



ANNUAL COORDINATION MEETING 2018

WP 31 DISSEMINATION

Rocio Robles Ctaqua



• 2018 → Last year of DIVERSIFY....

 \rightarrow > spread the hundreds of



RESULTS





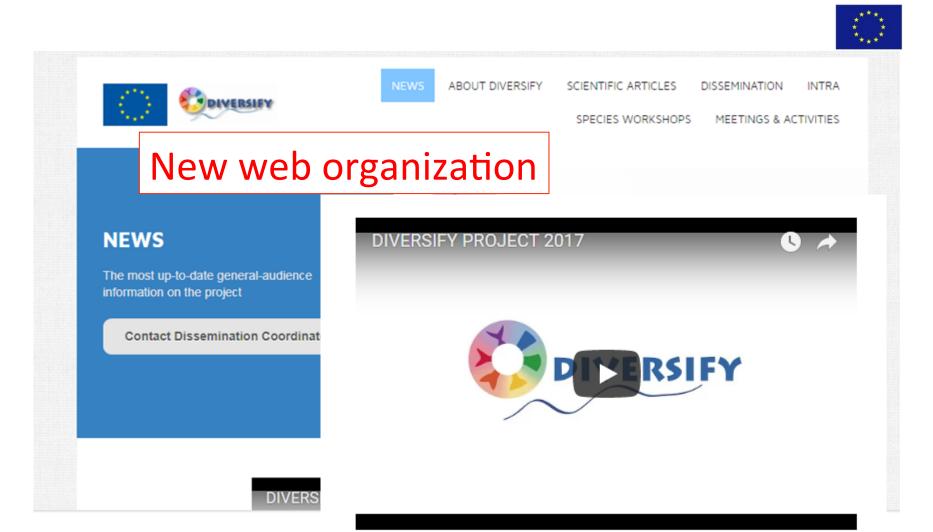
DISSEMINATION TASKS



- Task 31.1 Website (D31.1), brochure & logo (D31.2 information on the objectives and main tasks.
- Task 31.2 Annual Coordination Meetings
- Task 31.3 Presentation of DIVERSIFY at Aqua Europe meetings
- Task 31.4 Scientific presentations and submission of manuscripts
- Task 31.5 Full-day seminars on "Know-how Trasfer"
- Task 31.6 Promotional workshops
- Task 31.7 Dissemination to the food industry and consumers



PROGRESS: Task 31.1 → Website, brochure & logo,.







Species Workshops Promotional Workshops SCIENTIF SPECIES WORKSHOPS NEWS DISSEMINATION IN TRA PROMOTIONAL WORKSHOPS **Partners** Articles in ctaqua WAGENINGEN UR CENTRO TECNOLÓGICO **Publications** 0000000 Presentations/Posters Activities & Photo gallery





Promotional workshops







NEWS

ABOUT DIVERSIFY

SCIENTIFIC ARTICLES

DISSEMINATION

INTRA

SPECIES WORKSHOPS

MEETINGS & ACTIVITIES





Exploring the biological and socioeconomic potential of new/emerging candidate fish species for the expansion of the European

aquaculture industry:

ctaqua

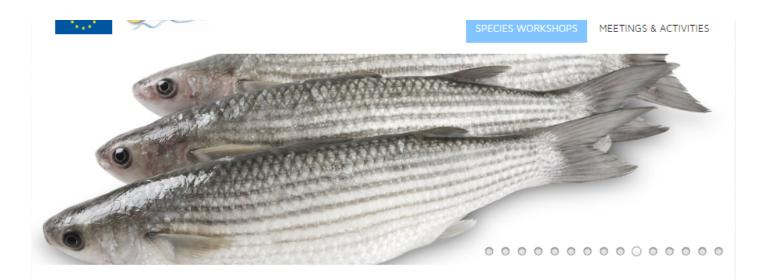
SECOND PROMOTIONAL WORKSHOP OF DIVERISFY ORGANIZED IN EL PUERTO DE SANTA MARIA- CÁDIZ (SPAIN)

Thursday, 28th of September, it was organized at the factilities of CTAQUA, the 2nd Promotional Workshop of the project DIVERSIFY. Fish producer, processors, retailers and administration representatives were part of the audience. The



Species workshops





SPECIES WORKSHOPS - COMING SOON !!!!!!!!!!

Full-day seminars on "Know-how Transfer" of the state-of-the-art of the aquaculture for each of the six species of DIVERSIFY are planned for 2018. These workshops will consist of 30 min presentations on selected aspects (*e.g.*, reproduction and spawning induction, final product diversification and quality, socioeconomic issues and marketing, etc.), given by DIVERSIFY Partners, but also from any authorities in the species (European or world-wide depending on the species), whose work was not part of the project.

The workshops are targeted for Aquaculturists (mainly), but also European aquaculture support companies (feed, pharmaceutical, equipment, engineering, etc.), researchers and educators, government organizations and other important institutions will be invited to attend these meetings. The seminars will be organized by the Species Leaders of DIVERSIFY in countries where the particular species are cultured --or has the potential to be cultured -- and/or is located centrally in a region with interested aquaculture operations.



Scientific publications





ABOUT DIVERSI NEWS

SEMINATION

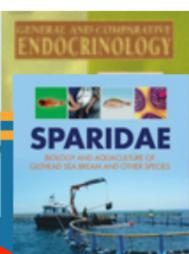
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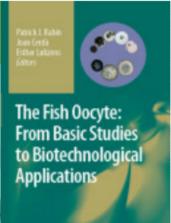
MEETINGS & ACTIVITIES





in aquaculto.





DIVERSIFY SCIENTIFIC ARTICLES



list_of_articles_20171012.docx Download File

D Springer



REPRODUCTION & GENETICS

Production and release of AV material (D31.4; D31.7, D31.8; D31.12; D31.12, D31.13, D31.15, D31.17, D31.22)





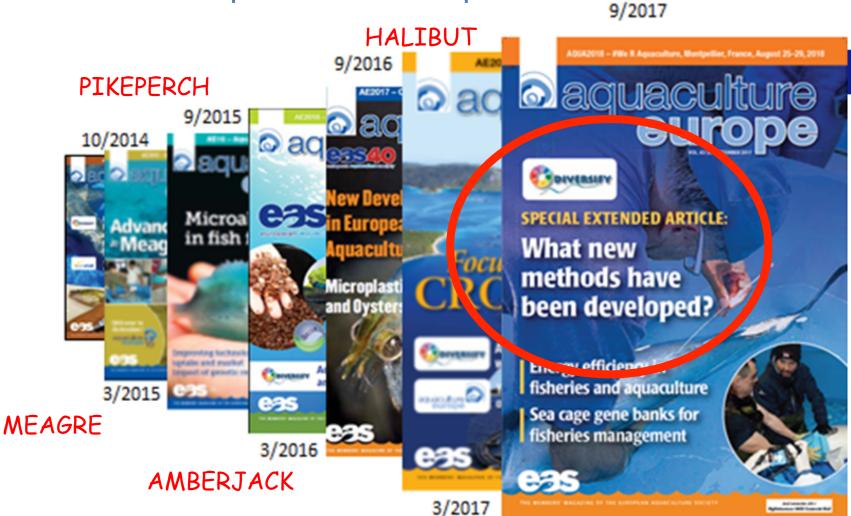
PROGRESS: Task 31.3 Presentation of DIVERSIFY at Aqua Europe meetings



- ✓ EAS 2014, San Sebastián (Spain) (D 31.6),
- ✓ EAS 2015 Rotterdam (D 31.9), <u>Special Session</u> AE 2015 (D 31.10),
- ✓ EAS 2016 Edinburgh (D31.14)
- ✓ EAS 2017 Dubrovnik, **Special Session** AE 2017 (D31.19).
- √ EAS 2018 Montpellier, (D31.28) AUGUST 25 29, 2018



✓ Articles in Aquaculture Europe:



WRECKFISH

2



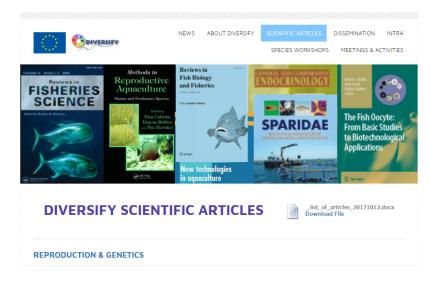
MARCH 2018 GREY MULLET

Progress: Task 31.4 Scientific presentations & submission of manuscripts:

**** * * *_{**}*

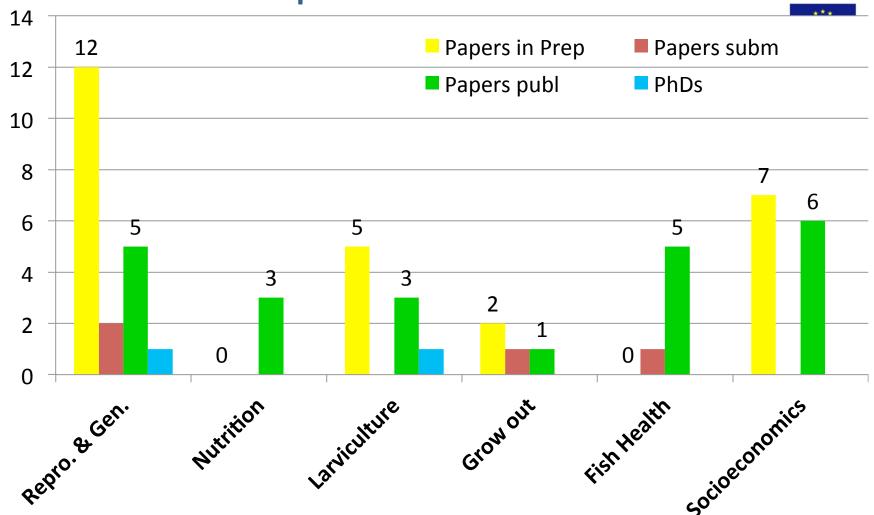
Scientific articles:

- 26 papers in preparation
- 4 articles submitted
- 23 articles published
- 2 PhD thesis





Scientific publications: overview





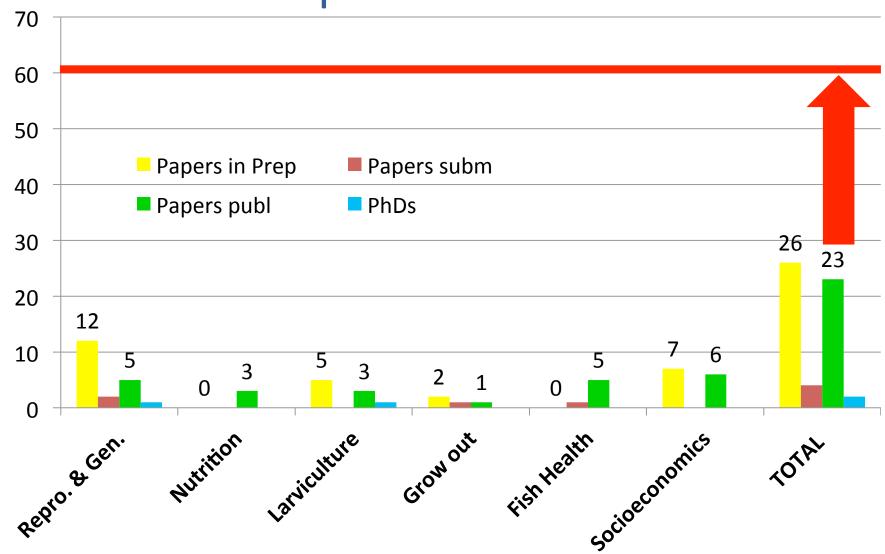
Scientific publications



- 22 papers in preparation
- 4 articles submitted
- 23 articles published (target 60) $\rightarrow 38\%$
- 2 PhD thesis



Scientific publications: overview





Scientific publications



• 26 pap 37 articles

- 4 articl 11 MONTHS TO GO...
- 23 articles published (target 60) → 38,33%
- 2 PhD thesis



62%11 MONTHS TO GO...

WRITE !!!







The following statement should be included in all Dissemination material (press releases, interviews, web material, etc.)



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



This 5-year-long project (2013-2018) has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration (KBBE-2013-07 single stage, GA 603121, DIVERSIFY). The consortium includes 38 partners from 12 European countries –including 9 SMEs, 3 Large Enterprises, 5 professional associations and 1 Consumer NGO- and is coordinated by the Hellenic Center for Marine Research, Greece. Further information may be obtained from the project site at "www.diversifyfish.eu".



The following statement should be included in all Scientific presentations (Posters, Oral presentations and scientific articles)



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



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration (KBBE-2013-07 single stage, GA 603121, DIVERSIFY).



Available at <u>www.diversifyfish.com</u>, INTRA, Forms and Protocols



Scientific publications



37 articles

11 MONTHS TO GO...

Let's get it



62%11 MONTHS TO GO...

WRITE !!!





✓ Progress: Task 31.5 Full-day seminars on "Know-how Transfer" of the aquaculture of each of the DIVERSIFY species (Y5).



- DOW: 30 min presentations by partners and any authority in the species:
 - ➤ Technical knowledge per sps → DIVERSIFY
 - ➤Other relevant knowledge from the species →
 "State-of-the-Art" workshop on all aspects relevant to
 the culture of each species
 - ➤ Open to stake holders (60-100 people)
 - ➤ No registration costs

http://www.diversifyfish.eu/species-workshops.html



Species-specific Knowledge transfer seminars

Species: Greater amberjack

Species leader (SL): Nikos Papandroulakis Collaborating researcher:

Venue: Athens, Greece

Dates: September 2018

Time		Title	Lastname	Name	Affiliation
8,30	9,30		Registration		
9,30	9,45	Welcome-Intro by PC	Mylonas	Constantinos	HCMR
9,45	10,00	Welcome-Intro by SL	Papandroulakis	Nikos	HCMR
		Broodstock management			
10,00	10,30	and reproduction in	Mylonas	Constantinos	HCMR
		captivity (Med)			
10,30	11,00	Health issues and	Katharios	Pantelis	HCMR
20,00	,	management	Rathanos	T directio	. reiviik
11,00	11,30	Larval rearing and grow	Papandroulakis	Nikos	HCMR
		out?	•		
44.20	42.00	Broodstock management			FORCT/IFO
11,30	12,00	and reproduction in			FCPCT/IEO
12.00	12.20	captivity (Atlantic)??		Coffoo	e break
12,00	12,30	1 1		Corree	
12,30	13,00	Larval nutrition			FCPCT/IEO?
13,00	13,30	Juvenile nutrition	Coincontin	Maite a	FCPCT/IEO/ULL?
13,30	14,00	Organoleptic-products	Grigorakis	Kriton	HCMR/IRTA? break
14,00	16,00	Cananana		Lunch	break
16,00	16,30	Consumer behaviour/marketing	Krystallis	Athanasios	
16,30	17,00	Presentation			From Japan on yellowtail?
17,00	17,30	Presentation			From Australia on kingfish?
17,30	18,00	Conclusions-discussion	Robles	Rocio	CTAQUA
18,00	20,00				
20,00	23,00			Din	iner

Calendario 2018

Pikeperch.

P. Fontaine.
Nancy, France

Mayo

Amberjack.

N. Papandroulakis. Athens, Greece

Septiembre

Halibut
B. Norberg.
Bergen, Norway

Febrero

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Junio

Grey mullet. Bill Koven. Bari, Italy

Julio

Wreckfish.
Blanca Álvarez.
Vigo, Spain.

Agosto

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A. Estévez Barcelona, Spain Noviembre

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- Species definition and short biology description
- Scheme of life cycle
- Broodstock:
 - Minimum size
 - Proportion of female/male; rotation?
 - Feed type and regime
 - photoperiod and thermoperiod
 - Recomended hormonal treatments
 - Egg production parameters
 - Egg incubation period
 - Health issues





Larviculture

- Culture density
- Temperature, light conditions
- Nutritional requirements
- Feed type (live food?) and feeding regime
- Live food enrichment
- Water renewal, aireation
- Weaning time (in case of live food needed)
- Health issues





Nursery phase:

- Culture density
- Temperature, light conditions
- Nutritional requirements
- Feed size and feeding regime
- Water renewal, aireation
- Nursery phase duration
- Health issues: vaccination





Grow out phase:

- Starting recomended size
- Culture density
- Nutritional requirements
- Feed size and feeding regime
- Feeding methodology (training...? Feeding stimuli...)
- Health issues: vaccination, prophylactic measurements
- Sampling methodology:
 - Growth control
 - Health control: prevention





Socioeconomics:

- Consumers' acttitude to aquaculture products
- Market drivers for the species
- Suggested processing for the species
- Suggested presentation of the product
- Potential markets...



(Banovic, M.)



Scientific publications



37 articles

11 MONTHS TO GO...

Let's get it



62%11 MONTHS TO GO...

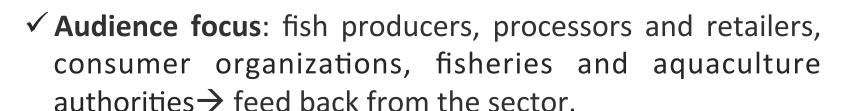
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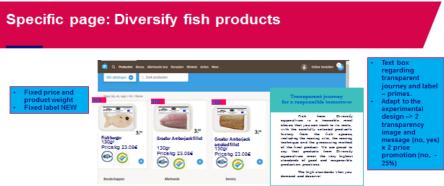


Progress: Task 31.6 Promotional workshops

Specialized 1-day workshops (Y4 and Y5) promotion of the project activities and results



√ 4 strategic countries: Germany (May 2017), Spain (September 2017), Italy (February 2018) and Greece (April 2018 tbc).







1st Promotional Workshop



Bremen, Germany → BVFi, Matthias Keller.







April 5, 2017

On behalf of the **DIVERSIFY** project consortium, we would like to invite you to the 1st

Promotional Workshop on May 24, 2017 at the **FAIR BREMEN**,

Business Lounge (Hall 7, 1st floor), Theodor-Heuss-Strasse in Bremen, Germany.





WORKSHOP AGENDA

10:00 *Presentation of the project DIVERSIFY*. Rocio Robles, Dissemination leader. Technical Director, CTAQUA, Spain.

10:20 *The German fish market in figures: Update on valuable data*. Matthias Keller, Managing Director of BVFi, Germany.

10:40 *German markets: consumer attitude to new fish products*. Jürgen Pauly, Category Manager Fresh, Globus SB-Warenhaus, Germany.

11:00 Coffee break

11:30 Aquaculture products for the long run: Consumer-driven product idea development from *Diversify*. Marija Banovic, MAPP Centre, Department of Management, Aarhus University, Denmark.

11: 50 *Traceability, labelling and certification of fish products*. Javier Ojeda, APROMAR, Spain.

12: 10 *Cross-cultural consumer perception of new fish products*. Luis Guerrero, IRTA, Monells, Spain.

12:30 **Debate**: Consumer attitude to diversification in aquaculture fish products: trust of consumers in aquaculture products, sustainability and health-related behaviour.

Moderator: Marija Banovic.

Panel: Matthias Keller, BVFi; Jürgen Pauly, Globus; Birgit Schmidt-Puckhaber, Fachzentrum Landwirtschaft; Javier Ojeda, Apromar; Luis Guerreo, IRTA; Machiel Reinders, WUR



Diversify products:







Grey mullet in olive oil

Fish paté (pikeperch)





23 attendees: fish processors, distributors, frozen fish, big supermarkets, AISP











2nd Promotional Workshop



DIVERSIFY 2nd Promotional Workshop

CTAQUA

Muelle Comercial s/n

11500 El Puerto de Santa María.

Cádiz-Spain

28th September 2017







2nd Promotional Workshon

PROGRAMA DEL TALLER / WORKSHOP AGENDA

9:30 Wellcome and registration.

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

10:20 Traceability, labelling and certification of fish products. Spanish consumer market choices. D. Javier Ojeda, APROMAR, España.

10:40 *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 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 Cross-cultural consumer perception of new fish products. D. Luis Guerrero, IRTA, Monells, Spain.

12:10 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** 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*).



24 attendees: fish farmers, fish producer association, big supermarkets, regional government









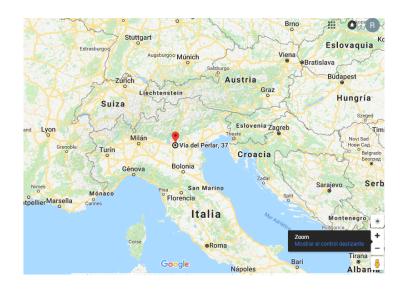
3rd Promotional Workshop



Verona, Italy

API (Associazione Piscicoltori Italiani), Andrea Fabris.

Promotional Workshop
API Via del Perlar 37/A
37135 VERONA
Italy



22 of February 2018



Agenda 3rd PW, Verona-Italy



- 6 talks: 5 DIVERSIFY partners and API representative
- Focus audience < 30 people
- Debate
- Degustation





PROGRESS: Task 31.7 Dissemination to the food industry & consumers





Seafood Expo Brussels, 2017 → EU stand





ANFACO-CECOPESCA, CONXEMAR 2017

(31.370 visitors from 104 countries)





MASZ: translation of AE article September 2017



International Aquafeed





Article published in April 2017 documenting the last ACM of DIVERSIFY held in Barcelona, Spain (January, 2017).

DIVERSIFY

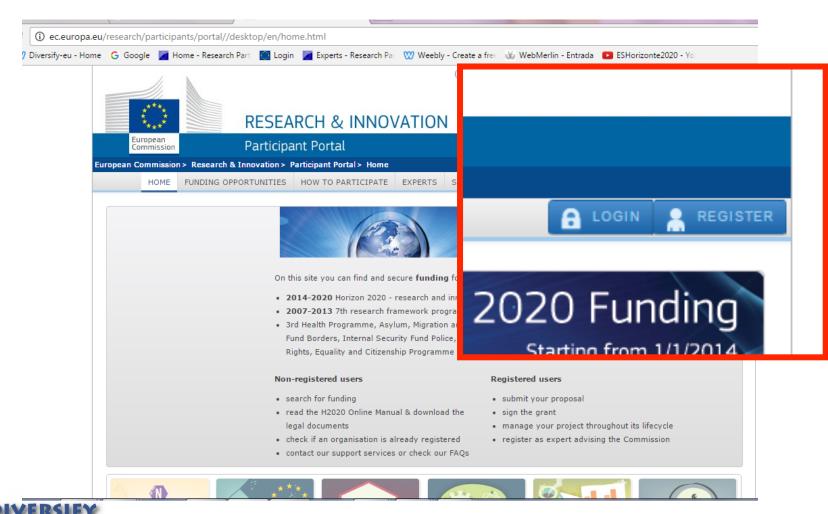
Three years since the European Commissionfunded project

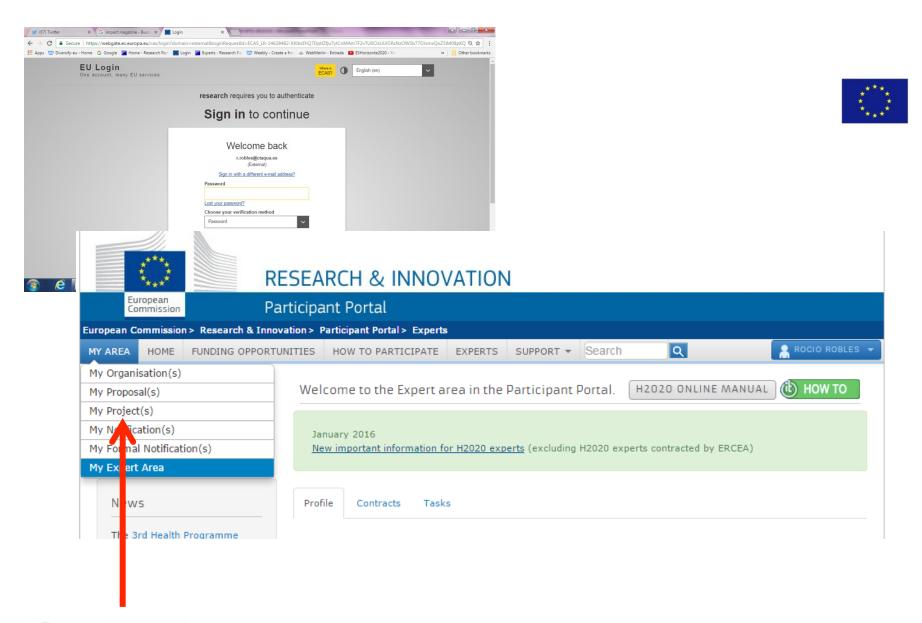
DIVERSIFY began its endeavor to acquire the necessary knowledge for the diversification of European Aquaculture production based on new/emerging finfish species, its annual meeting for 2017 was held in January. International Aquafeed magazine was invited to catch up on its progress. (Seroio demeriii), meagre (Argonosoma regian), Adante balibut (Hippoglosma hippoglosma), gey mullet (Mugif orphalus), pike perch (Studier hacloperca) and wreck fish (Polyprion omericanus). Opening discussion on the status of sustainable aquaeulture, the Director of Fisheries, Catalufa, Dr Sergei Tudala Casanovas addressed the notion "We all know we're facing lots of challenges – an important crisis in terms of overfishing in the Mediterranean, the need to have proper business plans and finally the task of connecting this to new consumption patterns". Recognizing that we are constuming seafood in very different ways to even 20 years ago and giving the example of the once populae and now diminished consumption of trout in Catalufa, Dr. Tudela Casanovas highlytied the imminent need to adapt to

climate change. He concluded "We need new ideas, a fresh look



How to upload DISSEMINATION ACTIVITIES in SESAM (Participant Portal)







HOW TO

My projects

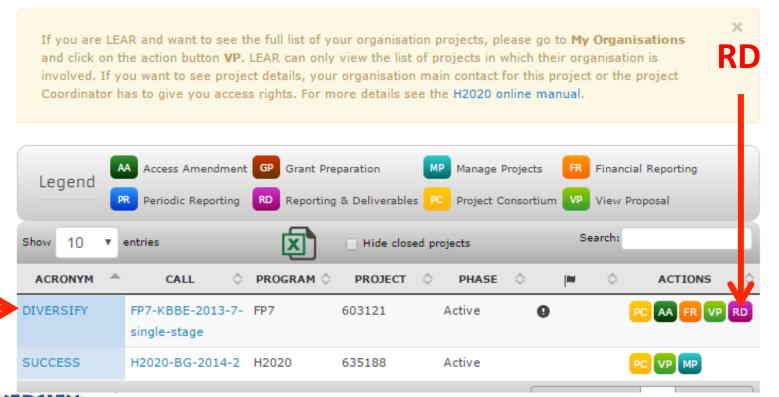
FP7 REF. DOCS

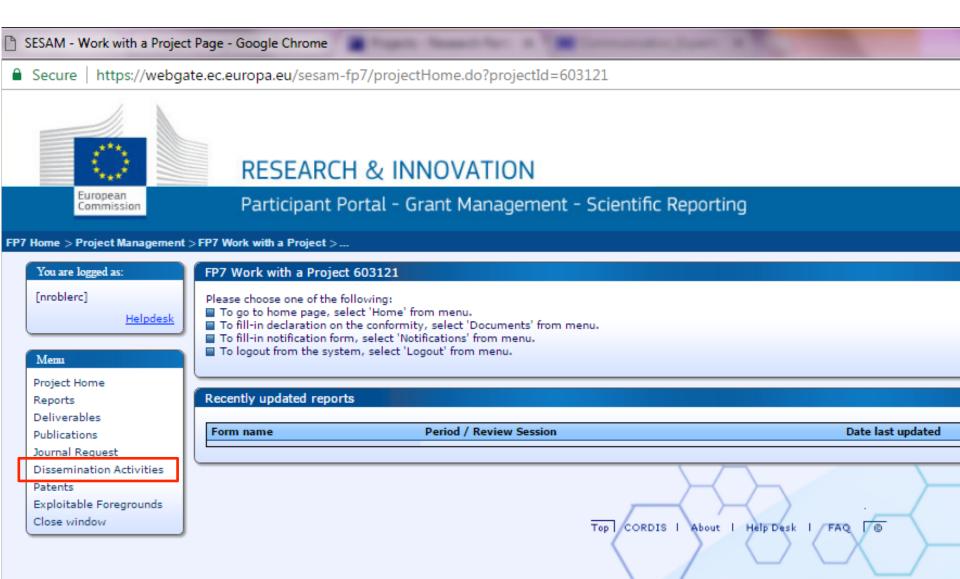
INDING OPPORTUNITIES

This page enables you to access all your EU projects managed via the Participant Portal that have been selected and approved for funding.

Depending on your roles, you can view or manage the following project-related tasks:

- · Prepare and sign your grant agreement
- · Submit amendments to your grant agreement
- · Manage your scientific and financial reports
- · View or manage roles and access rights in your projects consortia









RESEARCH & INNOVATION

FUNDACION CENTRO

DE ANDALUCIA

TECNOLOGICO ACUICULTURA

Participant Portal - Grant Management - Scientific Reporting

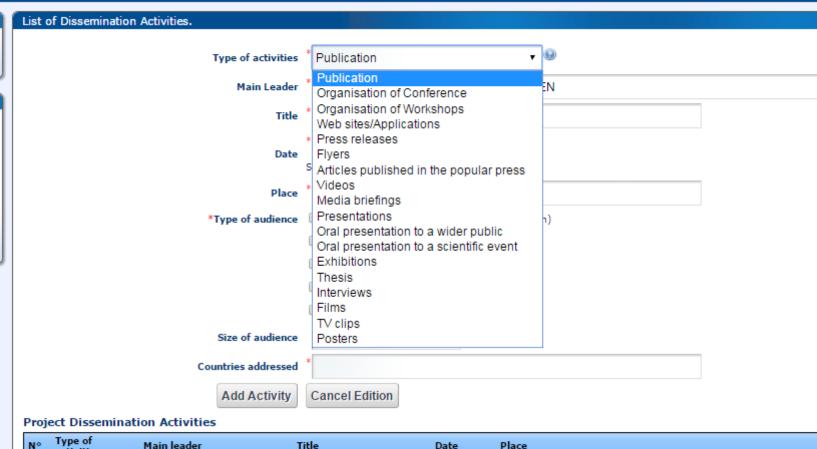
Home > Project Management > Dissemination Activities Page

activities

Press releases

You are logged as: [nroblerc] Helpdesk

Mem Project Home Reports Deliverables Publications Journal Request Dissemination Activities Patents Exploitable Foregrounds Close window



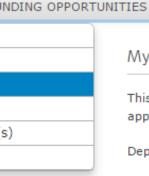
29/10/2013 http://www.finanzas.com/noticias/empresas/20131029/andalucia-pai

Press release: "Andalucía

participa en un proyecto

europeo para mejorar

producción acuicultura"



My projects

FP7 REF. DOCS

H2020 ONLINE MANUAL



This page enables you to access all your EU projects managed via the Participant Portal that have been selected and approved for funding.

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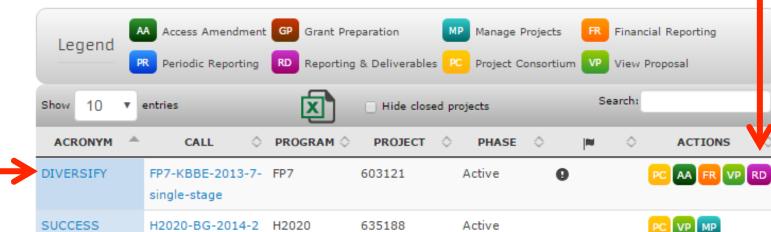
- · Prepare and sign your grant agreement
- · Submit amendments to your grant agreement
- · Manage your scientific and financial reports

ITIFIC PUBLICATIONS

tia

If you are LEAR and want to see the full list of your organisation projects, please go to My Organisations and click on the action button VP. LEAR can only view the list of projects in which their organisation is involved. If you want to see project details, your organisation main contact for this project or the project Coordinator has to give you access rights. For more details see the H2020 online manual.









RESEARCH & INNOVATION

Participant Portal - Grant Management - Scientific Report

FP7 Home > Project Management > FP7 Work with a Project > ...

You are logged as:

[nroblerc]

<u>Helpdesk</u>

Menu

Project Home

Reports

Deliverables

Publications

Journal Request

Dissemination Activities

Patents

Exploitable Foregrounds

Close window

FP7 Work with a Project 603121

Please choose one of the following:

- To go to home page, select 'Home' from menu.
- To fill-in declaration on the conformity, select 'Documents' from menu.
- To fill-in notification form, select 'Notifications' from menu.
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Recently updated reports

Form name Period / Review Session

SCIENTIFIC PUBLICATIONS

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SCIENTIFIC PUBLICATIONS





RESEARCH & INNOVATION

Participant Portal - Grant Management - Scientific Reporting

> Project Management > Publications			
re logged as:	Publications Type		
ROBLES lerc] <u>Helpdesk</u>	Project Information	603121 - Exploring the biological and socio-economic potential of new/emerging candida industry	ate fish species for the expansion
	Publication type	Peer reviewed publication ▼ Request a new peer rev	viewed journal
et Home ts	Publications Form	Peer reviewed publication Paper in Proceedings of a Conference/Workshop Article/Section in an edited book or book series Thesis/Dissertation	/
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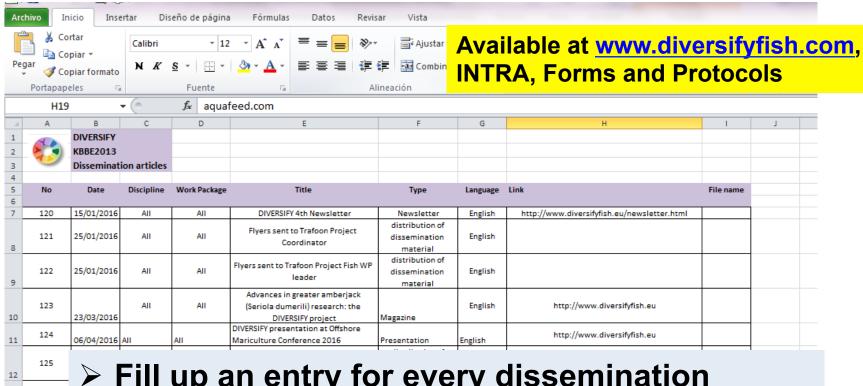












- ➤ Fill up an entry for every dissemination activity (press release, interview, article, magazine, poster presentation, speech, etc.)
- Submit to WP31 leader (Rocio Robles) to upload in website
- Can view possible dissemination types and our activities so far at SESAM



126

127

13

LCM 2018



NOVEMBER 2018- BRUSSELS



ACM, Tenerife, 2018





6

5 KINDS OF FEAR:

- PANIC
- TERROR
- 15 MISSED CALLS FROM MOM
- "WRONG PASSWORD"
- "WE NEED TO TALK"



THANK YOU



- DIVERSIFY END