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de la Unión Europea



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# European Trends: Differences between fish consumption and Fish Shops

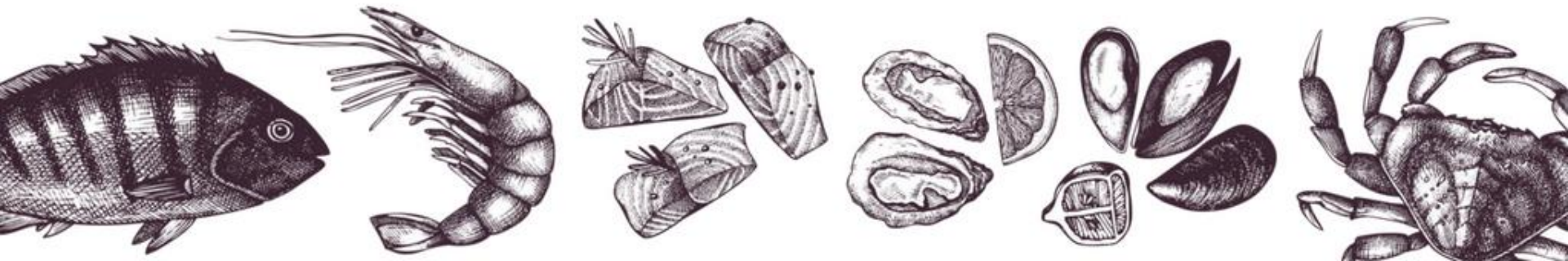
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## Final Seminar e-FishNet

Catherine Pons

Catherine@eatip.eu

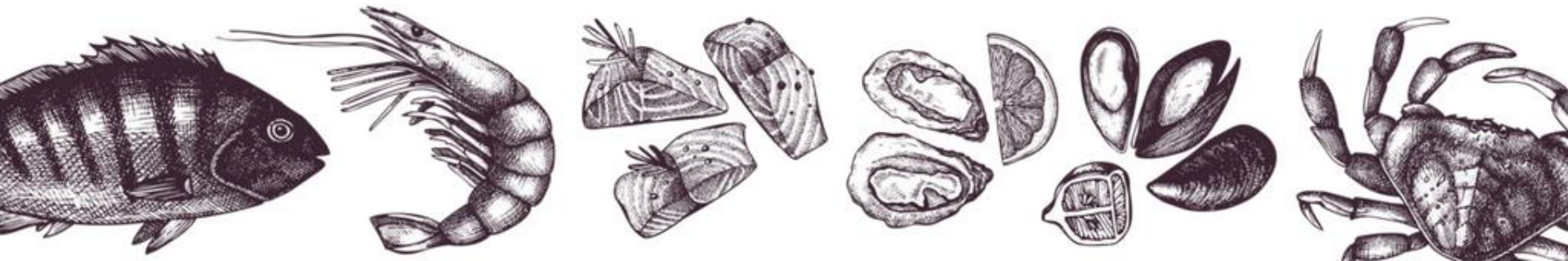
EATIP





## Public perception of aquaculture

- 2 main trends:
  - Commercial players are expected to be positive social players
  - Modern food production - impacts on life in our ocean, the environment, the farmed produce and on our health





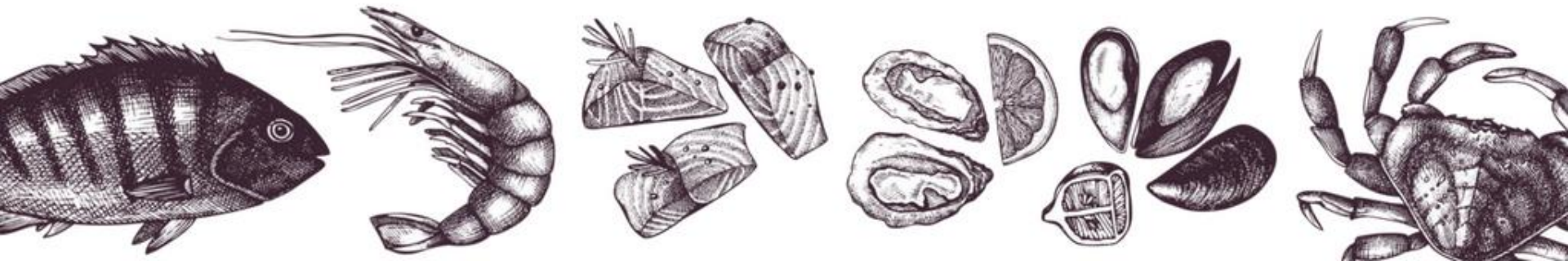
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# Consumer perception issues – public awareness

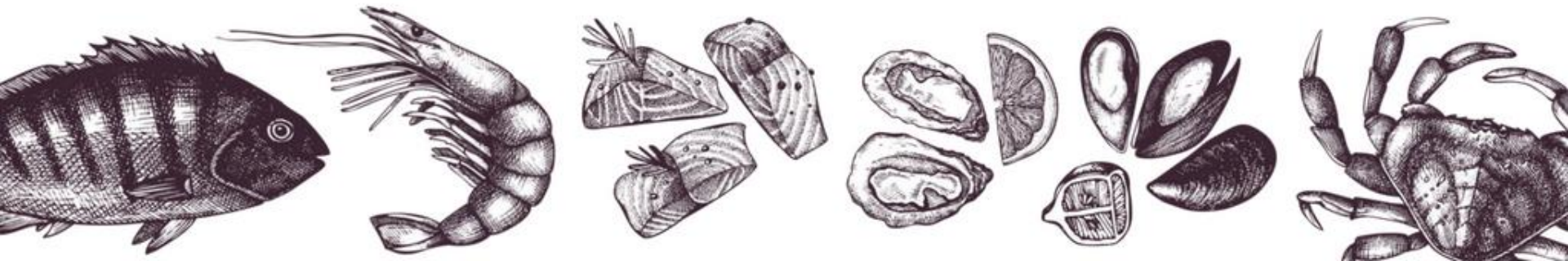
- Stakeholder opinions:
  - Traditional (legal, political or media channels)
  - User-generated social media
- Media analysis understanding public perceptions
  - All in all, positive and negative positioned articles fairly balanced. But controversies have larger headlines and are more visible





## How to improve public perception?

- Active and honest communication: social media and traditional channels
- Transparent and open to the public and stakeholders
- Open for research and investigation
- Rigorous, comprehensive and fairness in dealings with local community







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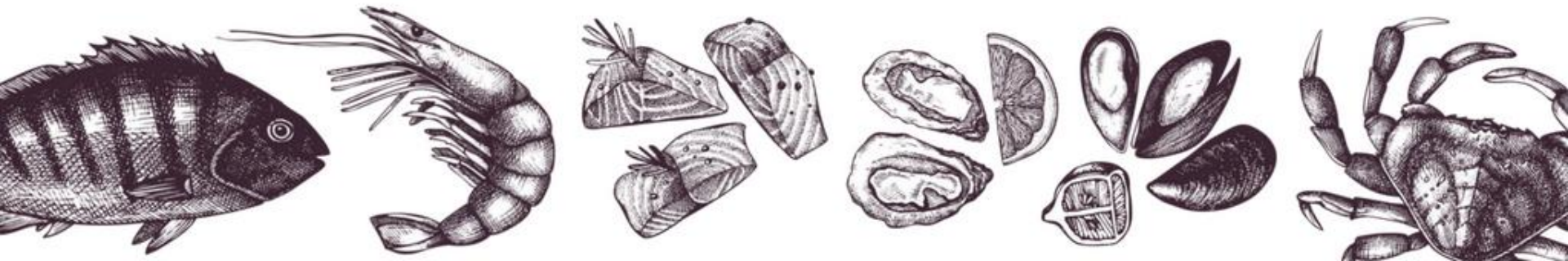


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# Role of certification / labels to attract consumers



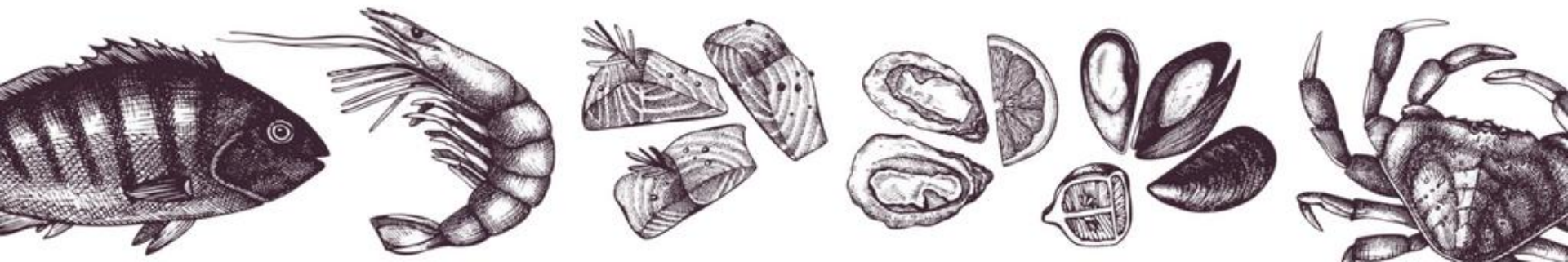
CERTIFICATION MARK





## Role of certification / 4 main considerations

- Economy
- Environment
- Governance
- Social issues





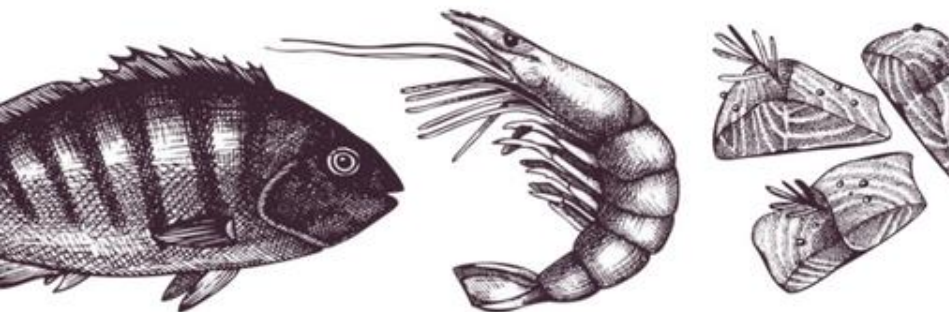
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Contribution of seafood to healthy and sustainable diets that may reduce obesity and other aspects of malnutrition (Food 2030)

**Food 2030** –  
European Research &  
Innovation for Food  
and Nutrition Security







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Thank you  
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