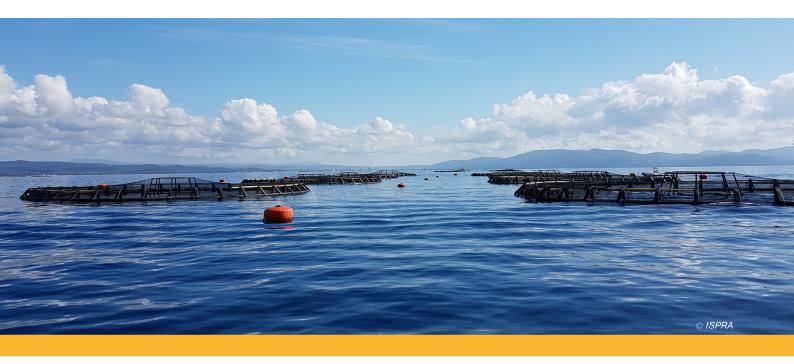


Consumer Driven Production: Integrating Innovative approaches for Competitive and Sustainable Performance across the Mediterranean Aquaculture Value Chain

# www.performfish.eu



## THE CHALLENGE

The farming of sea bass and sea bream is an important productive sector in the Mediterranean, significantly contributing to the local economy and job creation in rural and coastal areas. Sea bream and sea bass are by volume the third and fourth most farmed fish species in the European Union (EU). However, in recent years, there is a growing concern regarding the lack of growth and improvement in Mediterranean Marine Fish Farming (MMFF) which covers the majority of sea bass and sea bream production. For the last decade, overall production in the EU has remained stagnant and at present the industry is under a range of pressures, including technical, market-oriented, legislative and financial issues.

# **WHAT WILL PerformFISH DO?**

**PerformFISH** has the direct support and endorsement of the MMFF industry, with producers' associations from Greece, Spain, Italy, France and Croatia directly involved as partners in the project, representing 92.8% of all sea bream and sea bass production in the EU through their membership. Their involvement is focused on ensuring that the research activities address the needs of the sector and knowledge is transferred effectively to their members. **PerformFISH** works to ensure sustainable growth of the MMFF industry, based on consumer perceptions and real market requirements. It aims to support fish farms to operate not only in ideal economic and environmental conditions, but also in a socially and culturally responsible manner.

## AT A GLANCE

PROGRAMME: Horizon 2020 (Societal Challenge 2)

TYPE OF ACTION: Research and Innovation Action (RIA)

DURATION: May 2017 - April 2022 (60 months)

CONSORTIUM: 28 partners from 10 countries

COORDINATOR: University of Thessaly (UTH)





### **EXPECTED RESULTS**

- Substantial improvement of the performance of the focal fish species
- Increased competitiveness and improved consumer and society perceptions of MMFF by enabling the industry to adopt

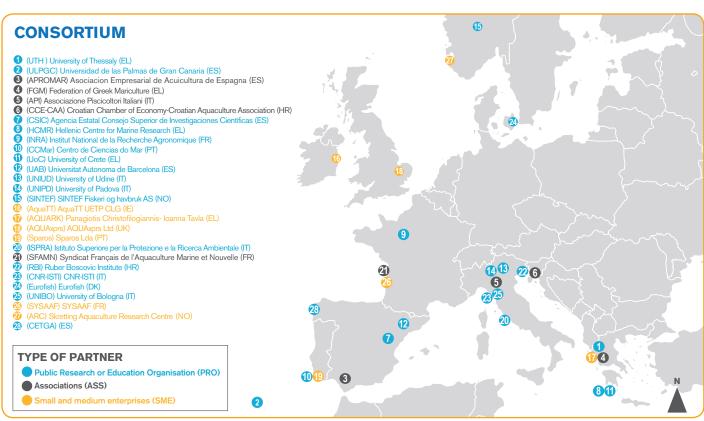
  - provide employment and trade in peripheral and coastal regions
- Consolidated and promoted best practices in marine fish farming and measurement of Key Performance Indicators (KPIs)

  - · develop human capacity building









### Find out more:

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### **Contact Us:**

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