



FUTURE
EU AQUA

How can we convey the sustainability of seafood products?

Themistoklis Altintzoglou //
Senior Scientist in Consumer Research,
NOFIMA, Norway



Duration: Oct 2018 - Sep 2022 (+C19 extension)

Coordinator: Nofima, Åsa Maria O. Espmark

“Investigate future fish farming through the value chain, in various production systems and with various species, from the genetics to processing and packaging, including societal and economic aspects.”

Partners:

SalmoBreed AS, Akvaforsk Genetics Center AS, Danish Salmon, SalMar Farming, Sveriges Lantbruksuniversitet, Danmarks Tekniske Universitet, Aller Aqua A/S, Stichting Wageningen Research, COISPA Tecnologia & Ricerca Scarl, Alma Mater Studiorum – Università Di Bologna, Università Politecnica Delle Marche, Istituto Zooprofilattico Sperimentale Delle Venezie, Economia del mare di Casali Roberto, Alintel SrlPP Srl, AlmaPlasma, Tagliapietra e Figli Srl, University of Thessaly, Hellenic Centre for Marine Research, Galaxidi Marine Farm AE, Irida AE-Products for Animal Production-Services, Nireus Aquaculture SA, Kefalonia Fisheries Industrial and Commercial Company AE, Cibo e Salute Srl, Marin Biogas, Federation of European Aquaculture Producers, University of Haifa, Cambden BRI Magyarország Nonprofit Korlátolt Felelősségű Társaság, Piraeus University of Applied Science, Vork Dambrug, Osland Stamfisk AS, International federation of organic agriculture movements European Union Regional Group

Our WORK PLANS

FutureEUAqua will promote innovations in the whole value chain, including:



SUSTAINABLE BREEDING

Assessing, validating and demonstrating the level of the ability of the current breeding programs, breeding goals and methodologies.



INGREDIENTS & FEED

Ensuring sustainable and resilient production by focusing on high fish performance, health and product quality.



PRODUCTION SYSTEMS

Documenting tailor-made fish perform in future cost-effective production systems that function optimally.



QUALITY & SAFETY

Developing innovative high quality minimally processed fish products and related packaging conditions, in order to valorise aquaculture raw materials.



MONITORING TECHNOLOGIES

Monitoring the impact of housing environments and innovative diets on the fish health and welfare.



CONSUMER AWARENESS

Improving consumer awareness, perception and acceptance of European aquaculture products and methods.

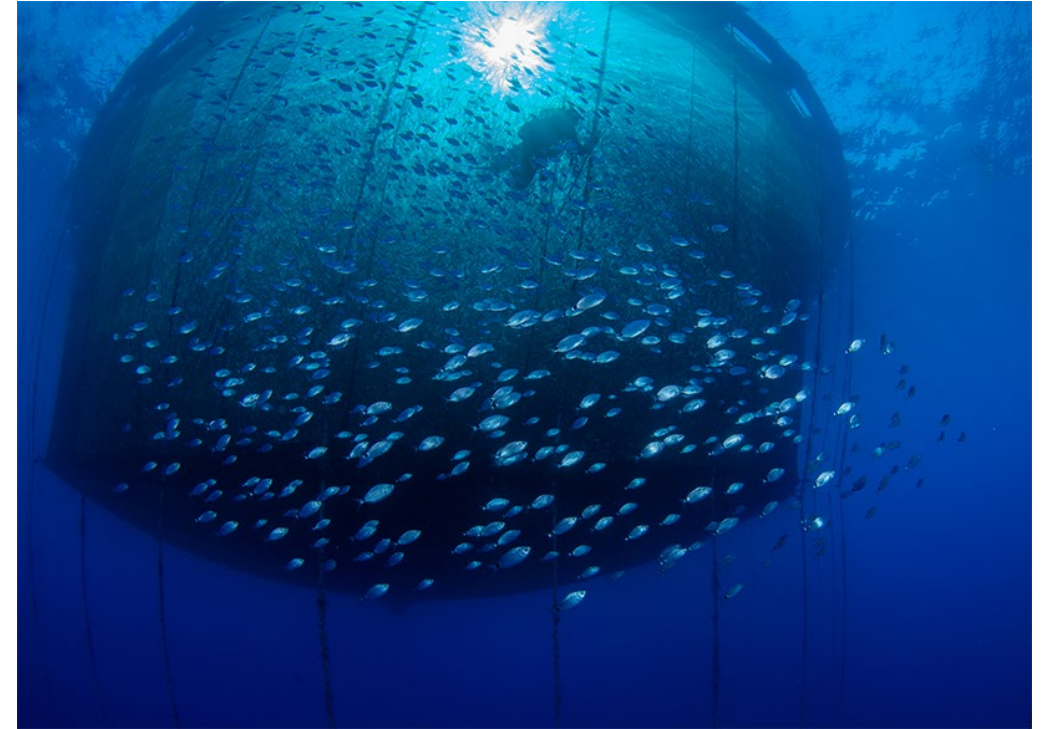


The main aim of this communication strategy is:

Increase consumer awareness, perception, and acceptance of European aquaculture.

Recommendations based on:

- Scientific literature
- **Evaluations** of the effectiveness of previous and current communication **campaigns**
- The **consumer survey** results from earlier tasks
- **Experimental testing** of the types of social media messages that consumers prefer





General social media communication strategy targeting consumers:

- **Previous tasks & project OrAqua →**
 - raise awareness through a communication campaign
- **Previous campaigns →**
 - Avoid a general approach to aquaculture and sustainability
 - Begin by providing general information
 - then adding more specific details on production systems (e.g., organic) and effects on the environment (e.g., carbon footprint).
- **Stimulate consumers' emotions →**
 - maximize the possibility to understand, like, and sympathize with the message
- **Add matching image →**
 - **amplify consumers' emotions**



General social media communication strategy targeting consumers:

- UK and France are the most **sceptical**
- Italian and Spanish are the most **positive**
- German liked **factual** posts without an image more than participants from other countries, yet, their highest liking was for **emotional** posts.
- **Emotional messaging should be used**
- **Female** consumers more positively → target them as influencers.
- **Younger** participants are less positive about pictures with emotional messages → target without pictures as part of the campaign.
- Willingness to repost generally low → **motivate** people to repost



General social media communication strategy targeting consumers:



- **Facebook** is most frequently used
- Campaign focus on Instagram and Twitter, + **repost/forward** Facebook
- Younger consumers through **Instagram**
- 35- to 55-year-old through **Twitter**
- Three social media platforms are used by all → no extreme differentiations

Emotional messaging **liked**

because:

- Simple and informative
- Pleasant colours
- Pictures of food
- Nice and tasty looking fish



Factual messaging **disliked** because:

- Complicated
- Confusing
- Overly detailed
- Unclear
- Cluttered
- Difficult to interpret



General social media communication strategy targeting consumers:

- **Economic benefits** of aquaculture for local communities → challenging but positive
- Animal and fish welfare →
- Environmental pollution →
 - **sensitive issues** →
 - should be avoided
- Familiar & specific environmental issues (e.g., CO2 footprint) → **effective** (EUMOFA 2017).





Social media communication strategy targeting specific groups:

- **Policy makers** → tweets, more technical language. Carefully directed towards a specific group.
- **Young adults and teenagers** → no reference to children. Focus on the protection of nature for everyone
- **The industry** → adding labelling advice from eye-tracking studies in FutureEUaqua
- **Visual elements (e.g. emoji)** added to increase effectiveness per target group

Communication strategy for increased consumer awareness about aquaculture in Europe

