



Food and Agriculture
Organization of the
United Nations



General Fisheries Commission
for the Mediterranean
Commission générale des pêches
pour la Méditerranée

mipaft

ministero delle politiche agricole
alimentari, forestali e del turismo



Climate & market changes: a new challenge for trout farming

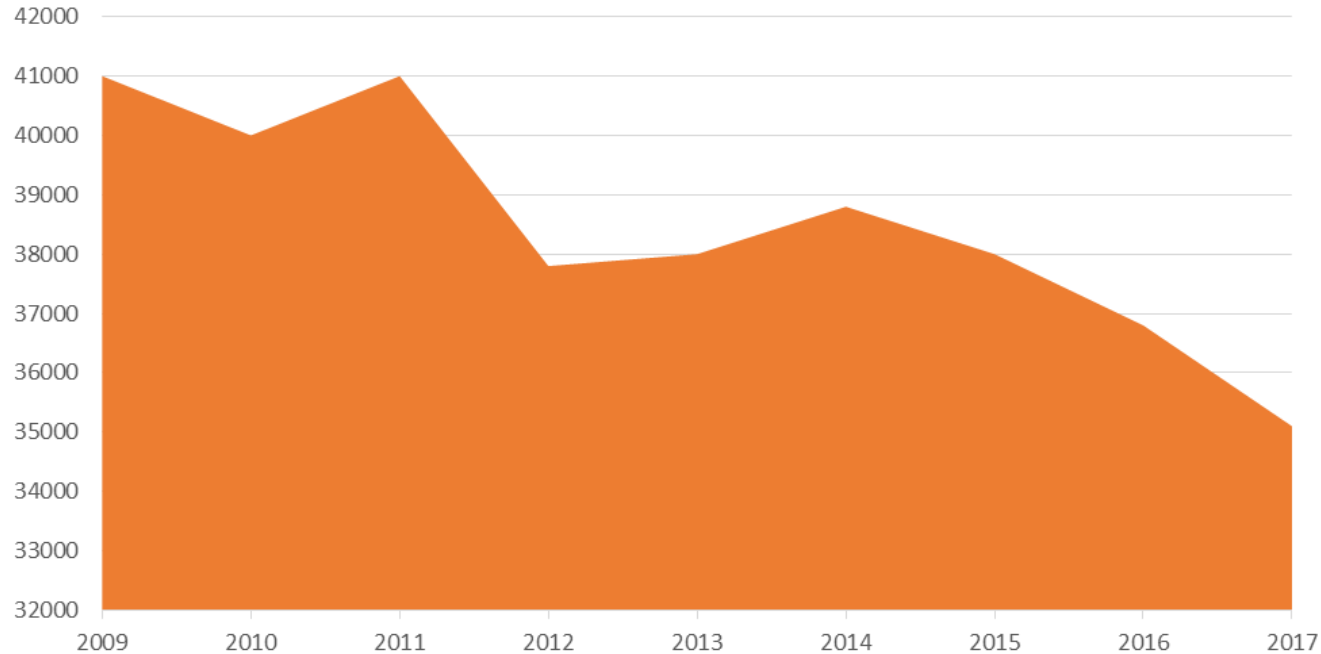
*Marco Fuselli & Paola Salvador
PIT (Produttori Ittici Trevigiani)*

Verona – 16 may 2019

Italian Rainbow Trout Production 2009 - 2017 in tons



PRODUZIONE ITALIANA DI TROTA
(IN TONNELLATE) 2009-2017



The context: Climate Changes

Climatic events of recent years have strongly impacted on aquaculture productivity and production due to:

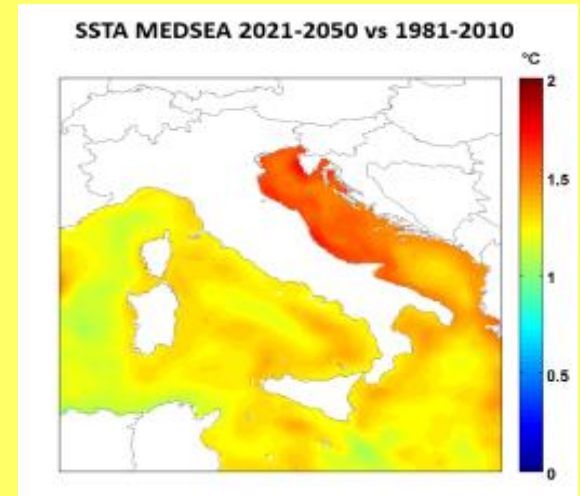
decrease in the quantity of water (drought),

tropicalization of atmospheric events,

increase in the average water temperature.

Since 2013, in Northern Italy, long periods of drought have often been repeated, which have led to significant variations in terms of quality and quantity of water that have influenced both current production and fish stocks.

CNR stated that 2018 was the hottest year of the last 200



The context: Market Changes (1)

Early 2000s

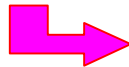
60% White Trout vs. 40% Pink Trout

White Trout:

75% Export vs. 25% Internal Consumption



40% White Trout vs. 60% Pink Trout



80% Filet

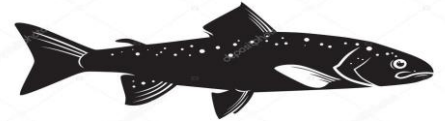
White Trout:

90% Export vs. 10% Internal Consumption

Last 5 Years

The context: Market Changes (2)

From Early 2000s to **Last 5 Years**



Increase in the commercial size of Trout:

- White Trout + 100 g
- **Pink Trout + 200/300 g**

In the last period (from 2016) there is a further request for trout of large size over 2/3 kg

The context: Market Changes (3)



Increase in market niches



Supermarket chains has become the main way to market:



90% pink trout – of which 70% fillet (in Supermarkets)



Food industry has increased the demand almost exclusively to pink trout (filett, food preparations, smoked)



Market Changes: Challenges



*Good work and collaboration between producers and Institutions (Ministries, Regions, Municipalities, Schools), since 2010 **has increased demand for trout**, in social catering.*

Almost total disappearance of the Italian trout from the HO.Re.Ca. due to the arrival, in recent years, of imported product frozen; which has also occupied important portions of the EU market



Solutions ?!



Our Choice



Traceability / Short production chain



Good Ecosystem and High Farming Standards



High nutritional and safe food

Our Strategy



Spring Water / Fish welfare

Aquaculture is ...

- Enhancement of fish nutritional value
- Attractive and user-friendly fish preparations



- High quality and digestible proteins
- Omega 3 fatty acids
- Vitamins and essential trace elements



Products with fresh aquaculture fish without bones prepared in convenient and easy recipes and with simple and quick use.

How we transform aquaculture fish:

- Processing hygiene and accuracy
- Fish as an ingredient for preparations
- Modified atmosphere packaging



Educate the New Generations ...

The Great Opportunity of School Catering



School Catering:

OBJECTIVE:

To let the kids eat fish twice a week.



Also through:

- Nutritional education at school
- Training and visiting farms
- Training for parents (culture and tradition, nutritional, recipes, etc.)

Looking Towards the Future: the Millennials

Develop a wide range of new innovative products:

- Products for children and teenagers: fishburgers, breadcrumbs, meatballs, street-food)
- Packaging with little impact and easy to use
- Extended shelf life (MAP)



Thank you!

CONTACTS:

E-Mail: info@api-online.it

Phone: 0039 045 590878



www.api-online.it