

The DIVERSIFY consortium integrates a multidisciplinary group of partners from 12 European countries. It is made up mainly of research and academic institutions, and also includes nine small or medium-sized enterprises (SMEs), three large enterprises, five professional associations and one consumer non-governmental organisation (NGO).

Aarhus Universitet (AU), Denmark

Aquaculture Forkys AE (FORKYS), Greece

Argosaronikos Fish Farms S.A. (ARGO), Greece

Asialor SARL (ASIALOR), France

Asociación Empresarial de Productores de Cultivos Marinos (APROMAR), Spain

Asociación Nacional de Fabricantes de Conservas de Pescados y Mariscos-Centro Técnico Nacional de Conservación de Productos de la Pesca (ANFACO), Spain

Ayuntamiento de A Coruña (MC2), Spain

Azienda Agricola Ittica Caldoli (ITTICAL), Italy

Bundesverband Der Deutschen Fischindustrie und des Fischgrosshandels E.V. (BVFi), Germany

Canarias Explotaciones Marinas SL (CANEXMAR), Spain

Conselleria do Mar - Xunta de Galicia (CMRM), Spain

CTAQUA, Aquaculture Technological Center of Andalucia (CTAQUA), Spain

Culmárex Group (CULMAREX), Spain

Danmarks Tekniske Universitet (DTU), Denmark

Dor Dgey Yam LTD (DOR), Israel

European Food Information Council (EUFIC), Belgium

Federation of Greek Maricultures (FGM), Greece

Fundación Canaria Parque Científico Tecnológico de la Universidad de Las Palmas de Gran Canaria (FCPCT), Spain

raillias de Giail Callalla (FCFC1), Spaill

Hellenic Center for Marine Research (HCMR), Greece

Hellenic Research House (HRH), Greece

Hungarian Aquaculture Association (MASZ), Hungary

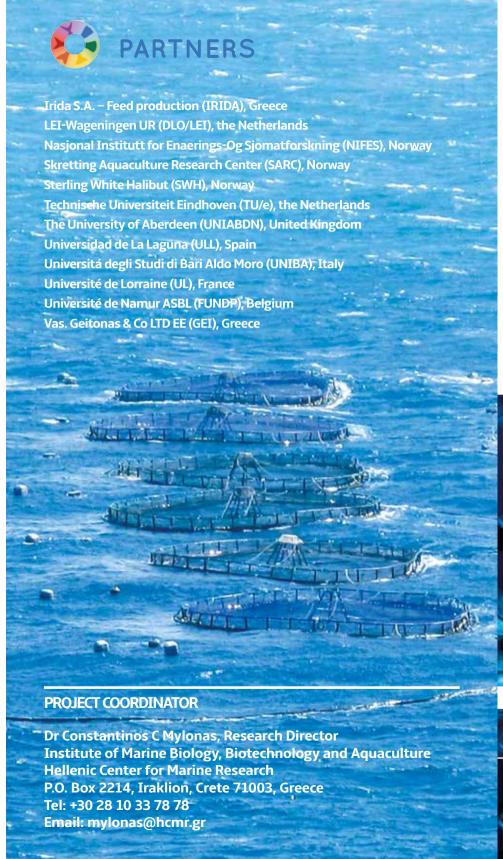
Institut de Recerca i Tecnologia Agralimentàries (IRTA), Spain

Instituto Español de Oceanografía (IEO), Spain

Institut Français de Recherche pour l'Exploitation de la Mer (IFREMER), Françe

Institute of Marine Research (IMR), Norway

IOLR-National Center for Mariculture (IOLR), Israel





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

www.diversifyfish.eu



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The majority of the growing demand for aquatic products in Europe is currently supplied by foreign imports (aquaculture and capture fisheries) that are often of questionable quality. and by aquatic products from over-exploited European fisheries. European aquaculture constitutes a safe, healthy and sustainable source of aquatic products and though facing some barriers for further growth, could fulfil the demand for aquatic products, but is currently supplying only 10% of the total EU consumption.



DIVERSIFY is an €11.8 million EU-funded project (2013-2018), which aims to expand the European aquaculture industry. It will develop scientific methods required to optimise the rearing and production of some new/emerging finfish species and establish the marketing techniques required to attract consumers.

WHY HAVE THESE FISH SPECIES BEEN SELECTED?

The selected species include the meagre (Argyrosomus regius), greater amberjack (Seriola dumerili), wreckfish (Polyprion americanus), Atlantic halibut (Hippoglossus hippoglossus), grey mullet (Mugil cephalus) and pikeperch (Sander lucioperca). Originating from a wide range of climatic and geographic regions within Europe, the six species have been chosen based on their biological and economic potential. They have a large size/fast growth rate, enabling the production of a variety of value-added aquatic products, which are expected to attract consumers and be successfully commercialised.

FISH SPECIES AND BUDGET ALLOCATION

Atlantic halibut Hippoglossus hippoglossus 13.2%

Greater amberjack Seriola dumerili 31.3%







MAIN OBJECTIVES

To develop the scientific techniques and methodology, which will ensure the successful rearing and production of the selected species and contribute to the expansion of the industry.

To determine the drivers for market acceptance of the new food prototypes in order to position the EU aquaculture sector as a leader in aquatic food production.



EXPECTED OUTCOMES

Scientific knowledge and techniques for culturing new/emerging finfish species that will be safe, sustainable, and attractive to consumers and markets.

Long-term business plans

market positioning of each

to ensure the successful

species.

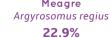
Increased value of European aguaculture products, which will result in increased economic prospects of the sector.

An efficient, sustainable and market-oriented expansion of the European aquaculture sector.

Wide dissemination of this information to key stakeholders (aquaculture producers, retailers, processors and consumer groups).

> Grey mullet Mugil cephalus 11.3%

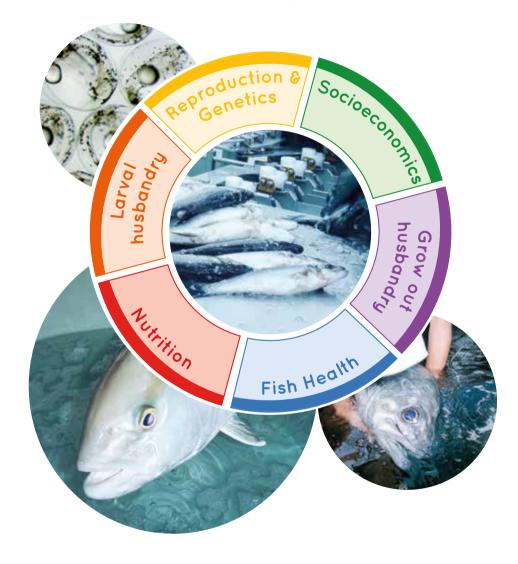








Studies will be carried out in the six selected species across a number of different scientific disciplines:



Pikeperch Sander lucioperca 14.2%

Wreckfish Polyprion americanus 7.1%





Meaare