

WP 7 Socio Economics

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Background considerations of WP 7

- **Fierce competition** among EU aquaculture products against all aquatic products (both cultured and wild; both imported and EU produced), as well as other foods that are sources of proteins.
- Currently cultured species face **supply exceeding demand** in many countries, resulting in an unavoidable downward trend in prices.
- **New market and consumption impulses are needed** to increase the **capacity of EU and global markets to absorb** (new) EU aquaculture products.
- **Main purchasing factors** in relation to fish products remain price-quality considerations, while a negative predisposition against the unhealthy image of cultured fish sometimes prevails.
- **Potential for industry's growth** depends on the ability of the sector to sustainably exploit the aquatic biodiversity through (new) species and subsequent product diversification.



Goal WP 7

Exploit **ways to exceed current market potential for aquaculture fish in general and the more specific by the selected NEW fish species**, and **support diversification of EU aquaculture** in terms of species, products and markets.

For the selected species, the current WP 7 **aims** at:

Identifying the most adequate options for diversification in terms of developing new and competitive aquatic products for existing markets/segments, as well as identifying new segments/markets, hence to contribute to boosting EU aquaculture **growth** (*All tasks, mainly 3*);

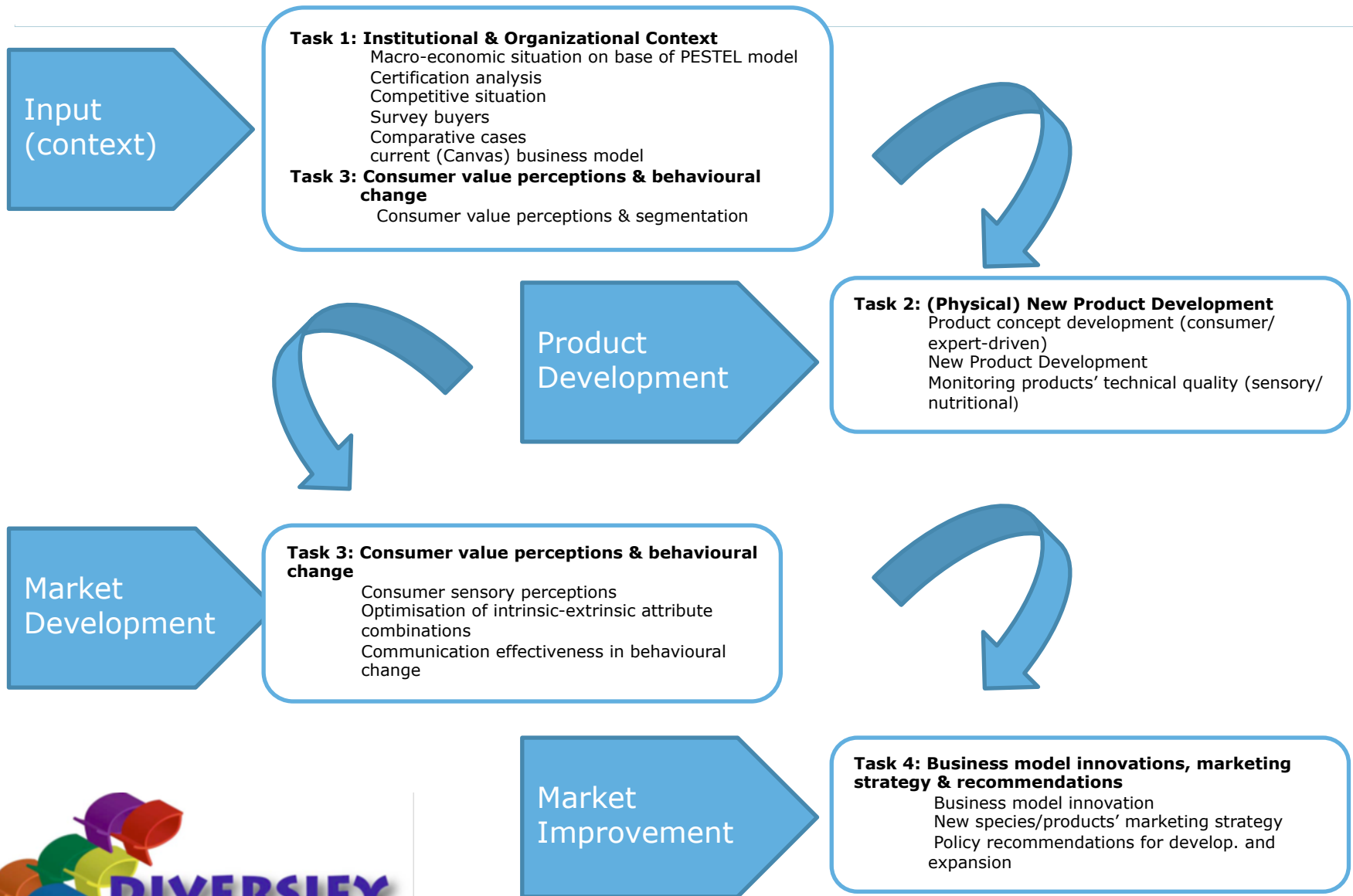
Exploring specific ways to further add value to the new aquatic products along the seafood value chain, hence to contribute to the enhancement of EU aquaculture **competitiveness and revenues** (*Tasks 2,3,4*); &

Providing strategic business innovation models for the industry members for successful commercialization through joint strategy development, hence

to contribute to a more sustainable strategic **positioning** of the EU aquaculture in domestic and foreign markets (*All tasks, mainly 4*).



Research model of WP 7



WP 27 (year 1)

Institutional and organisational context

- Macro-economic analysis with the PESTEL model (political, economical, social, technological, environmental and legal context of the market for cultured fish)
- Analysis of certification schemes across Europe
- Porter analysis of the competition in the market
- Short- and long term trend mapping
- International survey of industrial buyers (retailers and food service companies)
- Success-failure study of comparative cases
- Canvas business model for the five species



WP 29 (year 1)

Consumer value perceptions

- Consumer survey in the five selected countries:
 - United Kingdom
 - Germany
 - France
 - Spain
 - Italy
- Consumer segmentation and identification of market segments that are interesting for the 5 selected species
- In depth analysis of the database in year 2



WP 28 New product development (year 1/2)

- Consumer based idea generation for new products on base of focus groups in:
 - United Kingdom
 - Germany
 - France
 - Italy
 - Spain
- New product development up till physical prototypes of new products
- Quality evaluation of new products (sensory / chemical)



WP 29 Consumer behavioural change (part 1; year 3)

■ Sensory test of the newly developed products in:

- United Kingdom
- Germany
- France
- Spain
- Italy

all countries, to identify the most important attributes of the products

■ On-line test to match identified attributes with identified market segments



WP 29 Behavioural change (year 4)

- Communication test in the five selected countries:
 - United Kingdom
 - Germany
 - France
 - Spain
 - Italy



WP 30 Business model development (year 4)

- Synthesis of the results all tests before in a value proposition for the 5 species
- Identification of the resources necessary to create value
- Definition of guidelines to cultivate buyer – seller relationships



WP 30 Marketing strategy development (year 5)

Marketing strategy development by development of:

- New product/market combinations
- Strategies for new product launch
- Market entry and timing strategies
- Adoption strategies

Testing of these strategies



WP 7 Overall wrap up (year 5)

- Feasibility study
- Development of a global market approach



Thank you for
your attention

