



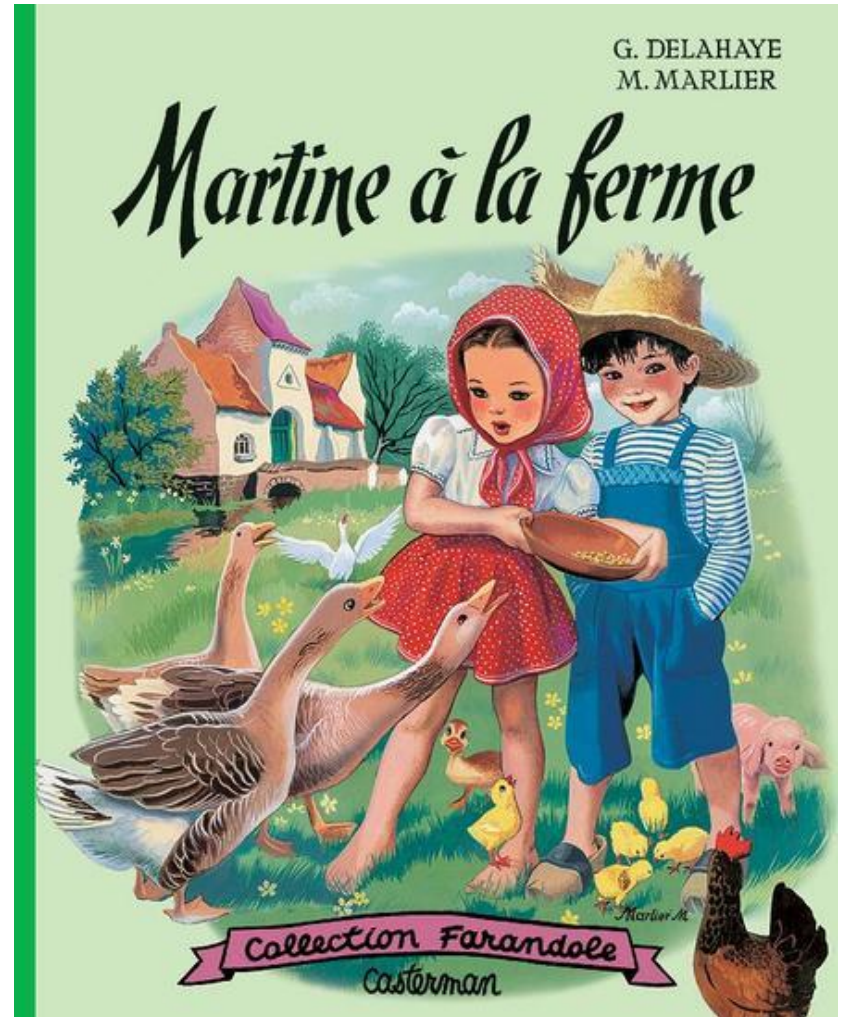
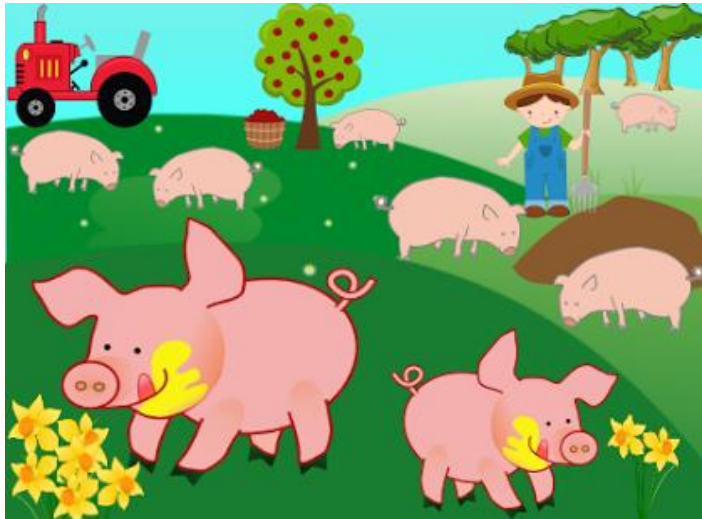
Promotion of European Aquaculture: the "FARMED IN THE EU" campaign

Gilles DOIGNON, DG MARE
Brussels, 3 February 2015



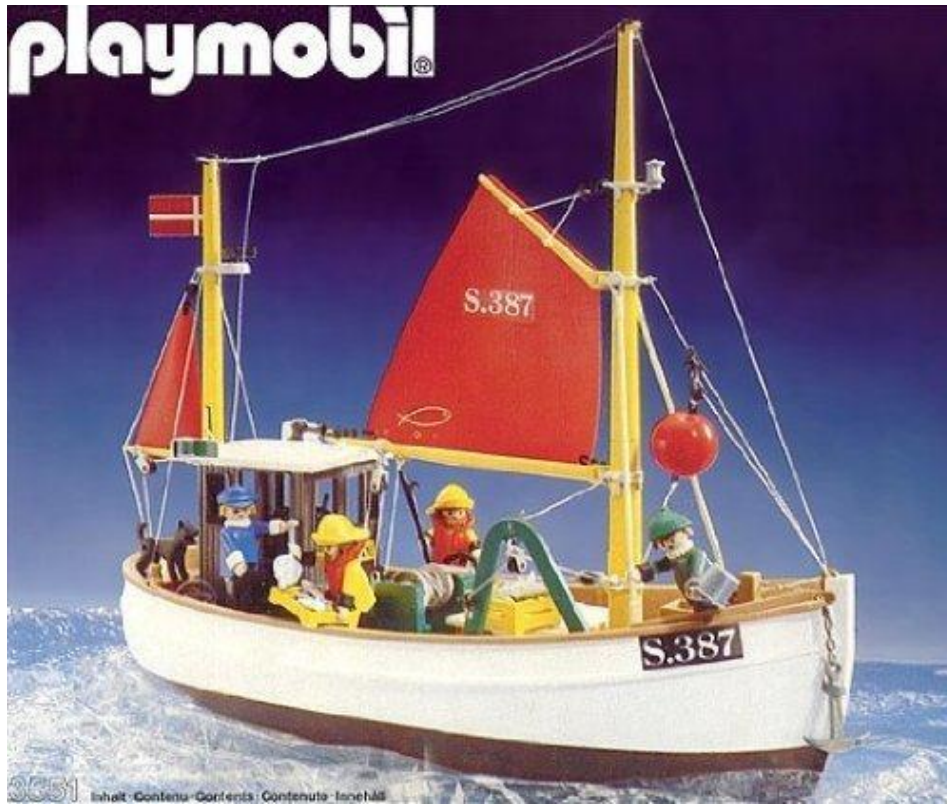


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What about aquaculture producers?

...?

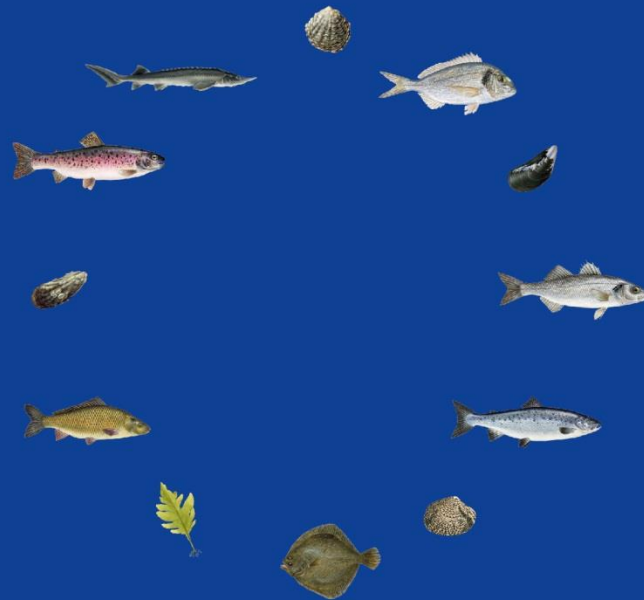
"The image that people have of terrestrial agriculture is of the family farm. It's a myth — most of the food now is produced by large agribusiness corporations. But people still cling to that myth...

Aquaculture does have a different lens through which it is assessed."

Neil Sims, seafoodsource.com, 13 November 2014



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fresh, local, healthy
FARMED IN THE EU



Seafood Expo Global, Brussels, 7 May 2014





INSEPARABLE

Eat, Buy and Sell Sustainable Fish

European Commission > Fisheries > Inseparable > Farmed in the EU



Know

Eat

Buy

Sell

Find

Farmed in the EU



Farmed in the EU

Looking for sustainable options?
Try fish farmed in the EU

[Aquaculture](#)

[Q&A](#)

[Event](#)

[Video Testimonials](#)

[Facts & Figures](#)

Fish farmed in the EU: a healthy, fresh and local alternative

We all know that fish is packed with protein, it's good for the heart and a rich source of vitamins and nutrients. At the same time, it is no secret that we are overfishing our seas, and are putting our fish stocks in danger.

Fish farming, or aquaculture, can help to relieve this burden on wild fishes when it comes to satisfying our ever growing demand for fish – both in the EU and worldwide. One of the world's fastest growing food sectors, fish farming accounts for about half of the fish eaten worldwide every year with that figure on the rise. Simply put, without aquaculture there would not be enough fish to feed the world

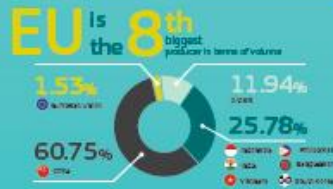


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AQUACULTURE PRODUCTION



Did you know?

Aquaculture will soon surpass wild fisheries as the main source of seafood. This reflects the transition which happened on land in the past with the evolution from hunting to farming.

In AD 79, Pliny the Elder described fish and oyster farming techniques in his book *Natural History*.

AQUACULTURE IN THE EU



5 main EU aquaculture producers



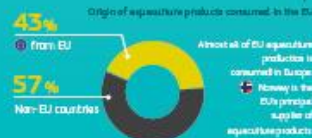
Top 7 aquaculture species produced in the EU

- 1 Mussel
- 2 Trout
- 3 Salmon
- 4 Oyster
- 5 Carp
- 6 Sea Bream
- 7 Sea Bass

EU aquaculture provides a fresh, local supply of healthy seafood and follows strict rules to protect the consumer, the fish and the environment.

FARMED IN THE EU

AQUACULTURE CONSUMPTION



The most consumed aquaculture species in the EU are salmon and mussel.

Did you know?

Not a lot of far mussels eaten in the EU are actually farmed.

More than 4000 enterprises

AQUACULTURE BENEFITS

85 000 directly employed in European aquaculture

+14 000 enterprises in the LOCAL EU, 90% of which are micro-enterprises (with under 10 employees)

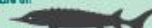
Fish and shellfish provide oils, healthy proteins and vitamins.



13 steps

At every step from egg to plate, farmed seafood is traceable.

Sustainable aquaculture is needed because fisheries alone will not meet the growing global demand for seafood. Aquaculture can also help reduce pressure on wild fish stocks.





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Farmed in the EU

Aquaculture school project

Maritime Affairs
and Fisheries



The chance for European producers to become ambassadors of EU aquaculture in their community and beyond!



Tips for future campaigns (to 2030?)

- *be positive and proud*
 - *raise awareness (benefits) and "normalize" the sector*
 - *encourage consumer support*
 - *boost growth*
- *be ready to give facts to reply to concerns*
- *avoid presenting aquaculture as a unified sector*
 - => *cf segmented commercial and promotional strategies in other sectors (eg meat)*
 - => *adapt communication efforts to the type of production to be promoted (eg oysters)*



Campaign website:

<http://ec.europa.eu/fisheries/inseparable/en/farmed-eu>

Facebook:

<https://www.facebook.com/InseparableEU>

Twitter:

https://twitter.com/EU_MARE

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