Perspectives of the DIVERSIFY species and the European aquaculture market

Overview results GWP7; socio economics

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Research partners























GWP 7 Socio economics

- WP 27 Institutional and organizational context
- WP28 New product development
- WP29 Consumer value perceptions and behavioural change
- WP30 Business model and market development strategy



Funneling approach

Market analysis (consumer and b-to-b)

All species

Greater amberjack Meagre Grey mullet Pikeperch New product
Development
(incl sensory test)

Business models

Consumer communication tests

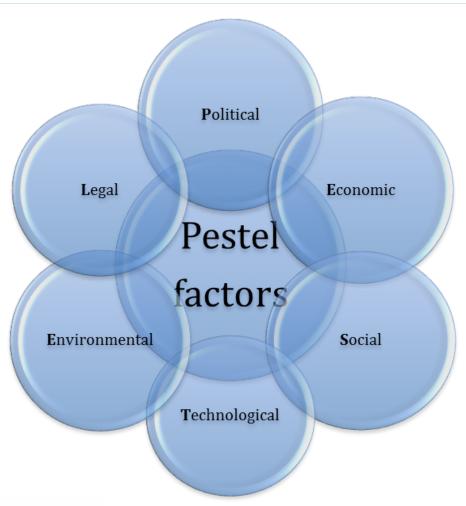
Online market test Greater amberjack Meagre Grey mullet Pikeperch

Grey mullet Greater amberjack

Greater amberjack

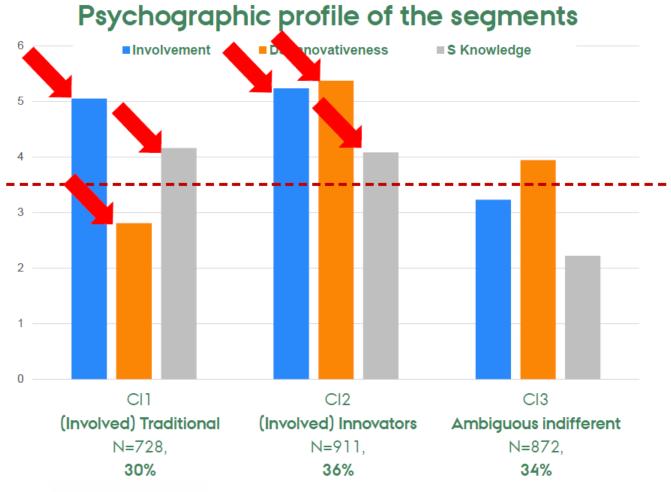


Market analysis





Two potential segments for new products





New product ideas and prototypes (1)



New product ideas and prototypes (2)



Business model Grey mullet (smoked thin fillets)



Technical presentations



Technical

presentations

Technical presentations

Means



Value proposition

Farming is environmentally friendly

- Easy to cook
- Versatile
- Premium product:Gonads/Botarga
- Low trophic level
- Intense taste, smoked,
 Salty
- Price level good
- Use country of origin
- Omega3 enhances
- ASC key for German market





 Large potential new convenience market



know this product

Segments

• In other segments this

product can be marketed as

convenience

product



Distribution channels

- Retailers targeting middle east
 Islam consumer groups
- Delicatessen category



Cost structure

Feasibility presentation





Revenue structure

- · Penetration of the market is already done
- Recipes are already available
- Product is already well-known in main target segment
- · Value pricing possible



Business model Greater amberjack (fish steak)



Technical presentations



Technical presentations

Means

Technical

presentations



Value proposition

- Fast growing
- Excellent flesh quality
- **High consumer** acceptance
- **High score in sensory** test
- Healthy product
- Environmentally friendly due to fish farming
- Convenient product
- Medium price level
- Country of origin
- Omega 3
- ASC in Germany

Segments



- Interesting for fresh tuna buyers

Distribution

channels

No specific channel, could be

Supermarkets and specialty



 Consumers position Greater Amberjack as the better alternative of tuna





Feasibility presentation





Revenue structure

- Product is not well-known in Europe, so first building an image
- **Market penetration** is necessary

stores



Business model Pikeperch (fish fillet)



Technical presentations



Technical presentations



Means

Technical presentations



Value proposition

- Continuous supply
- High quality flesh
- Customizable size
- Unique product
- Recipes available
- Easy recognizable
- Neutral taste
- Low fat
- Use country of origin
- Omega3 enhances
- ASC key for German market



Client relationships

- Introduction through out-ofhome makes it exclusive
- Celebrity support?



 High income groups who are open for new

Segments

productsOut-of-home

market

Hedonic consumer with preference for good quality



Distribution channels

 Well-known in German speaking countries, then France, then Belgium & Netherlands



Cost structure

Feasibility presentation





Revenue structure

- High price, so upper end of the market
- Niche product; this is a product with overproduction risk

Business model Meagre (fish burger)



Technical presentations



Technical

presentations

Technical presentations

Means



Value proposition

- Farming is environmentally
 Friendly
- Good quality flesh
- Suitable for further processing
- Low in lipids and high polyunsaturated fatty acids
- Long shelf life
- Use country of origin
- Omega3 enhances
- ASC key for German market





Client relationships

- Especially targeted to children
 - - Burgers can be targeted to children
 - Convenience oriented consumers



- All retailers



Cost structure

Feasibility presentation





Revenue structure

- Due to the hamburger shape it is attractive for children
- Low priced
- · Penetration still has to be done

Attributes important in communication

Country of origin for personal identification

Use nutrition and health claims if possible (EGO vs ECO)

 Certification with respect to sustainability is important but not coherent



Market test

- Help consumers in positioning of the new species
- Innovative consumers try new products first
- Communicate that the product is environmental friendly helps in some countries
- Only in Spain price promotion helps, in other countries it works out negative
- Southern European consumers are more open for a new species as greater amberjack
- Market penetration should be done country by country instead of pan-European



Thank you for your attention.
Please feel free to ask questions

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