



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

**Gilles DOIGNON, DG MARE**

**Brussels, 12 October 2016**

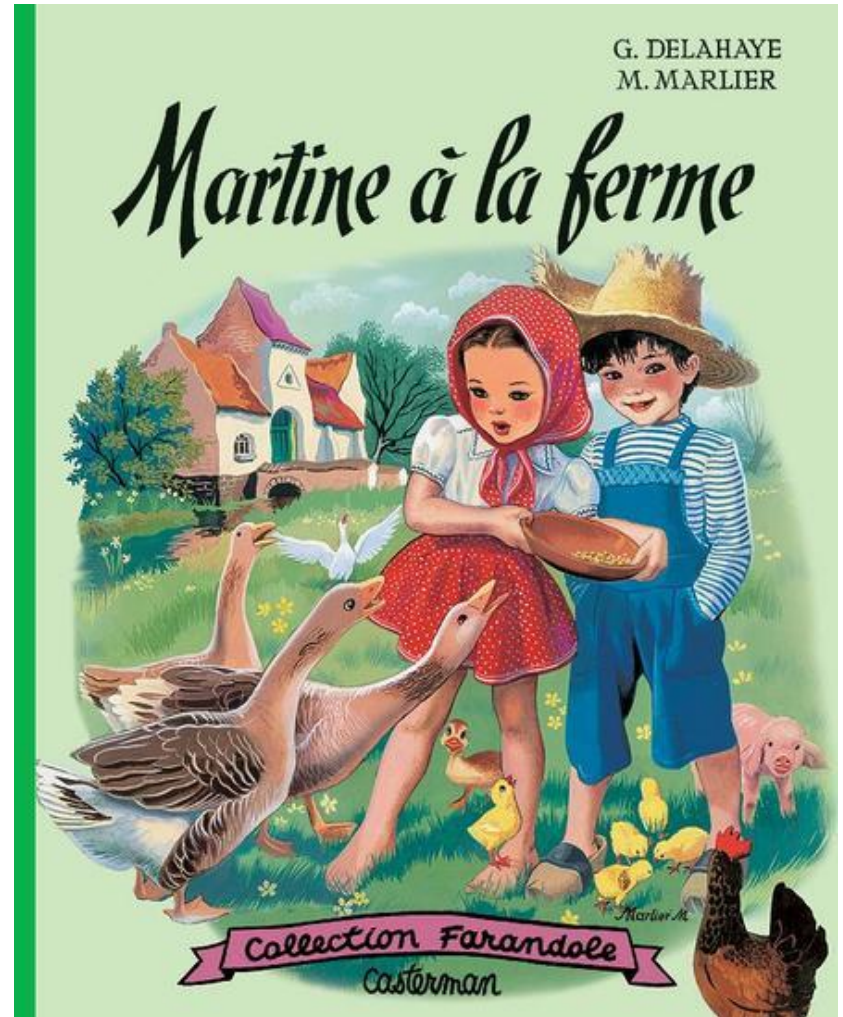
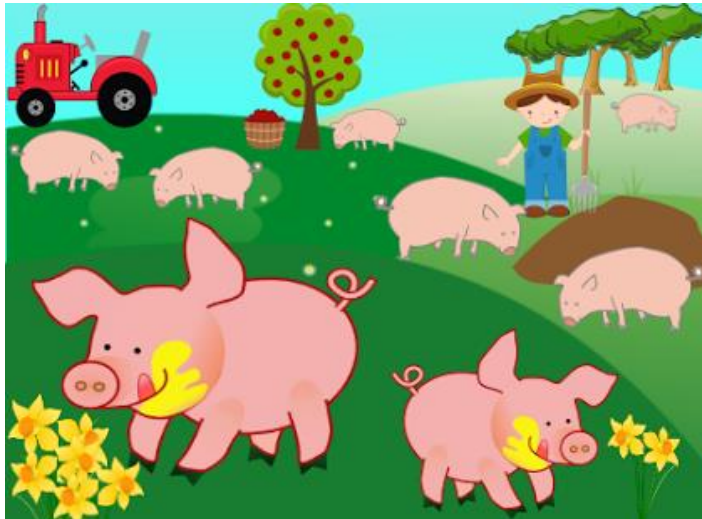


**I WANT YOU**  
**for E.U. AQUACULTURE**





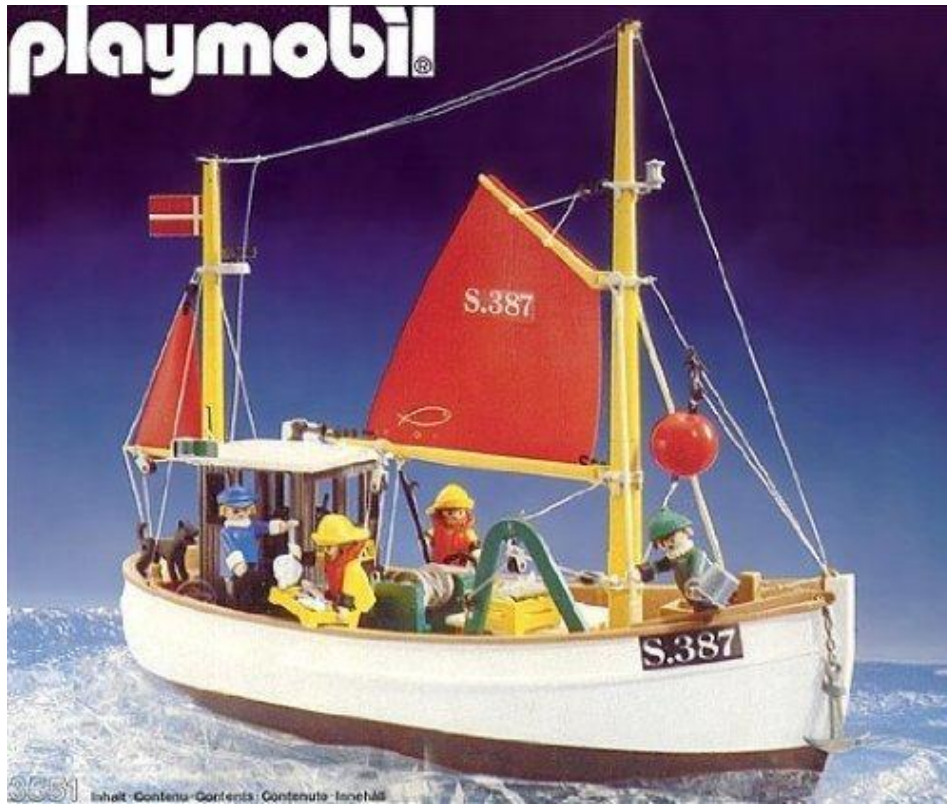
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# ***What about aquaculture?***

***...?***

*"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](http://seafoodsource.com), 13 November 2014*

**=> VIDEO 1**





**Seafood Expo Global, Brussels, 7 May 2014**







**Expo Milano 2015, 22 May 2015**



# INSEPARABLE

Eat, Buy and Sell Sustainable Fish

European Commission > Fisheries > Inseparable > Farmed in the EU



Know

Eat

Buy

Sell

Find

Farmed in the EU



## Farmed in the EU

Looking for sustainable options?  
Try fish farmed in the EU

Aquaculture

Q&A

Event

Video Testimonials

Facts & Figures

### **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

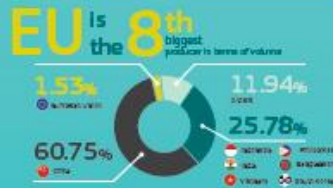


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### AQUACULTURE PRODUCTION



#### Did you know?

Aquaculture will soon surpass wild fisheries as the main source of seafood. This reflects the transition which happened on land in the past with the evolution from hunting to farming.

In AD 79, Pliny the Elder described fish and oyster farming techniques in his book *Natural History*.

### AQUACULTURE IN THE EU



**5 main EU aquaculture producers**



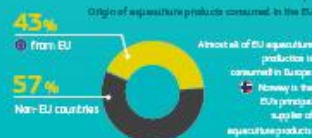
Top 7 aquaculture species produced in the EU

- Mussel
- Trout
- Salmon
- Oyster
- Carp
- Sea Bream
- Sea Bass

EU aquaculture provides a fresh, local supply of healthy seafood and follows strict rules to protect the consumer, the fish and the environment.

## FARMED IN THE EU

### AQUACULTURE CONSUMPTION



The most consumed aquaculture species in the EU are salmon and mussel.

#### Did you know?

Not a lot of far mussels eaten in the EU are actually farmed.

More than 4000 enterprises

### AQUACULTURE BENEFITS

**85 000** directly employed in European aquaculture

**+14 000** enterprises in the LOCAL EU, 90% of which are micro-enterprises (with under 10 employees)

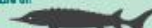
Fish and shellfish provide oils, healthy proteins and vitamins.



**13** times

At every step from egg to plate, farmed seafood is traceable.

Sustainable aquaculture is needed because fisheries alone will not meet the growing global demand for seafood. Aquaculture can also help reduce pressure on wild fish stocks.





European  
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# Farmed in the EU

*Aquaculture school project*

Maritime Affairs  
and Fisheries





***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)*



**Campaign website:**

**<http://ec.europa.eu/fisheries/inseparable/en/farmed-eu>**

**Facebook:**

**<https://www.facebook.com/InseparableEU>**

**Twitter:**

**[https://twitter.com/EU\\_MARE](https://twitter.com/EU_MARE)  
**#FARMEDintheEU****

**[gilles.doignon@ec.europa.eu](mailto:gilles.doignon@ec.europa.eu)**

**[mare-communication@ec.europa.eu](mailto:mare-communication@ec.europa.eu)**