WORK PACKAGE 5 – REINFORCING THE MARKETING OF EUROPEAN SEA BASS AND SEA BREAM PRODUCTS

The Challenge

One of the main issues in the development and commercialisation of Mediterranean sea bass and sea bream aquaculture products is related to the current fragmented approach of the marketing strategies used by producers. The Mediterranean Marine Fish Farming (MMFF) sector has identified the need to generate a consolidated regional marketing plan by building upon best global practices of marketing concepts for aquaculture products. This new plan should take into account cutting edge marketing strategies and adapt them to support the development of the sector.

PerformFISH Proposed Solution

PerformFISH is using a participatory design approach which involves consumers in the co-creation of a common marketing strategy for European sea bass and sea bream products. This consumer-oriented approach will contribute towards a deeper understanding of their habits and preferences and therefore provide PerformFISH with an opportunity to improve the image of aquaculture production. Marketing plans for local and regional producers are expected to enhance trade in the Mediterranean region.
Main Results to Date

PerformFISH has carried out an analysis of consumers’ habits and identified the key challenges and barriers for sea bass and sea bream aquaculture products within Italy, Spain and Greece. Based on these results specific marketing strategies have been suggested for each country.

Italy is the world’s largest market for sea bass and sea bream. Market trend over 2009–2016 shows growth of 21% of the apparent market volume. Estimated apparent market size: 64,000 tonnes. Most household-consumed species is sea bream.

Spain is the world’s second largest market for sea bass and sea bream. Market trend over 2009–2016 shows a decrease by 9% of the apparent market volume. Estimated apparent market size: 43,000 tonnes. Most household-consumed species is sea bass.

Greece is the world’s third largest market for sea bass and sea bream. Market trend over 2010–2017 shows a decrease by 35% of the apparent market volume. Estimated apparent market size: 24,000 tonnes. Most household-consumed species is sea bream.

Going Forward 2019-2022

PerformFISH will extend the consumer analysis of European sea bass and sea bream aquaculture products to French, German, UK and USA markets. The five producers’ associations participating in the project will use the results generated and recommendations, to roll out new marketing plans for each of the target markets. The results of the consumer analysis are being presented at relevant conferences and workshops. Keep an eye on our website (www.performfish.eu) and social media (@PerformFISH_EU and www.linkedin.com/company/performfish/) to learn more about these results.

5 Producers’ Associations

APROMAR
Spain

SFAMN
France

API
Italy

CCE-CAA
Croatia

FGM
Greece

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