



New species for EU aquaculture

Deliverable Report

Deliverable No:	D31.26	Delivery Month:	54	
Deliverable Title	Audio-visual popularization document and publication of the second article in Food Today, electronic journal of EUFIC			
WP No:	31	WP Lead beneficiary:	P18. CTAQUA	
WP Title:	Title of WP from DOW			
Task No:	1.1	Task Lead beneficiary:	P37. EUFIC	
Task Title:	This title should come from the DOW and should be complete and descriptive.			
Other beneficiaries:	P1. HCMR	P3. IRTA	P7. IMR	P8. IEO
	P9. UL	P12. APROMAR	P13. UNIBA	P18. CTAQUA
	P34. BVFi	P35. MASZ	P36. ANF	P33. FGM
Status:	Delivered		Expected month:	55
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Lead Scientist preparing the Deliverable: Laura Fernandez (EUFIC)

Other Scientists participating: Mylonas, C.C. (HCMR), Robles, R. (CTAQUA)

Objective: The objective of this Deliverable is to produce a popularized audio-visual document (brochure/folder) for dissemination to non-specialised audiences. It will be prepared by the Coordinator, Dissemination leader and EUFIC (with the input from the GWPL). The material will also be used for the second dedicated articles for the project at the end with the conclusions and main findings of DIVERSIFY.

Description:

Final brochure:

The DIVERSIFY first brochure was developed as an introduction to the project and its goals, while the final brochure gave a summary of the main outcomes of the project. The content was provided by the different work package leaders and checked by the coordinator, as well as the dissemination leader and EUFIC. The content was distributed evenly between finfish species working groups and the socioeconomics group.

The brochure was designed in-house by EUFIC and the images are real photographs taken by the different partners. Only the best images were included.

2,000 copies of the brochure were printed for the final conference and distributed during the final conference among partners and participants. Copies were also sent to interested participants for future dissemination activities.

In January, the leaflet will also be available online on both the EUFIC and DIVERSIFY websites.

Screenshot of DIVERSIFY project's final brochure:

Front page



Project Coordinator: DIVERSIFY

Dr Constantinos C Mylonas, Research Director, Institute of Marine Biology, Biotechnology and Aquaculture, Hellenic Center for Marine Research, P.O. Box 2214, Iraklion, Crete 71003, Greece



Socioeconomics

Market research identified market potential in cross-cultural consumer segments with increased-doing interest in new products in the main EU fish markets. Especially involved consumers are open to try new species.

From the 40 new product ideas, six new end-product concepts have been developed on a pilot scale. Most products were positively perceived in terms of healthiness, convenience and overall quality, and were characterized by high nutritional value (protein and omega-3). Nearly all of them are very promising for industrial production and can increase the species' market potential.

Buyers and consumers would welcome new species, if they are:

- a) sustainably farmed, ideally in domestic or EU waters;
b) fresh (especially southern-EU) or mildly processed (northern-EU);
c) easy to prepare and/or ready to eat; and
d) competitively priced.

In Europe, the greater amberjack shows the most promising market opportunities, given its large size, processing potential and superior sensory characteristics. The grey mullet is a very interesting species due to the higher sustainability of its production methods. No specific preference region has been identified for this species. The wreckfish has very firm flesh that discriminates it readily from other fish. The remaining species (Atlantic halibut, pikeperch and meagre) have certain advantages due to their biological and physical characteristics and are of interest to specific regions in Europe.



Partners

- Aarhus Universitet (AU), Denmark
AquaCulture ForKya SA (FORKYS), Greece
Aquaculture Technological Center of Andalusia (CTAQUA), Spain
Argosronikos Fish Farms SA (ARGO), Greece
Asociación Empresarial de Productores de Cultivos Marinos (ARROMAR), Spain
Asociación Nacional de Fabricantes de Conservas de Pescados y Mariscos-Centro Tecnico Nacional de Conservación de Productos de la Pesca (ANFACO), Spain
Ayuntamiento de A Coruña (MC2), Spain
Bundesverband der Deutschen Fischindustrie und des Fischgrosshandels E.V. (BDFV), Germany
Canarias Exploraciones Marinas SL (CANEMAR), Spain
Consellería do Mar-Xunta de Galicia (CHMG), Spain
Denmark's Tekniske Universitet (DTU), Denmark
Dor Dgey Yam LTD (DOR), Israel
European Food Information Council (EUFIC), Belgium
Federation of Greek Maricultures (FGM), Greece
Fish 2 BE, NV (P2B), Belgium
Fundación Canaria Parque Científico Tecnológico de la Universidad de Las Palmas de Gran Canaria (FCPT), Spain
Galaxidi Marine Farms SA (GMF), Greece
Hellenic Center for Marine Research (HCMR), Greece
Hellenic Research House (HRH), Greece
Hungarian Aquaculture and Fisheries Intensification Organization (HAKI), Hungary
Institut de Recerca i Tecnologia Agroalimentaries (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
Inde SR (IRIDA), Greece
Siverting Aquaculture Research Center (SARC), Norway
Sterling White Halibut (SWH), Norway
Stichting Wageningen Research (SHR/OLO), the Netherlands
Technische Universiteit Eindhoven (TU/e), the Netherlands
The University of Aberdeen (UNABDN), United Kingdom
Universidad de La Laguna (ULL), Spain
Università degli Studi di Bari Aldo Moro (UNIBA), Italy
Université de Lorraine (UL), France
Université de Namur-SBIL (FUNDP), Belgium
Vas. Geltonas & Co LTD EE (GEI), Greece

Exploring the biological and socio-economic potential of new-emerging candidate fish species for the expansion of the European aquaculture industry. Aim: Expand the European aquaculture industry by diversifying its production with new/emerging species that have important advantages over the ones cultured currently, such as fast growth, large size or low requirement for fishmeal and fish oil. Impact: The acquired knowledge and developed methods will enhance the production of the selected emerging species by the European aquaculture industry and will enable the incorporation of some new species, such as the grey mullet and greater amberjack. diversifyfish.eu

Back page

Grid of 12 panels showing research findings for Meagre, Greater amberjack, Atlantic halibut, Grey mullet, Pikeperch, and Wreckfish. Each panel includes a photo of the fish and a summary of key research results.

Second dedicated article (also known as Food Today):

The idea was that this article summarised the main findings of the project. However, as the leaflet already accomplished this, it was internally agreed (with the approval of the coordinator) to substitute the production of the dedicated article with the recording of the final meeting on video as well as several short interviews. The recording and editing of the videos was done externally by the company Focusbiz.

1. Recording of the session

All 12 sessions from the final meeting were recorded, edited and made available on YouTube. In January, they will be published on both the EUFIC and DIVERSIFY websites, and disseminated through Twitter via @SciFoodHealth (a EUFIC-run account communicating on food & health EU-research projects with more than 12K followers) and @diversifyfish, the main account of the project.



Video-recording by Focusbiz.

2. 5 short interviews with work package leaders and/or attendees

The short interviews aimed to target the general public. They not only summarised the main results of the project but also tackled general misconceptions around the topic of aquaculture. The questions asked were selected with the help of the coordinator and dissemination leader (see below). They can be found on [YouTube](#).

In January, they will also be available on both the EUFIC and DIVERSIFY websites. Plus, they will be promoted individually through the two social media channels.

Dr Mylonas Constantinos, HCMR - Hellenic Centre for Marine Research

- Why is aquaculture important?
- Why these fish were chosen for DIVERSIFY?
- How has the DIVERSIFY project contributed to the (overall) development of European aquaculture? What has the project looked at?
- Now that the project has finished, what do you think is the next step? Any future directions?

Dr Rocio Robles, CTAQUA - Centro Tecnológico de Acuicultura

- What are the major species farmed in the EU?
- Is it true that aquaculture can damage the environment?
- Many times we hear people say farmed fish isn't safe to eat. That fish is farmed in dirty water and crowded conditions and full of antibiotics. Is this somehow true? How are fish farmed?



Dr Gemma Tacksen, SWR - Stichting Wageningen Research

- Aquaculture is one of the world's fastest growing food sectors. What new market opportunities has DIVERSIFY identified for future growth of the European aquaculture sector for the selected species?
- How could we promote aquaculture consumption in the EU?

Dr Lluís Guerrero, IRTA - Institute of Agrifood Research and Technology

- Is farmed fish as healthy as (or better than) wild fish?
- From your experience, what are consumers mostly interested in when buying fish? E.g. freshness, sustainability, etc.
- What new products has the DIVERSIFY project produced? Will any be soon available in the market?

Ms Marta Iglesias, Senior Policy officer at the European Commission

- What are the potential contributions of aquaculture development to the SDGs?
- What is the EU doing to support aquaculture?

Deviations: If any, explain the deviations, their impact on the deliverable and project overall.

As mentioned above, we internally agreed to substitute the production of a second dedicated article with the recording of the sessions and interviews as the main findings were already summarised in the final leaflet. By doing this, people who were unable to attend the conference could hear about the project's main findings directly from the researchers.

The interviews serve to summarise the main results of the project in more accessible language and also help address general misconceptions around aquaculture, therefore increasing trust in the sector.

All content will be made available online on both the EUFICs and DIVERSIFY websites for further promotion.



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

