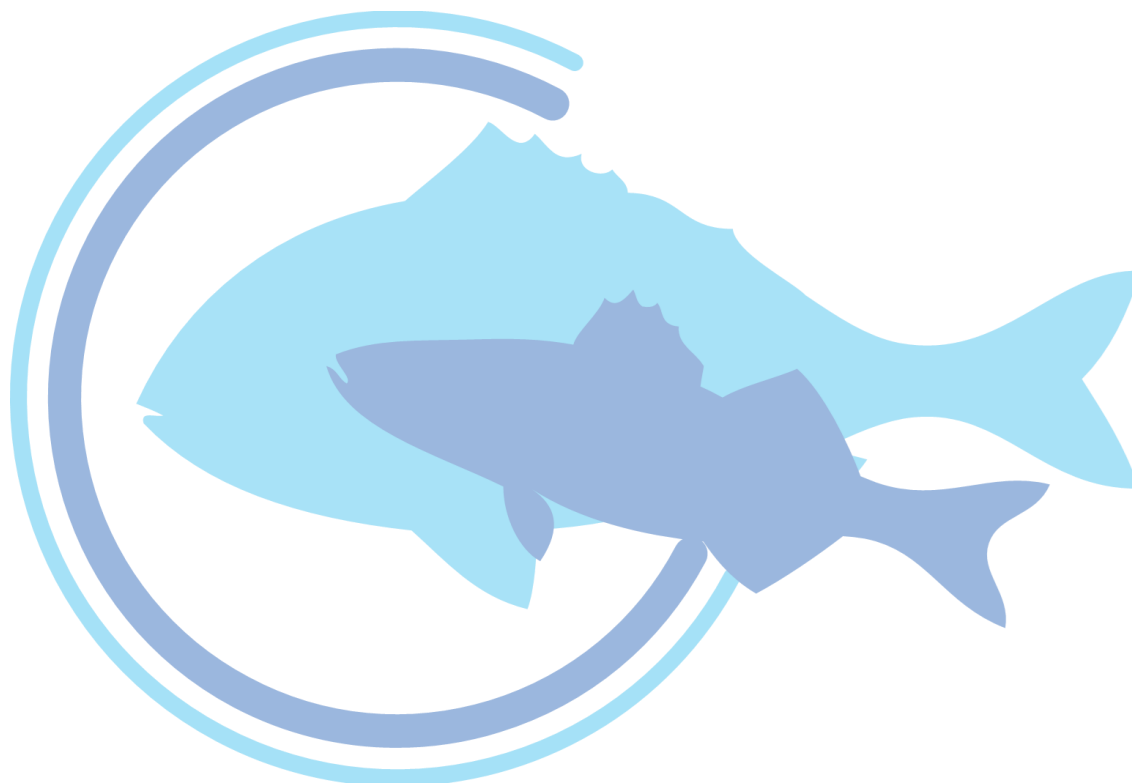




Consumer Driven Production: Integrating Innovative Approaches for Competitive and Sustainable Performance across the Mediterranean Aquaculture Value Chain



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At a Glance



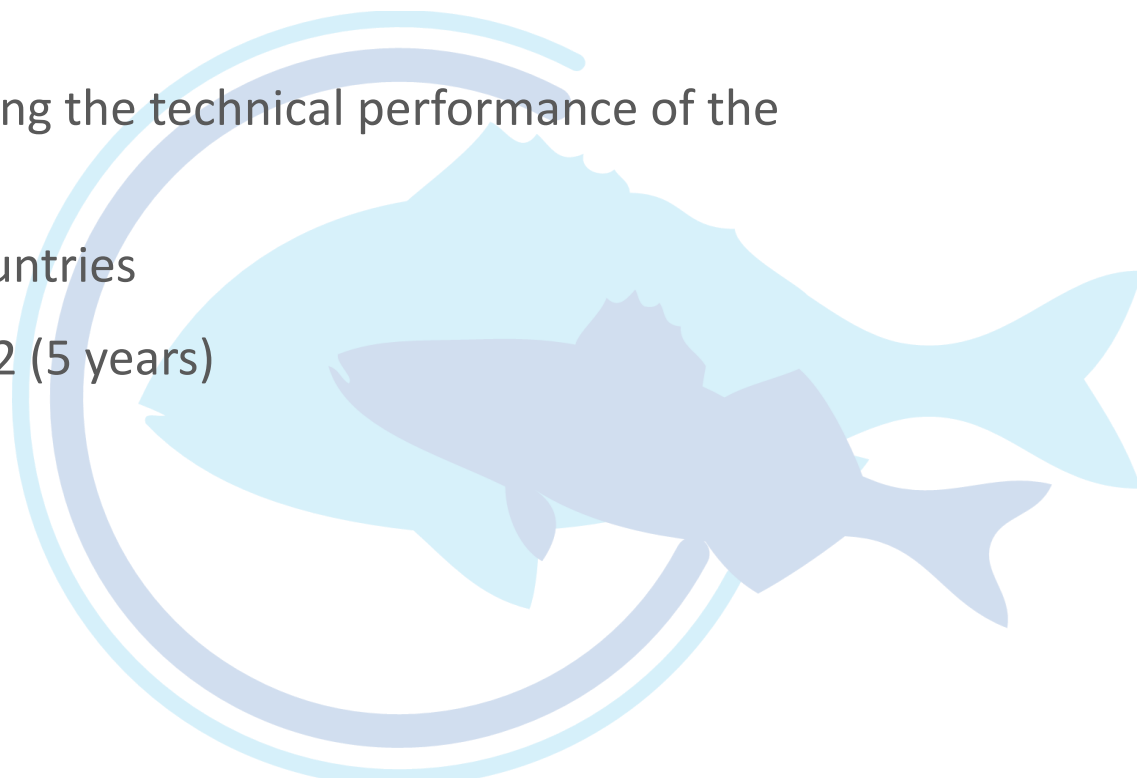
TITLE: PerformFISH – Consumer Driven Production: Integrating Innovative Approaches for Competitive and Sustainable Performance across the Mediterranean Aquaculture Value Chain

Funding: H2020 (7M€ budget)

Call topic: SFS-23-2016: Improving the technical performance of the Mediterranean aquaculture

Consortium: 28 partners, 10 countries

Duration: May 2017 – April 2022 (5 years)



Objective



PerformFISH will increase the competitiveness of the Mediterranean aquaculture sector by tackling biological, technical and operational weaknesses that underlie the stagnation of marine fish production in the last decade, while addressing social and environmental responsibility and contributing to “Blue Growth”.

Target species:

Gilthead sea bream (*Sparus aurata*) and European sea bass (*Dicentrarchus labrax*), representing 92.8% of the EU Mediterranean marine fish production volume.

Industry led project

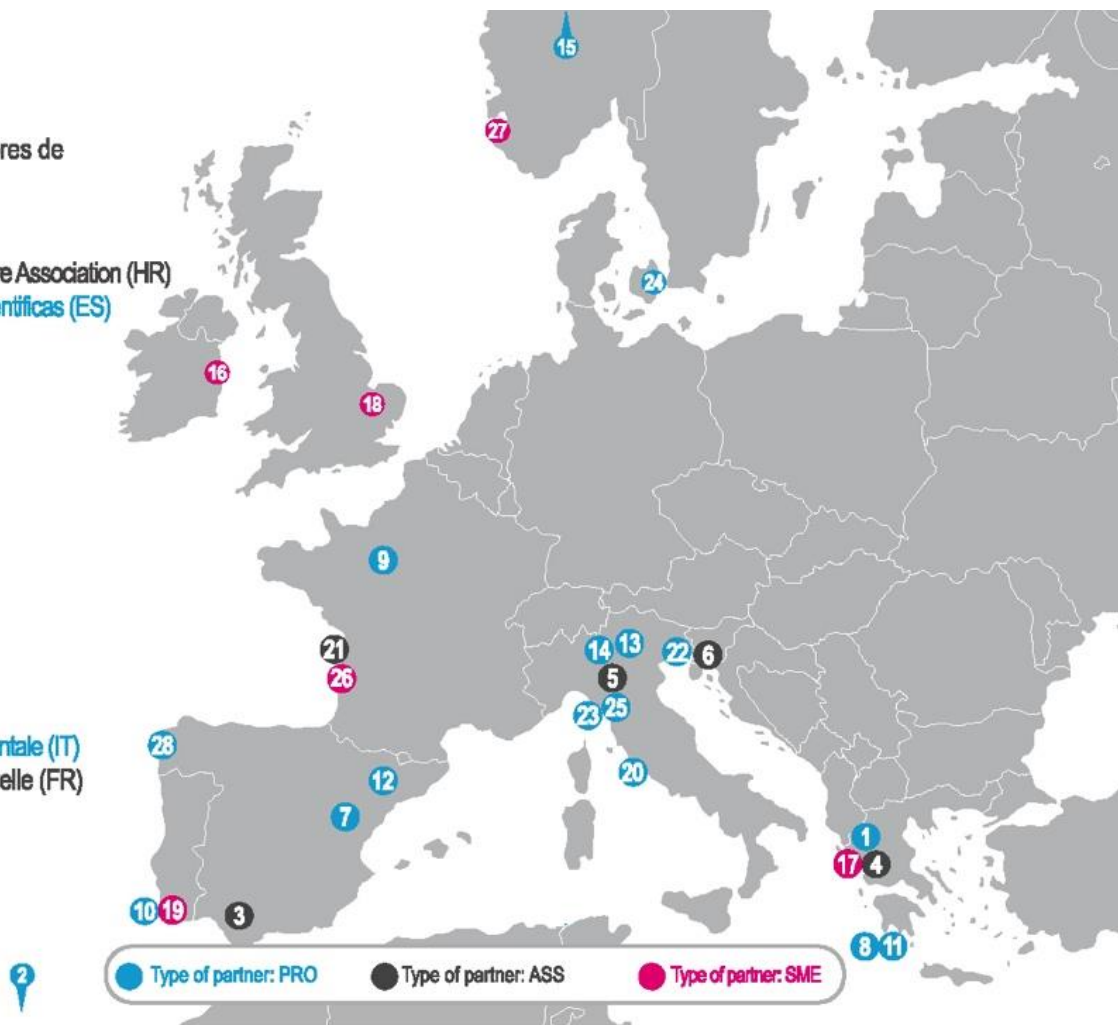


Consortium



Participant Organisation Name

- 1 (UTH) University of Thessaly (EL)
- 2 (ULPGC) Universidad de las Palmas de Gran Canaria (ES)
- 3 (APROMAR/ REMA) Asociacion Empresarial de Productores de Cultivos Marinos de Espagna (ES)
- 4 (FGM) Federation of Greek Mariculture (EL)
- 5 (API) Associazione Piscicoltori Italiani (IT)
- 6 (CCE-CAA) Croatian Chamber of Economy-Croatian Aquaculture Association (HR)
- 7 (CSIC) Agencia Estatal Consejo Superior de Investigaciones Cientificas (ES)
- 8 (HCMR) Hellenic Centre for Marine Research (EL)
- 9 (INRA) Institut National de la Recherche Agronomique (FR)
- 10 (CCMar) Centro de Ciencias do Mar (PT)
- 11 (UoC) University of Crete (EL)
- 12 (UAB) Universitat Autònoma de Barcelona (ES)
- 13 (UNIUD) University of Udine (IT)
- 14 (UNIPD) University of Padova (IT)
- 15 (SINTEF) SINTEF Fiskeri og havbruk AS (NO)
- 16 (AquaTT) AquaTT UETP Ltd (IE)
- 17 (AQUARK) Panagiotis Christofilogiannis- Ioanna Tavla (EL)
- 18 (AQUAxperts) AQUAxperts Ltd (UK)
- 19 (Sparos) Sparos Lda (PT)
- 20 (ISPRA) Istituto Superiore per la Protezione e la Ricerca Ambientale (IT)
- 21 (SFAMN) Syndicat Français de l'Aquaculture Marine et Nouvelle (FR)
- 22 (RBI) Ruber Boscorvic Institute (HR)
- 23 (CNR-ISTI) CNR-ISTI (IT)
- 24 (Eurofish) Eurofish (DK)
- 25 (UNIBO) University of Bologna (IT)
- 26 (SYSAAF) SYSAAF (FR)
- 27 (ARC) Skretting Aquaculture Research Centre (NO)
- 28 (CETGA) (ES)



Industry Led Consortium



Professional Associations and linked third parties

Spain – APROMAR

- Andromeda Iberica Acuicultura S.L.
- Alevines y doradas SA
- Aquicultura Els Alfacs SL

Greece – FGM

- KALLIERGEIES YDROVION ORGANISMON ANONYMOS ETAIREIA
- Selonda Aquaculture S.A.
- NIREFS ICHTHIOKALLIERGEIES ANONYMI ETAIRIA

Italy – API

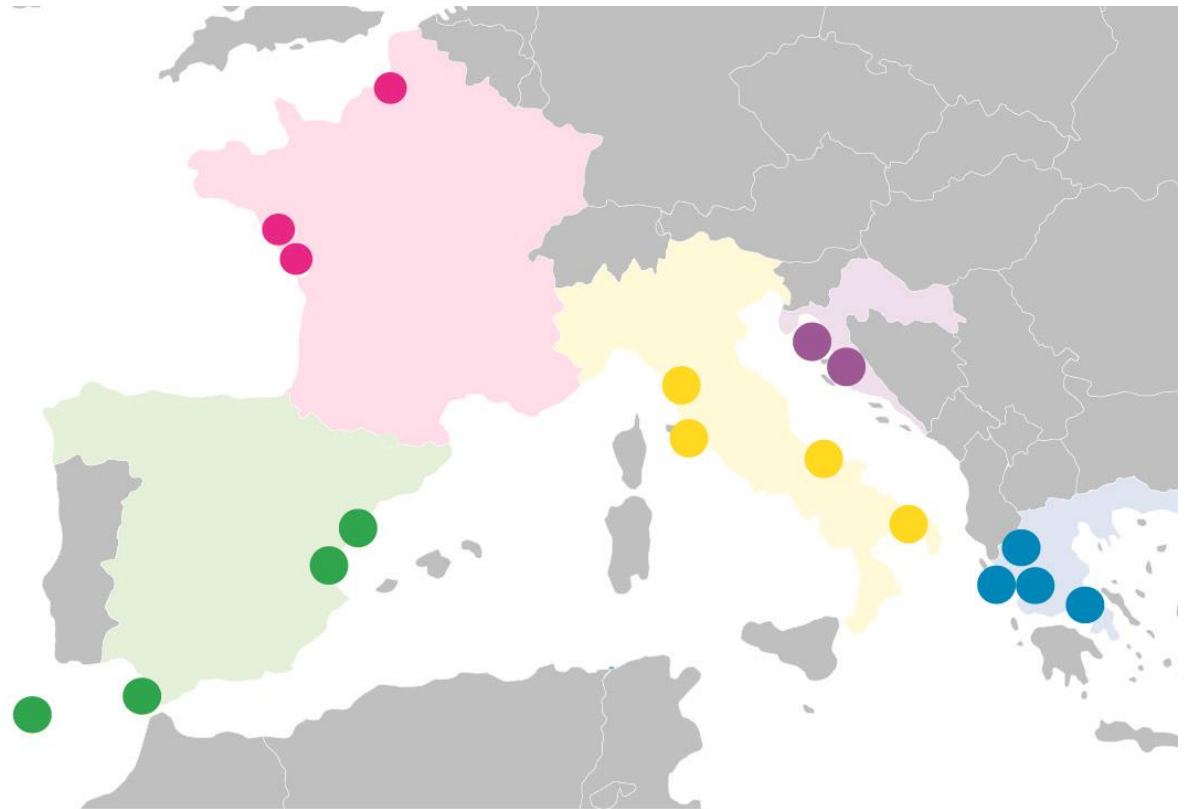
- Panittica Italia Società Agricola Srl
- COSA Società Agricola arl
- AZIENDA AGRICOLA ITTICA CALDOLI

Croatia - CCE

- Cromaris dioničko društvo za marikulturu

France - SFAMN

- FERME MARINE DU DOUHET SAS
- ECLOSERIE MARINE DE GRAVELINES ICHTUS



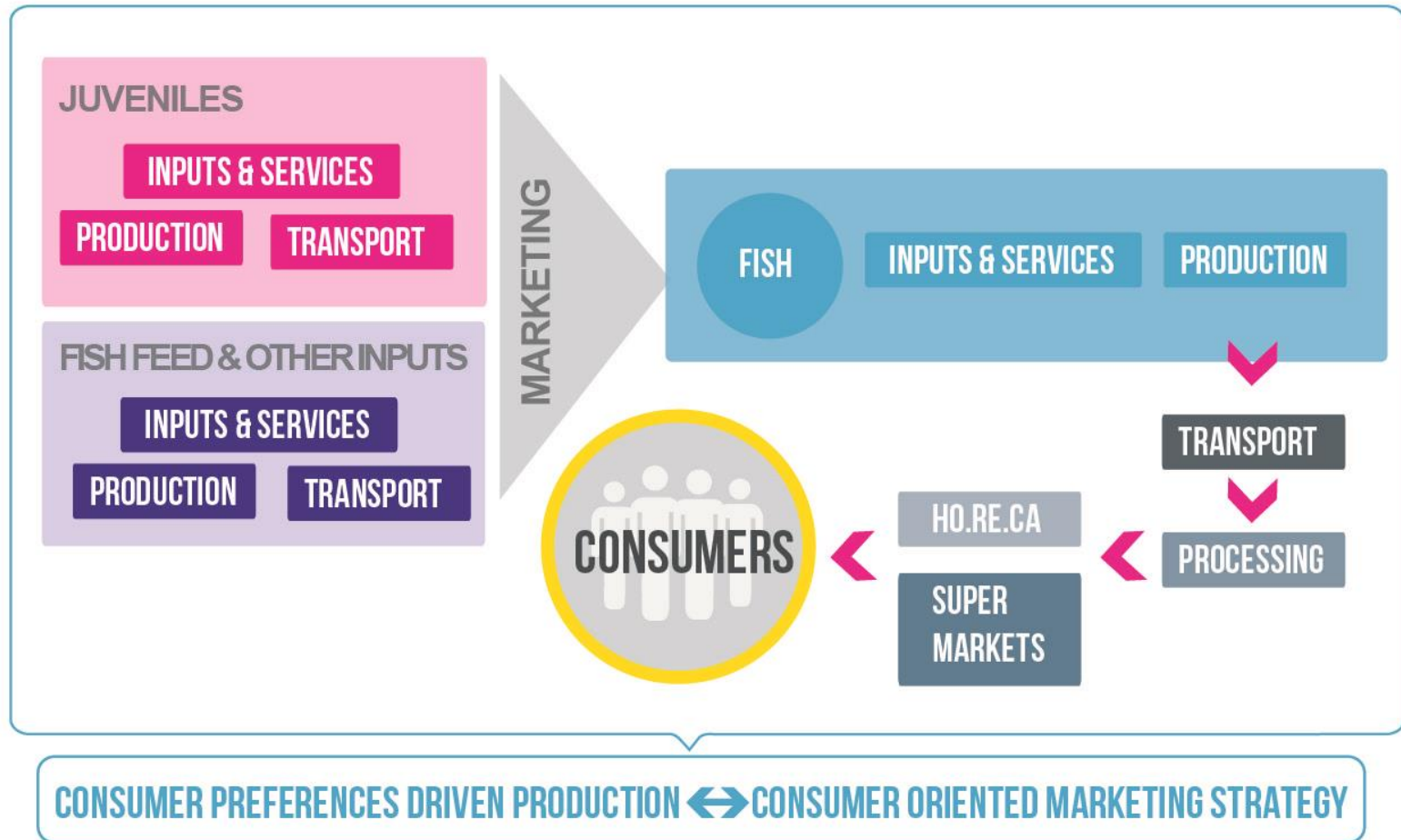
Main facts:

- Consortium includes industry representatives of the 5 most important EU Mediterranean Sea Bass and Sea Bream producers countries
- The associations together with their linked 3rd parties accounts for 92.8% of the EU Mediterranean production of Sea Bass and Sea Bream

Overall Methodology and Approach



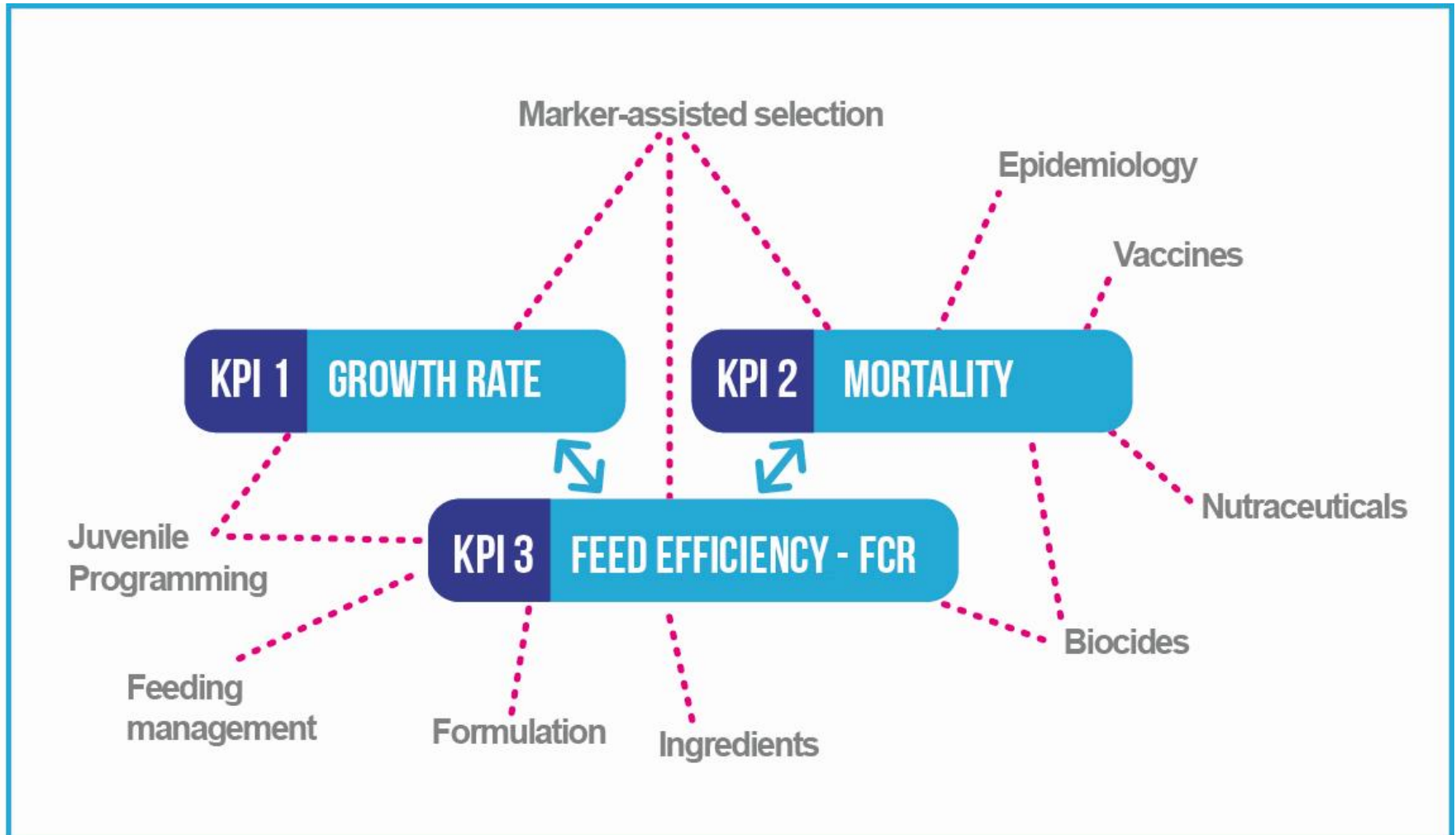
The project will cover aspects throughout the aquaculture value chain



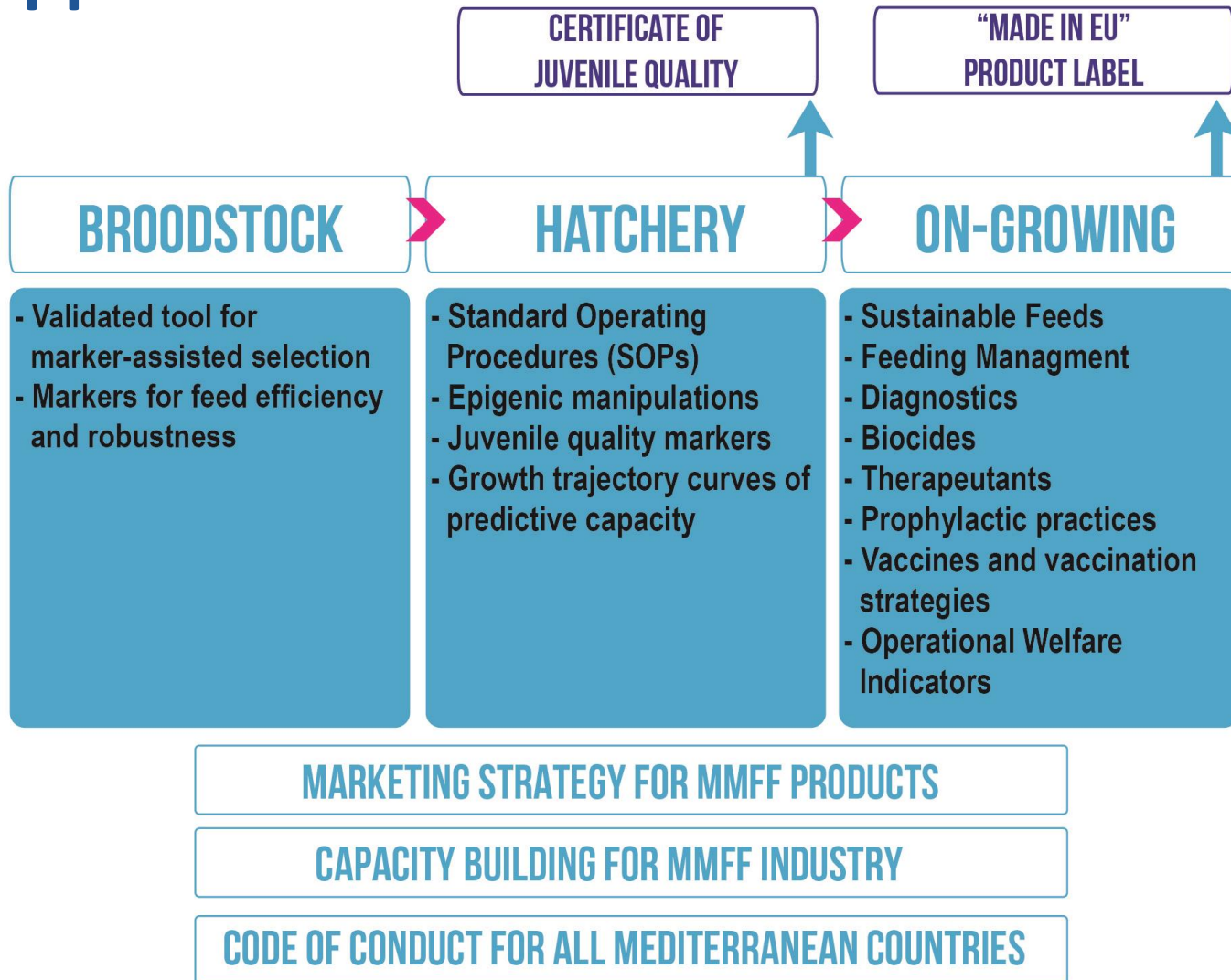
Overall Methodology and Approach



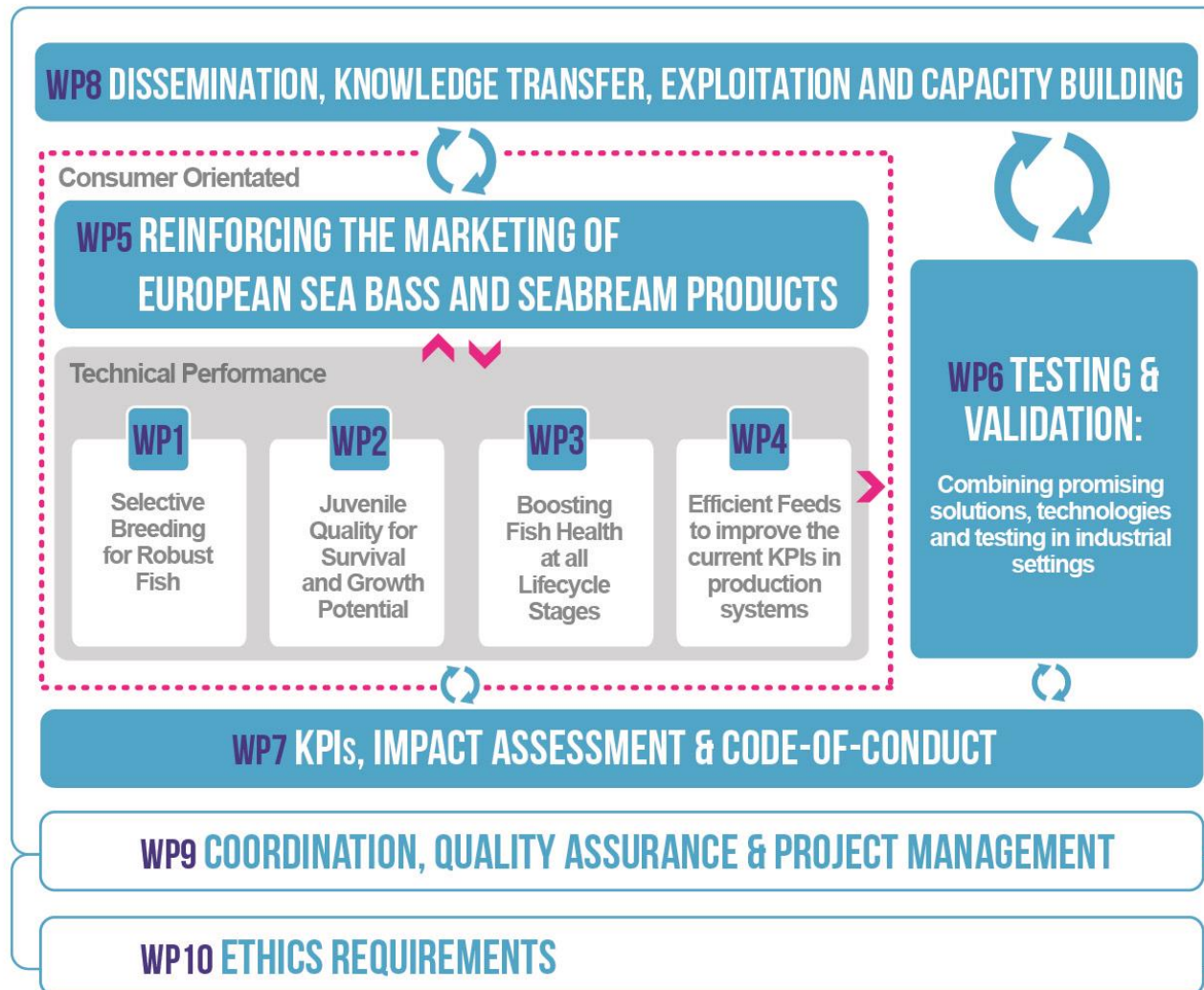
Performance assessment based on measurable KPIs



Overall Methodology and Approach



Overall Methodology and Approach



Expected Results



Industry

Products for disease management and health boost:

- Integrated diagnostic approach and validation
- Novel vaccines

- New management practices that ensure good welfare status

Technology for modernizing feeding strategies and optimizing feed efficiency at operational conditions

Key Performance Indicators to build a robust benchmarking system based on KPIs

Policy

Code of conduct to safeguard quality along the product line and of the final product and establish proper and responsible practices to serve the vision of economic and ecological sustainability

Environment and Society

High quality and healthy MMFF products (EU certified)

Consumer driven marketing plans promoting “locally produced, locally consumed” products and “**confidence in culture**” for the MMFF sector

Environmentally friendly and sustainable production

Question?



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