Promotion of European Aquaculture: the #FARMEDintheEU campaign, 2016 update

Gilles DOIGNON, DG MARE
Brussels, 27 October 2016
I WANT YOU for E.U. AQUACULTURE
E.U. can do it!
with you!
How can E.U. help you?
Martine à la ferme

Collection Farandole
Casterman

G. Delahaye
M. Marlier
What about aquaculture? ...?
"The image that people have of terrestrial agriculture is of the family farm. It’s a myth — most of the food now is produced by large agribusiness corporations. But people still cling to that myth...

Aquaculture does have a different lens through which it is assessed."

Neil Sims, seafoodsource.com, 13 November 2014

=> VIDEO 1
fresh, local, healthy
FARMED IN THE EU
Fish farmed in the EU: a healthy, fresh and local alternative

We all know that fish is packed with protein, it’s good for the heart and a rich source of vitamins and nutrients. At the same time, it is no secret that we are overfishing our seas, and are putting our fish stocks in danger.

Fish farming, or aquaculture, can help to relieve this burden on wild fishes when it comes to satisfying our ever growing demand for fish – both in the EU and worldwide. One of the world’s fastest growing food sectors, fish farming accounts for about half of the fish eaten worldwide every year with that figure on the rise. Simply put, without aquaculture there would not be enough fish to feed the world.
Aquaculture is the world's seventh largest source of animal protein, and the EU is the 8th largest producer. In the EU, 1.23m tonnes of fish and seafood are produced each year. The main species produced are turbot, salmon, and sea bass. Aquaculture provides a fresh local supply of healthy seafood and follows regulations to protect the consumer and the environment.

Did you know? Aquaculture will soon surpass wild fisheries as the main source of marine fish. The fish aquaculture produced in Europe is the highest in the world. In 2018, the EU produced 1.23m tonnes of fish and seafood.

Aquaculture benefits include 85,000 people directly employed in European aquaculture. +14,000 enterprises in the local EU, which trade salmon in more than 130 countries. The most consumed aquaculture products in the EU are salmon and mussel.

Aquaculture production is managed by 5 main EU aquaculture producers: Spain, Italy, Germany, Ireland, and France. 57% of EU farmed salmon comes from non-EU countries. The most consumed aquaculture species in the EU are salmon and mussel.
Farmed in the EU
Aquaculture school project

=> FAO report
Expo Milano 2015, 22 May 2015
Berlin, Gruene Woche, workshop 18 January + 15-24 January 2016
Paris, Salon International de l'Agriculture,
workshop 3 March + 27 February – 6 March 2016
Brussels open days, 28 May 2016
Europea France disseminating to French teachers
CRIADO
EN LA UE

Di sí a la acuicultura sostenible

Más información:
www.observatorio-acuicultura.es
#CRIADOenlaUE in Spain

3 competitions:
- drawings by kids
- photos by Spanish citizens
- school projects by teenagers

New initiatives:
- videos by aquaculture professionals on social media
- video competition by El Centro Oceanográfico de Vigo
120 professionals involved (50 producers / 70 researchers)

1727 schools contacted, 60 confirmed, in all comunidades

=> IMPACT
Hoy estamos en...

COLEGIO MARÍA INMACULADA (MORA)
TOLEDO
Press/radio

ipac. acuicultura

PUBLICACIÓN ESPECIALIZADA EN ACUICULTURA DESDE 2005

DI SÍ A LA ACUICULTURA SOSTENIBLE

FARMS IN EUROPE

ACUICULTURA Y SOCIEDAD

Tres grandes citas en los próximos meses: "Criado en el UE", "Di sí a la acuicultura sostenible" y el Día de la Acuicultura.

CSIC y la Universidad de Vigo obtienen la primera versión del genoma del mejillón gallego.

INVESTIGACIÓN

Imare Natural comenzará a comercializar en breve la primera ortigülla de mar de acuicultura en el mercado español.

EMPRESAS

AguaNatura: Acuicultura sostenible, pesca turismo, investigación y educación ambiental y acuícola.
Other initiatives / material

+ press kit by Fundacion Biodiversidad
#CRIADOenlaUE / #DiSialaAcuiculturaSostenible
Event Madrid, 28 November 2016
=> PRESS!
Article 68 (1/2)
The EMFF may support marketing measures for fishery and aquaculture products which are aimed at:
1. (g) conducting regional, national or transnational communication and promotional campaigns, to raise public awareness of sustainable fishery and aquaculture products.
Article 68 (2/2)
2. The operations referred to in paragraph 1 may include the production, processing and marketing activities along the supply chain. The operations referred to in point (g) of paragraph 1 shall not be aimed at commercial brands.
Adapt #FARMEDintheEU to your needs!
Get our material for free!
The chance for European producers & researchers to become ambassadors of EU aquaculture in their community and beyond!
Campaign website:  

Facebook:  
https://www.facebook.com/EUmaritimefish

Twitter:  
https://twitter.com/EU_MARE  
#FARMEDintheEU / #CRIADOenlaUE

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