	Delivery Month:	47
Deliverable Title	Presentation of Diversify at Seafood Brussels Expo		
WP No:	31	WP Lead beneficiary:	P18. CTAQUA
WP Title:	Dissemination		
Task No:	31.7	Task Lead beneficiary:	P18. CTAQUA
Task Title:	Production and release of audiovisual material		
Other beneficiaries:	P1. HCMR	P12. APROMAR	
Status:	Delivered	Expected month:	44
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Lead Scientist preparing the Deliverable: Robles, R. (CTAQUA)

Objective: Dissemination to the food industry and consumers

Description: Participation in the annual seafood conference European Seafood Exposition (Seafood Brussels) (CTAQUA, APROMAR) promoting and offering all the information on the DIVERSIFY fish species and their products developed within the project.

Seafood Expo Global/Seafood Processing Global (formerly the European Seafood Exposition/Seafood Processing Europe) is the world's largest seafood trade event. More than 26,000 buyers, suppliers, media, and other seafood professionals from more than 140 countries visit the exposition. Attendees come to meet with existing suppliers, source new products and network with other industry professionals. It is the global place where the seafood industry meets.

Such a forum is considered very appropriate to disseminate the information and knowledge generated by the project and provide printed material with the main data of DIVERSIFY to the industry representatives attending the event.

During the years 2016 and 2017 DIVERSIFY has been present at the Seafood Expo Global and Seafood Processing Global held in Brussels (Belgium) (**Figure 1**). Information about the project has been displayed and provided during the event.

In 2016, the stand of APROMAR (P12) was the location where the folders and other information of the project were provided during the exhibition (**Figure 2**). Visitors at the stand were mainly interested in the possible future of the products developed from the DIVERSIFY species. Several attendees requested information about the availability of these products in the market.



Figure 1. Entrance of the Seafood Expo Global and the Atomium located in the Brussels Expo area.



Figure 2. Seafood Expo 2016: DIVERSIFY dissemination material at the stand of APROMAR (P12).

In the year 2017, the Dissemination leader Rocio Robles (CTAQUA) attended the Seafood Expo and provided information and printed material about DIVERSIFY at the stand of the European Commission in the Expo.

DIVERSIFY printed material was displayed together with diverse printed material from the EU, such as the European Market Observatory for fisheries and aquaculture (EUMOFA) report (**Figure 3 and 4**). In this occasion, some of the visitors attending the talks given at the EU stand, showed their interest in DIVERSIFY project and species. Some of them pointed out their concern with regard to the use of fishmeal in the feed for the aquaculture species in general and the DIVERSIFY species in particular. An interesting discussion on sustainability went on and pointed out the grey mullet as a good candidate species for future aquaculture sustainable development.

To further broadcast the project, the Dissemination leader visited and distributed printed material of the project to several booths of entities related with the Socioeconomic activities of the project, *i.e.* International Associations of Seafood Professionals, Dutch Fish Processors Association, Kiliç Fisheries (greater amberjack culture), Alfocan S.A. (seafood processors), Matis (R&D in food and biotechnology), etc.

From each of these events, information has been provided via social media (Twitter and Facebook) (**Figure 5**).



Figure 3. DIVERSIFY folders on the stand of the EU booth at the Seafood Expo Global 2017.



Figure 4. The dissemination leader at the stand of the EU during 2017 Seafood Expo Global.

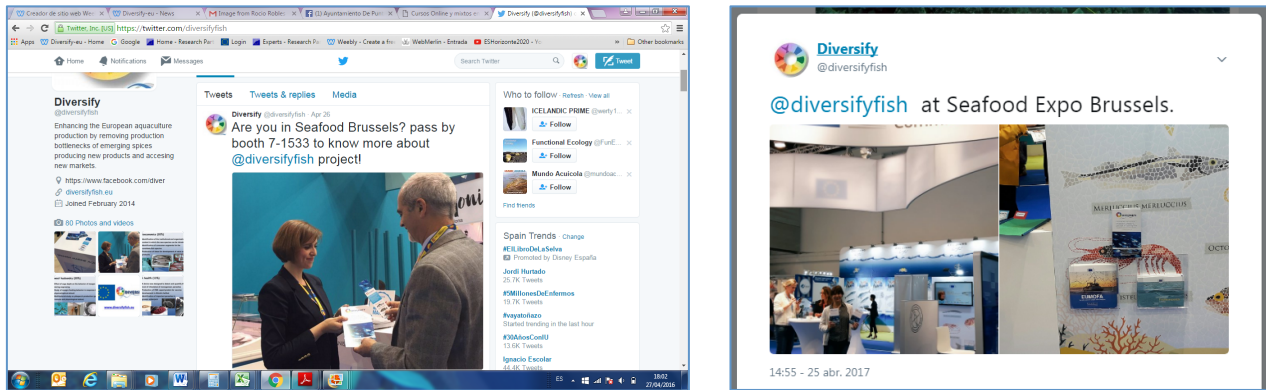


Figure 5. Follow up in the social media of the presence of DIVERSIFY at the 2016 and 2017 Seafood Global Expo.

Deviations: There was no deviation in the execution of the task although this deliverable was submitted with a 3-month delay from the DOW timing.



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