



Consumer Driven Production: Integrating Innovative Approaches for Competitive and Sustainable Performance across the Mediterranean Aquaculture Value Chain

Webinar

Thursday 6 October 2022, 10.00 – 13.00 (CEST)

A revised Code of Conduct for the Mediterranean fish farming sector - associated KPIs to monitor the implementation of the CoC

Part I - A revised Code of Conduct for the Mediterranean fish farming sector

- 10.00 - 10.15** Presentation of the CoC
– *Yannis Pelekanakis, Federation of Greek Maricultures*
- 10.15 – 10.30** Compliance with the revised CoC
– *Leonidas Papacharisis, Avramar: Quality Assurance / Sustainability Director*
- 10.30 – 10.45** Exchange of views

Part II - Associated KPIs to monitor the implementation of the CoC

- 10.45 – 11.30** Presentation of the updated KPIs interface
• *Leonidas Papacharisis, Avramar: Quality Assurance / Sustainability Director*
- 11.30 – 11.45** Exchange of views
- 11.45 – 12.00** Break

Part III - Reinforcing the Marketing of European Seabass and Seabream Products

- 12.00 – 12.20** Consumption of farmed fish products, a territorial comparison of consumer preferences
– *Yari Vecchio, Department of Veterinary Medical Science, University of Bologna*
- 12.20 – 12.40** Marketing of seabass and seabream: Understanding traditional and emerging markets for the species
– *Christian Philip Unmack, Senior Project Manager, Eurofish International Organisation*
- 12.40– 13.00** Exchange of views

*You can find [here](#) more information about PerformFish.

**A link to participate to the webinar will be send on Wednesday 5 October.