



Image © Eurofish

WORK PACKAGE 5 – REINFORCING THE MARKETING OF EUROPEAN SEA BASS AND SEA BREAM PRODUCTS

The Challenge

One of the main issues in the development and commercialisation of Mediterranean sea bass and sea bream aquaculture products is related to the current fragmented approach of the marketing strategies used by producers. The Mediterranean Marine Fish Farming (MMFF) sector has identified the need to generate a consolidated regional marketing plan by building upon best global practices of marketing concepts for aquaculture products. This new plan should take into account cutting edge marketing strategies and adapt them to support the development of the sector.

PerformFISH Proposed Solution

PerformFISH is using a participatory design approach which involves consumers in the co-creation of a common marketing strategy for European sea bass and sea bream products. This consumer-oriented approach will contribute towards a deeper understanding of their habits and preferences and therefore provide **PerformFISH** with an opportunity to improve the image of aquaculture production. Marketing plans for local and regional producers are expected to enhance trade in the Mediterranean region.



Main Results to Date

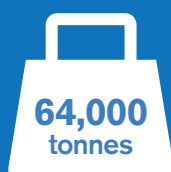
PerformFISH has carried out an analysis of consumers' habits and identified the key challenges and barriers for sea bass and sea bream aquaculture products within Italy, Spain and Greece. Based on these results specific marketing strategies have been suggested for each country.



Market trend over **2009–2016** shows growth of

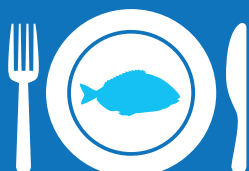
↑ **21%**

of the apparent market volume



Estimated apparent market size

Most household-consumed species is sea bream



Spain is the world's second largest market for **sea bass** and **sea bream**

Market trend over **2009–2016** shows a decrease by

↓ **9%**

of the apparent market volume



Estimated apparent market size

Most household-consumed species is sea bass



Greece is the world's third largest market for **sea bass** and **sea bream**

Market trend over **2010–2017** shows a decrease by

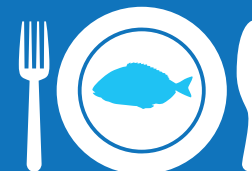
↓ **35%**

of the apparent market volume



Estimated apparent market size

Most household-consumed species is sea bream



Going Forward 2019-2022

PerformFISH will extend the consumer analysis of European sea bass and sea bream aquaculture products to French, German, UK and USA markets. The five producers' associations participating in the project will use the results generated and recommendations, to roll out new marketing plans for each of the target markets. The results of the consumer analysis are being presented at relevant conferences and workshops. Keep an eye on our website (www.performfish.eu) and social media ([@PerformFISH_EU](https://twitter.com/PerformFISH_EU) and www.linkedin.com/company/performfish/) to learn more about these results.

5 Producers' Associations



APROMAR
Spain



SFAMN
France



API
Italy



CCE-CAA
Croatia



FGM
Greece

Find out more:

www.performfish.eu
@PerformFISH-EU
www.linkedin.com/company/performfish/

Contact Details:

WP5 Leader:
Katia Tribilustova
katia@eurofish.dk

Communication & Press:

Emma Bello Gómez
emma@aquatt.ie



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no. 727610 (PerformFISH). This output reflects the views only of the author(s), and the European Union cannot be held responsible for any use which may be made of the information contained therein.