



European  
Commission



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## GENERAL INFORMATION

**Member State:**

Hungary

**EMFF measure:**

Marketing measures; national campaign to raise awareness

**Keywords:**

- Aquaculture
- Marketing, Information
- Sustainable Production

**Operation start date:**

2014



## BUDGET

**Total operation budget:**

EUR 2.58 million

**EU budget contribution:**

EUR 1.94 million

# STORY OF THE MONTH

SUPPORTED BY THE **European Maritime and Fisheries Fund (EMFF)**

## Kapj rá! Promoting fish consumption in Hungary

### Operation description

Hungarians eat less fish than almost any other country in the EU. As a result, they not only miss out on the many health benefits of fish, but also on the economic opportunities fish farming can bring to local communities. To change this, the government, backed by €1.9 million from the EMFF, embarked on a promotional campaign, Kapj rá! (Catch it!) in support of sustainable, locally produced fish.

The work began in 2014 with a consumer survey to identify the target audience and the most appropriate modalities for the long-term campaign, which is expected to run until 2023. The survey identified that consumers prefer to eat fish when they are educated about the farming practices involved and know that the fish has been produced sustainably.

### Outputs of the campaign

The campaign operated at full capacity in 2017 and 2018. During this time it was presented at more than 40 different events. It included fish sampling, a cooking show, a children's corner, as well as dedicated press releases and press conferences. A number of different outputs were produced. These include;

- 4 films for advertising;
- 5 radio advertisement spots;
- Interview series with 10 episodes;
- Animation series with 10 episodes;
- Best practice series with 10 episodes;
- Gastro video film series with 28 episodes;
- Social media presence: Facebook, YouTube, Instagram, Twitter and Google+



## INTRODUCTION OF THE BENEFICIARY

### Beneficiary name:

Agricultural Marketing  
Central Office

### Objective:

Inform citizens and raise fish  
consumption rate in Hungary

### Where is the organisation located?

Budapest, Hungary

### Further details:

<https://kapjra.hu/>

## Rising fish consumption

Since the launch of the marketing campaign, there has been a slow, rising trend in fish consumption. In 2013, before work began, fish consumption was at 5.13 kg per person each year. This rose steadily year on year to 5.73 kg per person in 2016. This rise is expected to continue for 2017 and 2018 (when data becomes available) on the back of increased promotion.

## Outlook

Marketing and communication are indispensable for a landlocked country like Hungary where fisheries and aquaculture do not occupy as prominent a position as in other countries. The campaign is expected to continue to 2023 and beyond, evolving to meet the promotional needs identified over time. The focus will always be on informing consumers, to help with the understanding of food security, the role of short food supply chains, and the health benefits of consuming fish.

