Promotion of European Aquaculture: the "FARMED IN THE EU" campaign

Gilles DOIGNON, DG MARE
Brussels, 12 October 2016
I WANT YOU for E.U. AQUACULTURE
Martine à la ferme

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Collection Farandole
Casterman
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
Seafood Expo Global, Brussels, 7 May 2014
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.
Farmed in the EU
Aquaculture school project
The chance for European producers & researchers to become ambassadors of EU aquaculture in their community and beyond!

=> VIDEO 2
Tips for future campaigns

- be positive and proud
  - raise awareness (benefits) and "normalize" the sector
  - encourage consumer support
  - boost growth
- be ready to give facts to reply to concerns
- avoid presenting aquaculture as a unified sector
  => cf segmented commercial and promotional strategies in other sectors (eg meat)
  => adapt communication efforts to the type of production to be promoted (eg oysters)

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#FARMEDintheEU

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