



Deliverable Report

Deliverable No:	D31.23	Delivery Month:	54
Deliverable Title	Promotional workshops for specialized audience in fish market sector (Spain, Greece, UK or Italy) (3rd 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:	P3. IRTA	P6. SWR	P10.TU/e
	P12. APROMAR		P11. AU
Status:	Delivered	Expected month:	49
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Lead partner preparing the deliverable: Robles, R. (CTAQUA).

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

Objective: to promote project activities and results focused on 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 was organized in Spain, at the facilities of the P18. CTAQUA located in El Puerto de Santa María, Cádiz, Spain the 28th of September 2018. The report on this 2nd Promotional Workshop has been already delivered as D 31.18.

The 3rd Promotional Workshop has been organized in Verona, Italy, which is the location of the headquarters of the Italian fish Producer Association (API, Associazione Piscicoltori Italiani in Italian). The Association is a non-profit corporation. It promotes any financial, scientific, technical, insurance, professional, union and legal interventions which may prove necessary to reach this target. The assistance in the financial sector intends to meet the fish breeders' requirements regarding any possibilities to



optimize their own resources and any opportunities of obtaining public financing. Qualified and professional consultants are essential for the Associazione Piscicoltori Italiani in order to provide the associates with a satisfactory assistance. In the union and legal field, A.P.I. aims to establish a close relation with local institutions and competent bodies in aquaculture harmonizing institutional requirements with the breeders' needs. The API facilities offered a well-equipped meeting room with capacity for 30-35 people. (**Figure 1**).



Figure 1. View of the meeting room at the API facilities used for the organization of the 3rd Promotional Workshop

The agenda of the event was distributed to fish farmers, fish processing and fish industry stakeholders in Italy as well as to the members of API. The meeting was organized including five presentations from DIVERSIFY partners and a presentation from Andrea Fabris, Director of API, who gave a view on the aquaculture production in Italy.

After the six presentations and the following debate, it was organized a degustation session with one of the products developed within the project: meagre pike (WP 28 Socioeconomics: New product development prepared by IRTA).

The invitation sent to the participants including the agenda of the event is included here:



DIVERSIFY 3rd Promotional Workshop, 22th February 2018

WORKSHOP AGENDA

9:30 Welcome and registration.

10:00 Presentation of the Project DIVERSIFY. Rocío Robles. Dissemination leader DIVERSIFY. CTAQUA. Spain

10:20 Aquaculture production in Italy. Andrea Fabris, API Director, Italy

10:40 Traceability, labelling and certification of aquatic products. Javier Ojeda, APROMAR, Spain

11:00 Coffee break

11:30 Current Opportunities and Challenges for Consumer Acceptance of Aquaculture Products. Marija Banovic, MAPP Centre, Aarhus University, Denmark.

11:50 “What do Italians think about aquaculture fish and the products made from it?”. Luis Guerrero, IRTA, Monells, Spain.

12:10 Competition, trends and critical success factors for new aquaculture species. Gemma Tacken (Stichting Wageningen Research, Wageningen, The Netherlands)

12:30 DEBATE:

Consumer attitude to diversification in aquaculture fish products: trust of consumer in aquaculture products, sustainability and health- related behavior.

- **Moderator:** Marija Banovic (MAPP Centre) and Rocio Robles (CTAQUA)

13.30 PRODUCT DEGUSTATION

Following the debate, DIVERSIFY product elaborated with **grey mullet** (*Mugil cephalus*) and **meagre** (*Argyrosomus regius*) will be offered for degustation at the facilities of API.



LOCATION OF API OFFICES IN VERONA, ITALY



Co-funded by the Seventh
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The meeting had an attendance of 21 people including fish producers, fish-feed producers, fish equipment supplier, regional administration representative, professionals from the fish processing industry, , University of Verona, University of Padova, etc. The list of attendees is included as Annex I of this document. As it was done in the two previous workshops, 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).

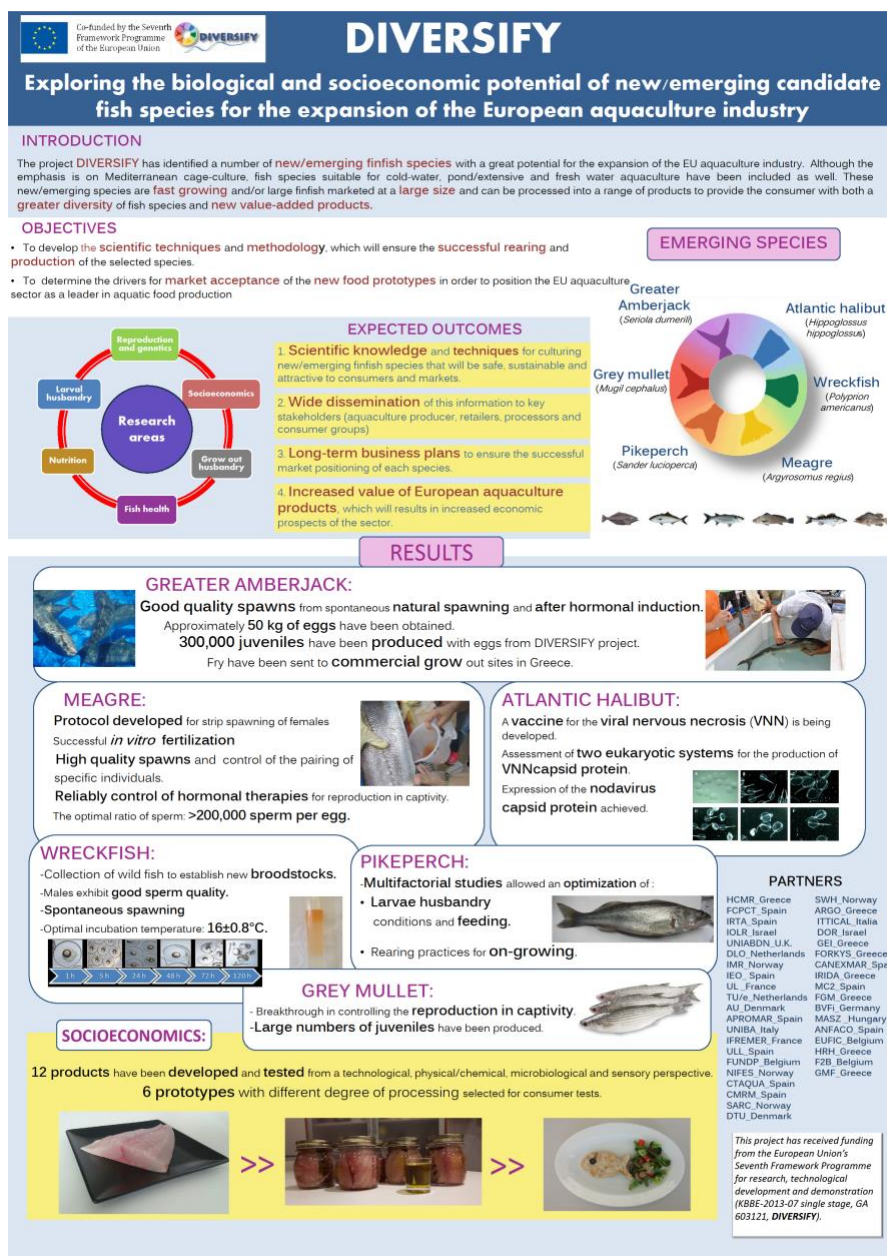


Figure 2. Poster summarizing the main information of the DIVERSIFY project and displayed during the meeting in Verona for the 3rd Promotional Workshop.

The meeting opened with a summary presentation of DIVERSIFY, given by the WP Dissemination leader of the project (Rocio Robles). 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 in detail.



The second presentation was titled *Aquaculture production in Italy* given by Andrea Fabris, API director, where he presented the volume and economic value of the main fish species produced in Italy (**Figure 3**), where trout is the most produced fish species (38,600 tons). Several initiatives from sturgeon farmers are starting to develop and introduce in the Italian market sturgeon smoked filet and sturgeon preserved in olive oil. Mr. Fabris included in his presentation a complete SWOT analyses of the Italian aquaculture. From this analysis, among other strong points of the Italian aquaculture, it can be highlighted the existence of distribution channels that guarantee the absorption of national quality productions and the availability of consolidated and innovative technologies along the whole supply chain (breeding, transformation/packaging).

Later on, Javier Ojeda from APROMAR (P12.) talked about *Traceability, labelling and certification of fish products*. This presentation was an update of his presentations for the two previous workshops (**Figure 4**). Next presentation entitled *Current Opportunities and Challenges for Consumer Acceptance of Aquaculture Products*, was given by Marija Banovic from (P11. AU), where she presented the actual trends in consumer's behaviour and attitude towards new products from aquaculture origins. She disserted about the main results of the consumer studies done in DIVERSIFY emphasising the importance to bring a positive message to the consumer. The summary of her presentation was directed to the fish producers: the product has to be marketed in the right way to be successful.

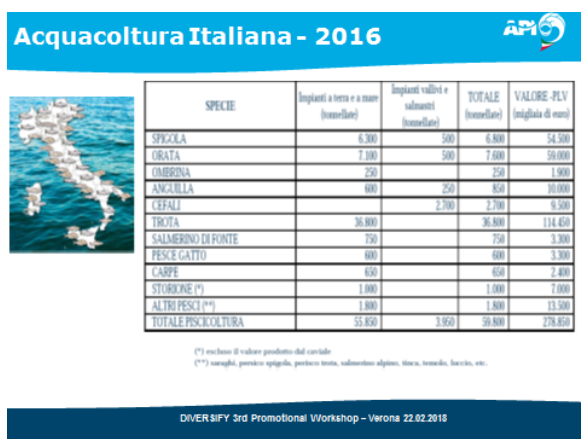


Figure 3. Left: Representative slides of the presentation of Andrea Fabris “*Aquaculture production in Italy*”; right: Vladimir (API secretary); Rocio Robles (DIVERSIFY Dissemination leader) and Andrea Fabris (API Director) (from left to right).



Figure 4. Javier Ojeda (APROMAR) during his presentation (left) and a representative slide of his talk.



KEY TAKEAWAYS

Aquaculture needs to engage/persuade consumers that their products can constitute an excellent source of sustainable, healthy and quality food...

Legitimate doubts and mixed messages about aquaculture intensification and its concerns, should be overcome by...

- promotion through use of specific messages (not generic), that can stand competition/defend against bad word of mouth
- promoting unique production process and increasing product visibility as traceable, healthy, but also tasty alternatives for modern (protein) diets and responsible consumption



HAPP - RESEARCH ON VALUE CREATION IN THE FOOD SECTOR
DEPARTMENT OF MANAGEMENT
AARMS UNIVERSITY

3rd PROMOTIONAL WORKSHOP
ROMA, ITALY
22 FEBRUARY 2018

MARIA BANOVIC
ASSOCIATE PROFESSOR



Figure 5. 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.

Next presentation was *“What do Italians think about aquaculture fish and the products made from it?”* given by Luis Guerrero, IRTA (P3.). His presentation focused on the responses from the Italian consumers on the assessment of the 12 fish products developed within DIVERSIFY project. 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 focussing in both experiential and credence quality attributes. Results of this evaluation were presented by Luis Guerrero (**Figure 6**).

The Italian consumers find nutritional properties and the good taste of fish, the two most remarkable attributes. Interestingly the two most appreciated products were the grilled fillet of greater amberjack and very close the fish hamburger with the shape of a fish. The test was done in steps: first the consumers are consulted on their expectation on the product they will try, secondly they try the product but do not have the information about it (blind test) and finally they get all the information before tasting the product. The results of the 3 surveys yielded the graph with the confirmation or disconfirmation of their initial expectations (**Figure 6**).



Figure 6. Luis Guerrero (right) (P3. IRTA) and a representative slide of his presentation showing the results on confirmation/disconfirmation of expectation of the Italian consumer's assessment of DIVERSIFY products (left).



Last presentation was given by Gemma Tacken from SWR (P.6) and it was entitled “*Competition, trends and critical success factors for new aquaculture species*”. Her presentation gave an overview on how saturated is the market with the launching of new products every year in the five countries included in the socio-economic studies of DIVERSIFY. Only in 2015, a total of 2,518 new fish products were launched in the EU, which gives an idea of the challenge to overcome for any new fish product pursuing a successful incorporation in the market (**Figure 7**).

After the presentations, there was an interesting debate (**Figure 8**) where the fish producers claimed more attention for the actual Mediterranean species to develop new products before starting with new species. Certain concerns on the carnivorous feeding habits of most DIVERSIFY species lead to interesting discussion with the audience. We provided information on the reasoning behind the species selection of the project and also on the actual moment of the fish feed industry where a substantial fish meal replacement is being applied to the fish feed formulations with alternative sources of protein. The Species Seminars were also presented during the debate. The audience was very interested in this type of knowledge transfer. Frequent visit to our web site was indicated as the best way to be updated on the events.

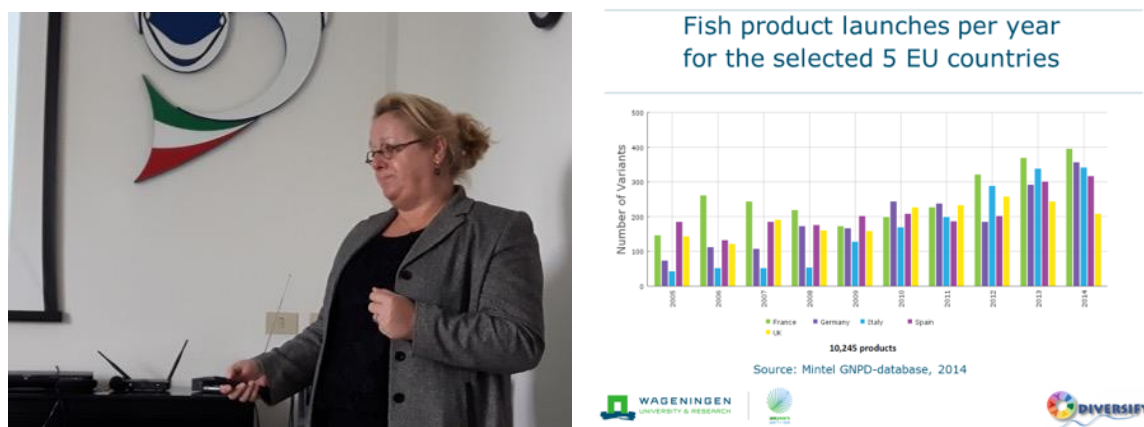


Figure 7. Gemma Tacken during her presentation and a representative slide of her talk.



Figure 8. Dissemination leader Rocio Robles (CTAQUA) and Maria Banović (AU) moderating the debate.



Once the debate was finished, all the attendees to the meeting were invited to a degustation of fish paté (meagre), elaborated by IRTA (P3). The preparation of the grey mullet in olive oil was not available for this meeting. Some sturgeon products provided by member of API for the occasion were also provided (**Figure 9**).



Figure 9. An overview of the degustation area. After the debate discussion continued among the attendees.

It can be concluded that the 3rd Promotional Workshop in Verona Italy, brought together an interesting and diverse group of aquaculture stakeholders. As we have seen in the previous workshops, the sector need guidance on correctly design their marketing campaigns. Questions related to this matter are recurrent in the debates.

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



ANNEX I

DIVERSIFY 3rd Promotional Workshop. 22nd February 2018

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DIVERSIFY 3rd Promotional Workshop. 22nd February 2018

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ctagua API

DIVERSIFY 3rd Promotional Workshop 22nd February 2018

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