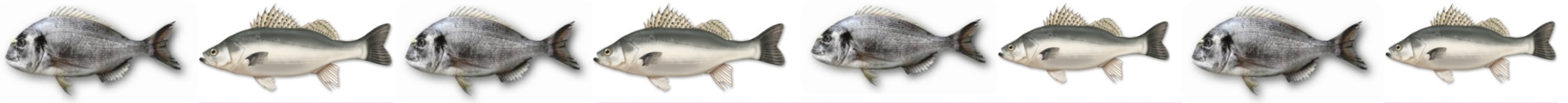




Promotion of farmed fish in Europe

Ekaterina Tribilustova





Structure of the presentation

- Examples of promotional and educational campaigns in European countries
- Possibilities for financing
- Conclusions



Promotional campaigns – Poland

“Carp International Conference” – Mr. Zbigniew Szczepański (Towarzystwo Promocji Ryb):

According to a survey conducted in 2010 on behalf of IFI in Olsztyn:

- Carp is the third top-selling fish in Poland
79% of adult Poles bought carp at Christmas,
- But - as much as 40% of Polish women buy carp only because of tradition.
- Others do not buy carp because of:
 - too many bones,
 - inadequate taste,
 - problem of its preparation.
- What to do to convince those who still do not eat carp?



Promotional campaigns – Poland

5 promotional campaigns in the period 2005-2009 at the cost of EUR 1.8 million.

Major efforts were focused on:

- 1) Development of a common “Mister Carp” logo for all producers,
- 2) Issuing certificates,
- 3) Development of www.pankarp.pl,
- 4) Production of labeled clothing to increase identification of producers and





Promotional campaigns – Poland





Promotional campaigns – Poland





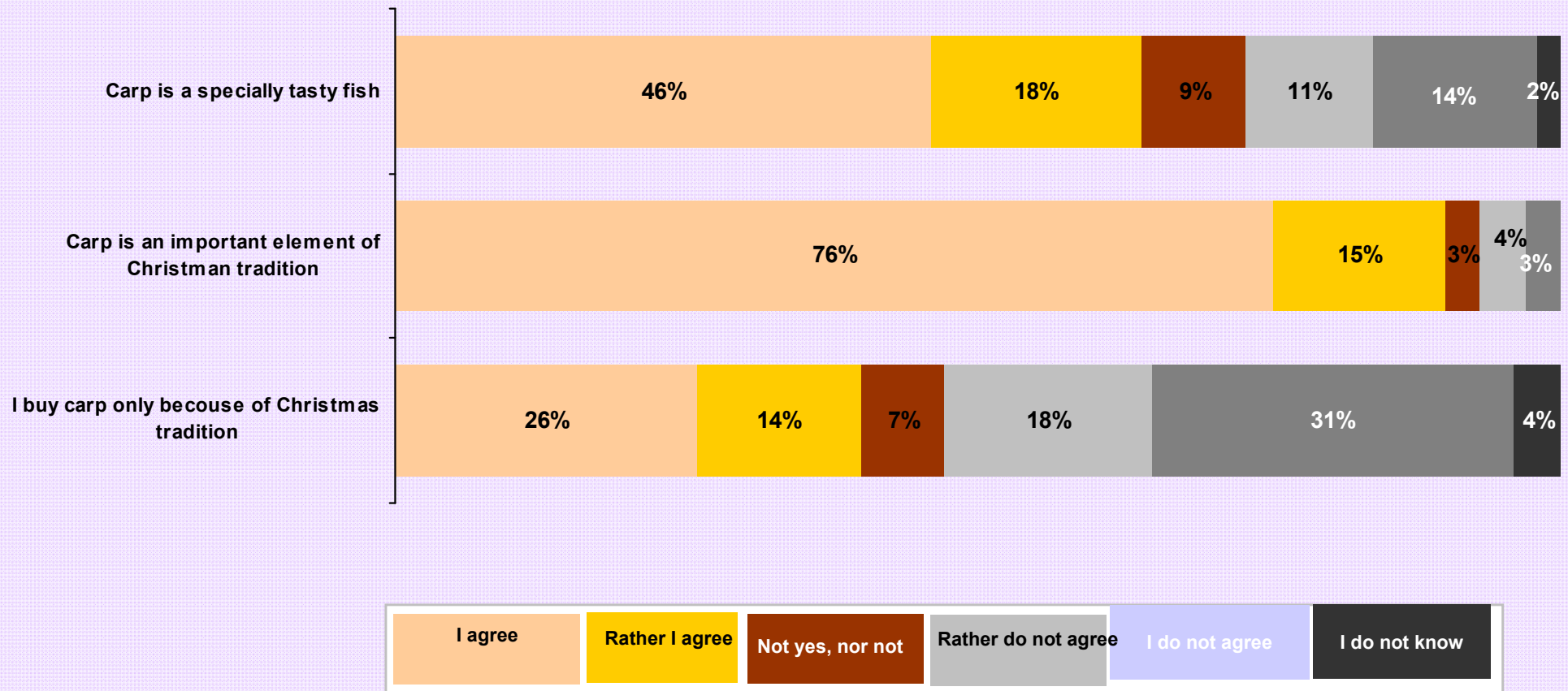
- V OGÓLNOPOLSKI KONKURS
"PAN KARP EUROPEJSKIEM"**
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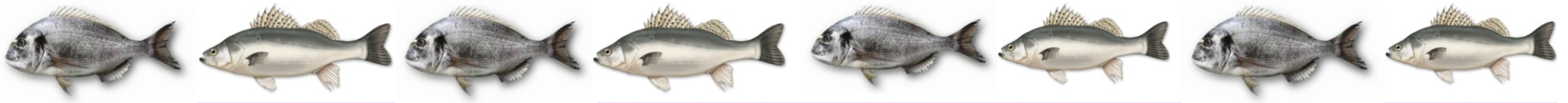




Promotional campaigns – Poland

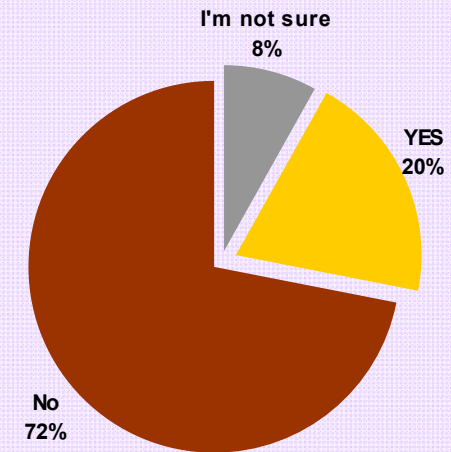
Survey done by Fish Industry Magazine in Poland (Mr. Kulikowski):
“Opinion on carp after the promotion”



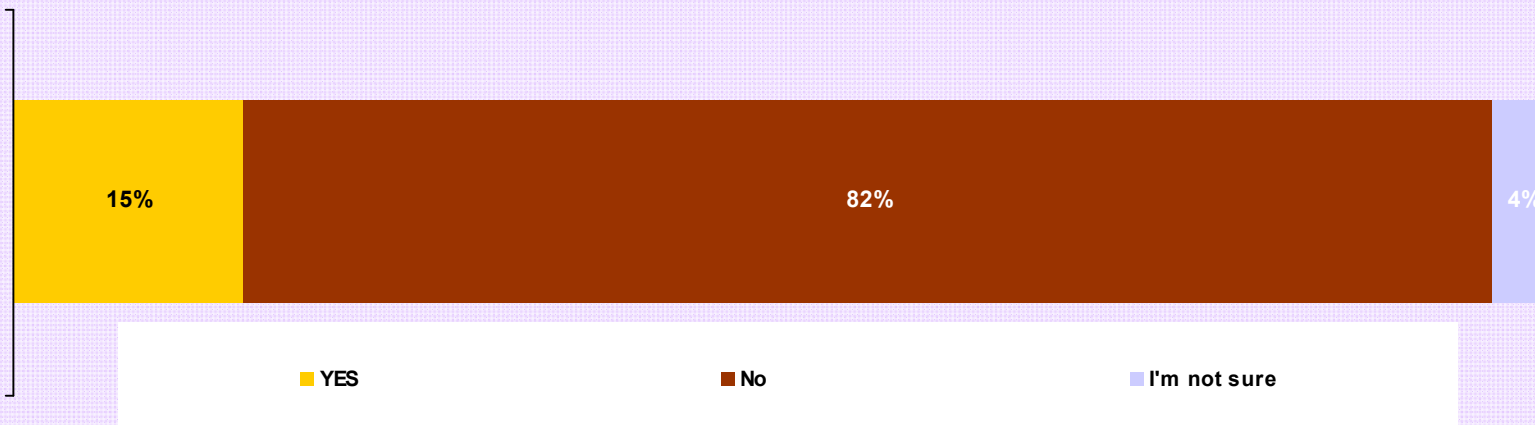


Promotional campaigns – Poland

Have you seen last time Pan Carp advertisement ?



Do you know Pan Carp brand?





Promotional campaigns - Hungary

www.aranyponty.hu





Promotional campaigns - Germany

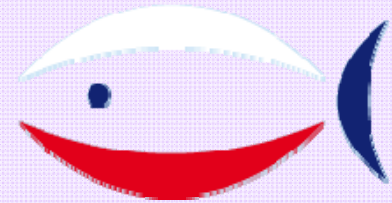
www.erlebnis-fisch.de





Promotional campaigns – The Czech Republic

www.rybadomaci.cz





Promotional campaigns - Lithuania

- 6 months (138 thousand Euro)
- Calendars, leaflets and folders of recipes for carp, showing the benefits of health,
- Education materials and cooking the meat of carp,
- Folders on organic fish farming in Lithuania together with the addresses of fish farms,
- Press Releases



Promotional campaigns - Denmark

”Twice a week”



Campaign was running in 2005-20010 and had the goals:

- To show consumers that fish is tasty and easy to prepare,
- To encourage retail chains to increase the range of fish sold,
- To motivate consumers to eat more fish,
- To educate consumers about different species.

The logo was used in all media and on the retail packages.
Campaign started with a series of advertisements in newspapers,
on busses and at bus stops



Current financial possibilities

European Fisheries Fund 2007-2013

Development of new markets and promotional campaigns

1. The European Fisheries Fund may support measures of ***common interest*** intended to implement a policy of quality and value enhancement, development of new markets or promotional campaigns for fisheries and aquaculture products.
2. The measures shall, in particular, refer to:
 - conducting regional, national or transnational promotion campaigns for fisheries and aquaculture products;
 - campaigns to improve image of fisheries and aquaculture products and the image of fisheries sector;
 - implementation of market surveys.



Future financial possibilities

New European Maritime and Fisheries Fund 2014-2020

The EMFF may support marketing measures for fisheries and aquaculture products which aim at:

- Promoting by quality by facilitating:
 - contributing to the transparency of production and the markets and conducting market surveys;
 - conducting regional, national or transnational promotion campaigns for fishery and aquaculture products.



Conclusions

- Marketing activities for farmed fish are not a generalized activity in Europe;
- Each country and region has its own approach, based on the structure and organization of the industry itself;
- Promotional activities are carried out by the producers' organizations and cooperatives, based on their missions, objectives and priorities;



Conclusions

- Need to revive consumption of seabass and seabream through organized national campaigns focused both at adults and young generation;
- Active national promotion and education in schools/kindergartens and the HoReCa sector.