INSIGHT INTO CONSUMER DEMAND AND PERCEPTIONS IN ITALY

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CONSUMERS ARE INFLUENCED BY...
... OR A BIT CONFUSED...
Acronym: PerformFISH

Title: Consumer-driven production: Integrating Innovative Approaches for Competitive and Sustainable Performance across the Mediterranean Aquaculture Value Chain

Deliverable 5.8

ANALYSIS OF CONSUMER PERCEPTION OF SEABASS AND SEABREAM PRODUCTS IN ITALY

January 2018
Sources of information on the benefits and consumption of fish products (fish, molluscs and crustaceans) in percentage %.

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutions</td>
<td>17.9%</td>
</tr>
<tr>
<td>Paid advertising</td>
<td>21.5%</td>
</tr>
<tr>
<td>Doctors</td>
<td>24.4%</td>
</tr>
<tr>
<td>Family and friends</td>
<td>30.4%</td>
</tr>
<tr>
<td>TV shows, radio, newspaper</td>
<td>31.2%</td>
</tr>
<tr>
<td>Store or fishmonger employee</td>
<td>37.1%</td>
</tr>
<tr>
<td>Your own experience and habits</td>
<td>37.9%</td>
</tr>
<tr>
<td>Internet</td>
<td>43.7%</td>
</tr>
</tbody>
</table>
Information to which the population pays more attention on packaged products:

- Brand: 19.5%
- Environmental information: 25.0%
- Certification scheme/logo: 28.0%
- Information on the fisherman/fish farm: 29.9%
- Nutritional information: 32.3%
- Product name and species name: 32.0%
- Information on ingredients (including additives): 39.6%
- Date of catch or harvest: 44.4%
- Wild or farmed: 45.1%
- Best before date/use by date: 52.0%
- Origin of the product: 68.9%
Factors that could positively influence the image of sea bass and sea bream

- Country of production: 52.4%
- Date of catch or harvest: 44.6%
- Price: 40.2%
- Healthy attributes of the product: 35.0%
- Image of high quality and tasty product: 34.2%
- Indication of sustainability/environmentally friendly: 34.0%
- Positive links to the Mediterranean eating style: 23.5%
- Paid media: 12.3%
- Premium attributes (please specify): 10.0%
- Endorsement by famous people (i.e. chefs): 9.0%
- Social media: 8.0%
The most important aspects of the product when choosing seabass ans seabream are:

1. Country of origin: 58.5%
2. Date of catch or harvest: 48.1%
3. Taste: 40.0%
4. Environmental certification or organic: 35.2%
5. Nutritional value: 33.0%
6. Welfare of farmed fish: 32.0%
7. Premium attributes of seabass and seabream (freshness and quality): 31.1%
8. Variety of product forms: 14.1%
Regulation (EU) N. 1379/2013 on the Common Organization of the Markets in fisheries and aquaculture product establishes that the following mandatory information must be provided to the consumer, among others:

(a) the **commercial designation of the species and its scientific name**;
(b) the production method, in particular by the following words "...caught ..." or "...caught in freshwater ..." or "...farmed ...";
(c) the **area where the product was caught or farmed**, and the category of fishing gear used in capture of fisheries,

**ALSO AND ABOVE ALL IN THE HO.RE.CA.!!!**
IMPORTANCE OF THE LABEL FOR CORRECT CONSUMER INFORMATION
... AND EXAMPLE: CAVIAR

HUS / C / IT / 2010 / xxxx / yyy

SPECIE CODE:
HUS (Hucho huso) Beluga
BAE (A. baeri) Siberiano
GUE (A. gulaenenaoides) Ossetra
PER (A. perleatus) N Angarichi
NAC (A. naccarii) RUT (A. ruthenus)
SCH (A. schrenckii) SIN (A. sinensis)
STE (A. stellatus) Sevruga
TRA (A. transmontanus) Storione filarico
DAU (H. dauricus)
PLA (Scaphirhynchus platorynchus)

For cross breedings:
YYY x XXX (male ccdex female ccdex)
MIX (mixed species, ONLY FOR PRESSED CAVIAR)

ORIGIN:
W: wild
C: captive-bred

COUNTRY OF ORIGIN:
IT (Italy)
RU (Russia)
CN (China)
IR (Iran)
FR (France)
AZ (Azerbaijan)
CA (Canada)
DE (Germany)
IL (Israel)
LV (Latvia)
PL (Poland)
ES (Spain)
CH (Switzerland)
US (United States)
UY (Uruguay)

Labelling of Caviar
Advice:

www.api-online.it
HOW CAN THE FARMER INFORM THE CONSUMER ON:

- Food safety
- Traceability
- High nutritional and organoleptic quality
- Freshness
- User friendly - easy to prepare
- Environmental, social and economic, sustainable

All our products meet the "EU standards and rules"
HOW CAN THE FARMER INFORM THE CONSUMER: AN EXAMPLE

FARMED FISH: WHAT DO THEY EAT?

AQUACULTURE AND FOOD SAFETY

FARMED FISH: READ THE LABEL!

AQUACULTURE AND ENVIRONMENT

AQUACULTURE AND FISH WELFARE

ministero delle politiche agricole alimentari, forestali e del turismo
HOW CAN THE FARMER INFORM THE CONSUMER: AN EXAMPLE
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