



PARTNERS

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
- 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 Francais de Recherche pour l'Exploitation de la Mer (IFREMER), France
- Institute of Marine Research (IMR), Norway
- IOLR-National Center for Mariculture (IOLR), Israel



PARTNERS

- Irida S.A. – Feed production (IRIDA), Greece
- LEI-Wageningen UR (DLO/LEI), the Netherlands
- Nasjonal Institutt for Enærings-Og Sjomatforskning (NIFES), Norway
- Skretting Aquaculture Research Center (SARC), Norway
- Sterling White Halibut (SWH), Norway
- Technische Universiteit Eindhoven (TU/e), the Netherlands
- The University of Aberdeen (UNIABDN), United Kingdom
- Universidad de La Laguna (ULL), Spain
- Università degli Studi di Bari Aldo Moro (UNIBA), Italy
- Université de Lorraine (UL), France
- Université de Namur ASBL (FUNDP), Belgium
- Vas. Geitonias & Co LTD EE (GEI), Greece

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DIVERSIFY

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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ABOUT DIVERSIFY

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%



Grey mullet
Mugil cephalus
11.3%



Meagre
Argyrosomus regius
22.9%



Pikeperch
Sander lucioperca
14.2%



Wreckfish
Polyprion americanus
7.1%



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

1

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

3

Long-term business plans to ensure the successful market positioning of each species.

2

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

4

Increased value of European aquaculture products, which will result in increased economic prospects of the sector. An efficient, sustainable and market-oriented expansion of the European aquaculture sector.



RESEARCH AREAS

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

