



# INNOVATIVE SOLUTIONS, NEW PRODUCTS AND CONSUMER ATTITUDE TO NEW FISH PRODUCTS

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***Eurofish***  
INTERNATIONAL ORGANISATION

# EUROPEAN TRADE OF FISH AND SEAFOOD (2016\*)



Extra-EU import:  
**EUR 24.4 billion**  
(+9.2% over 2015)



Extra-EU export:  
**EUR 4.7 billion** (+5% over 2015)

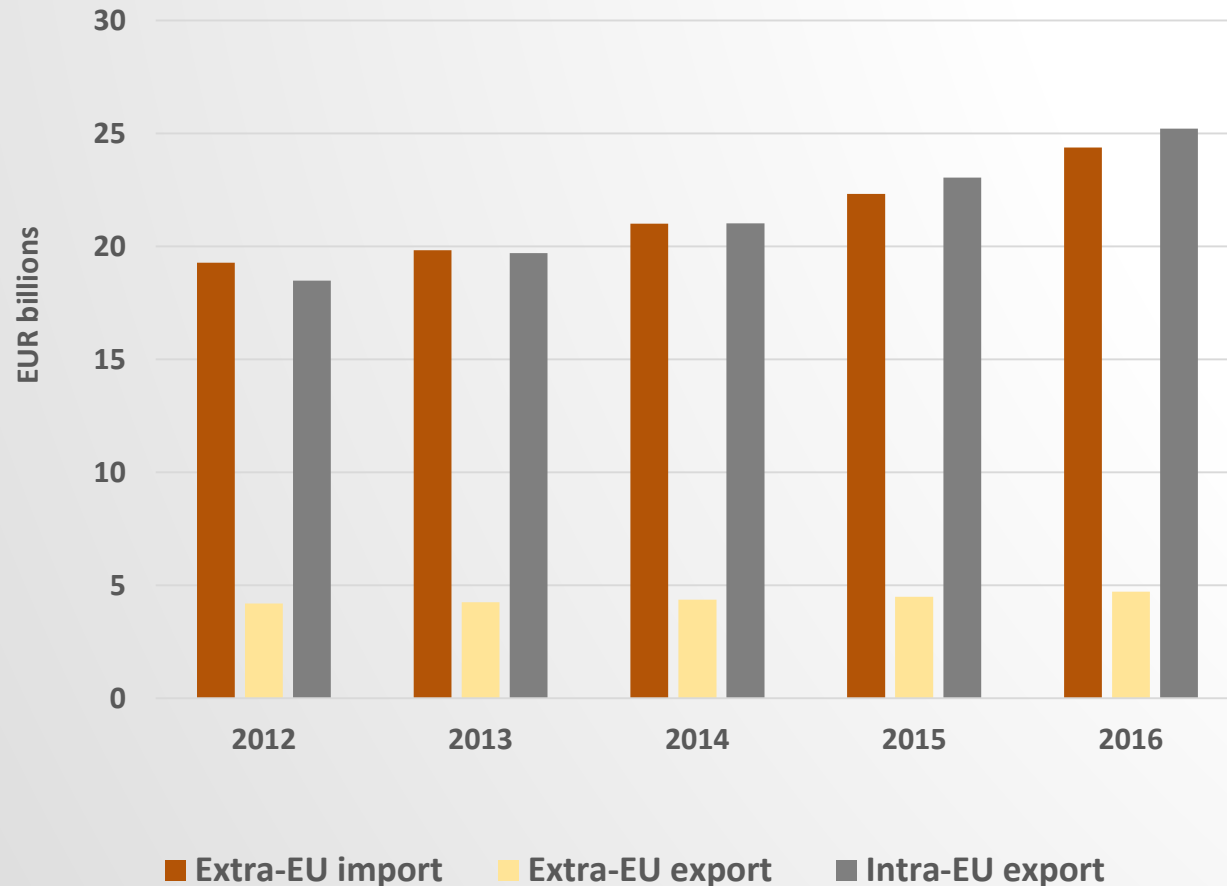


Intra-EU export:  
**EUR 25.2 billion**  
(+9.4% over 2015)

\*Source: EUMOFA

# EU TRADE FLOW OF FISH AND SEAFOOD PRODUCTS

The EU trade flow value



The EU trade flow (2016)

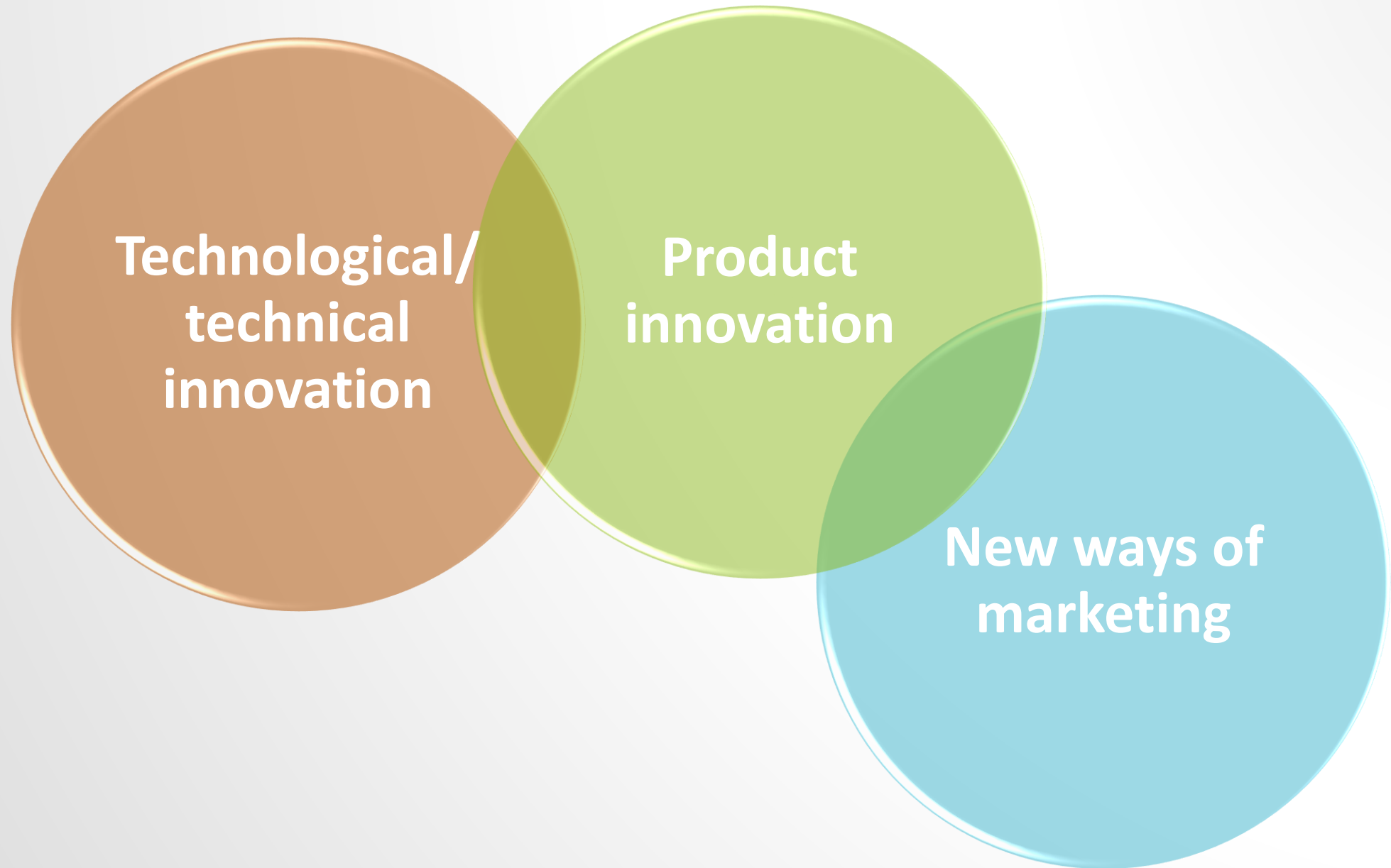
- Total trade of EUR 54,3 billion and 14.1 million tonnes,
- The overall growth in 2012-2016: +29% in value and 7% in volume;
- Trade development in 2012-2016:

	Extra-EU imports	Extra-EU exports	Intra-EU exports
Value	+26%	+13%	+36%
Volume	+5%	-6%	+15%

# MAIN TENDENCIES



- **World: increasing demand and annual consumption** of fish and seafood (20,5 kg per capita in 2016 versus 20,3 kg in 2015 and 17,6 kg in 2006\*), while the **total trade volume remains stable**. Growing importance of domestic producing countries.
- **Europe: strong consumer demand**, despite increasing prices and a slow economic recovery in Eurozone. The trade deficit was the largest ever, but the EU self-sufficiency is growing due to rise of domestic production.



# TECHNOLOGICAL AND TECHNICAL INNOVATIONS



# NEW PRODUCTION TECHNOLOGY AND TECHNIQUES

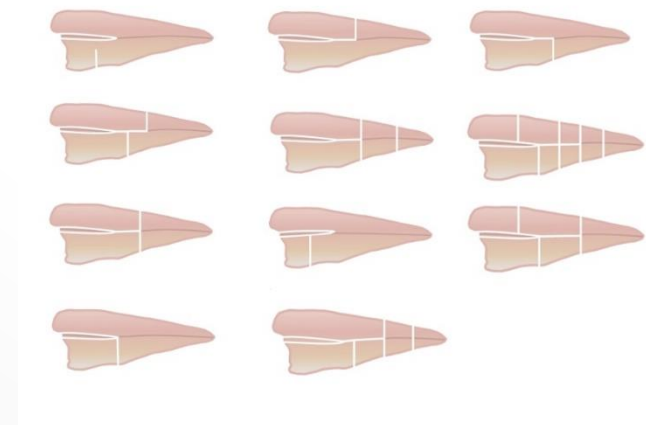
- Increased **automatization**
- **Robotisation** in processing
- New **machinery** (bone detection, etc)
- Improved **utilization** of fish, incl.by-products



Source: Marel



Source: Marel



# NEW WAYS OF PACKAGING: DE-COMMODITIZATION OF PRODUCTS



Source: Kefalonia Fisheries



Source: Young's Seafood



Source: Riscos



Source: The Reel Catch



Source: Dang Vo & Yen Vy Vo



Source: Chesil Smokery



# NEW WAYS OF LOGISTICS AND SALES

- The **delivery revolution** in the food service and Ho-Re-Ca sector

- Power of new distribution channels, such as **e-commerce** (Amazon, Alibaba, etc.)
- Order and pay apps and **third party** online orders
- **Personalized** deliveries (healthy meal kit service)

- **Fish market** and **fish monger** elaborations and integrated concepts (wine tasting, eat the product at the place of sale, etc.)

- **Vending machines**

- **Active communication** with consumers (Instagram, special occasions such as Valentine Day, etc.)



Source: Skagenfood

# PRODUCT INNOVATION

A high-speed photograph of a water splash, with water droplets and streams captured in mid-air. The splash is centered and extends across the width of the image. Two callout boxes, consisting of a white circle connected to a green rectangular box, are positioned on the right side of the splash. The top callout box contains the text 'New species' and the bottom callout box contains the text 'New features of products'. The background is a plain, light color.

**New species**

**New features of  
products**

# NEW SPECIES

- **Seaweed**
- **Sea cucumber** (*Apostichopus*, *Holothuroidea*)
- **Abalone** (*Haliotidae*)
- **Sea urchin** (*Echinozoa*)
- **Patagonian rock cod** (*Patagonotothen ramsayi*)
- **Barramundi** (*Lates calcarifer*)
- **Tilapia** (*Tilapia sp.*, *Oreochromis sp.*) and other species

# NEW FEATURES OF PRODUCTS

- Significant growth in consumption of **fresh pre-packed** fish and seafood in Europe (sustainability)
- Increased product **convenience**: ready-to-cook, ready-to-eat, etc.
- Protected **designation of product origin/organic fish**
- Use of **by-products** (various fish snacks, gelatin, fish oil for human consumption, cosmetics and pharmaceutical industry)



Source: DORIPESCO

# NEW WAYS OF MARKETING

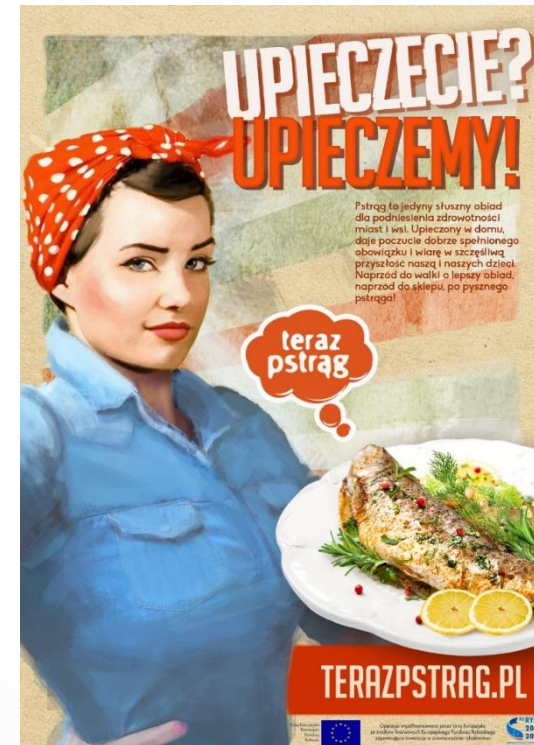


New-style marketing campaigns

Focus on younger consumers

# PROMOTIONAL CAMPAIGN – TROUT IN POLAND

- The Polish Trout Breeders Association initiated a 4-year nation-wide campaign for trout “**Teraz Pstrąg!**” (Now – trout!)
- The main target was to increase consumption of trout with a particular target of familiarization of Polish society with **health benefits** and **culinary diversity** of trout.



Source: [www.terazpstrag.pl](http://www.terazpstrag.pl)



# PROMOTIONAL CAMPAIGN – TROUT IN POLAND

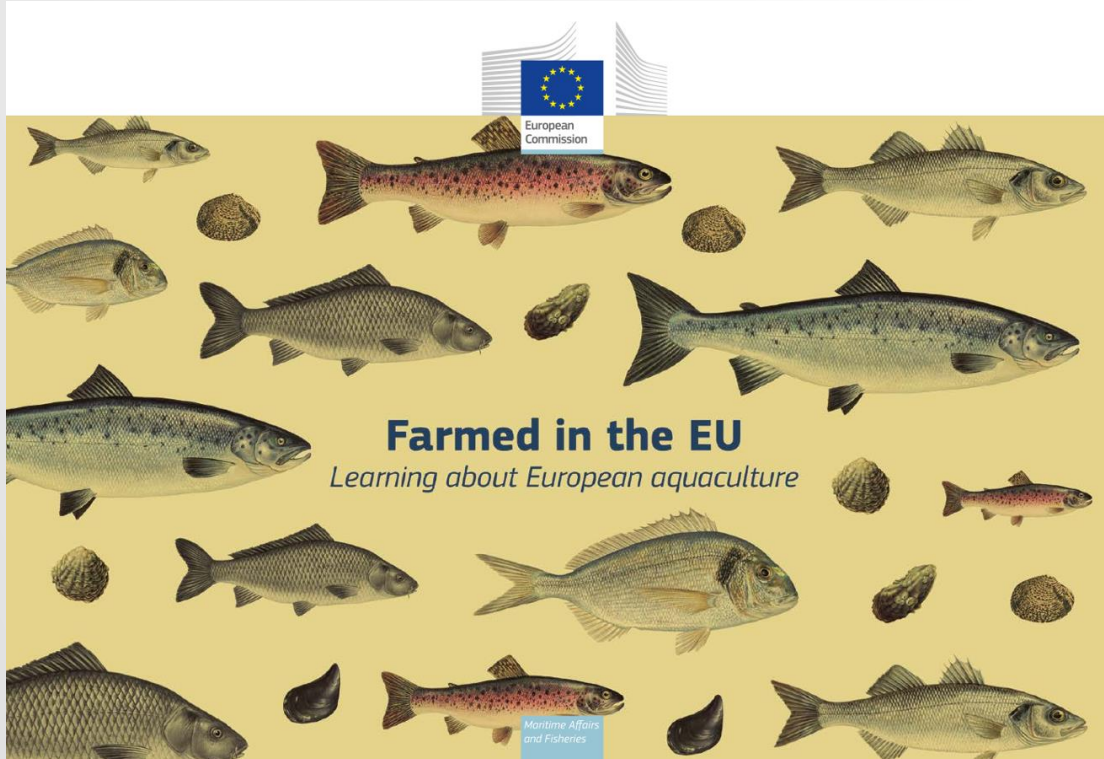
- The main parts of the promotion campaign included advertising activities in television, road billboards, radio, internet and press.
- The concept of the trout promotion during the years included various themes such as “Health values” (2011), “Barbeque” (2012), “Always and everywhere” (2013) and “Party and fun” (2014).
- The continuous message of the campaign conveyed the following aspects: a positive image of trout, freshness, local fish farms, local gastronomy and “retro style” (from 2012).



Source: [www.terazpstrag.pl](http://www.terazpstrag.pl)

# FOCUS ON YOUNGER CONSUMERS

Initiatives: **FARMED IN THE EU**



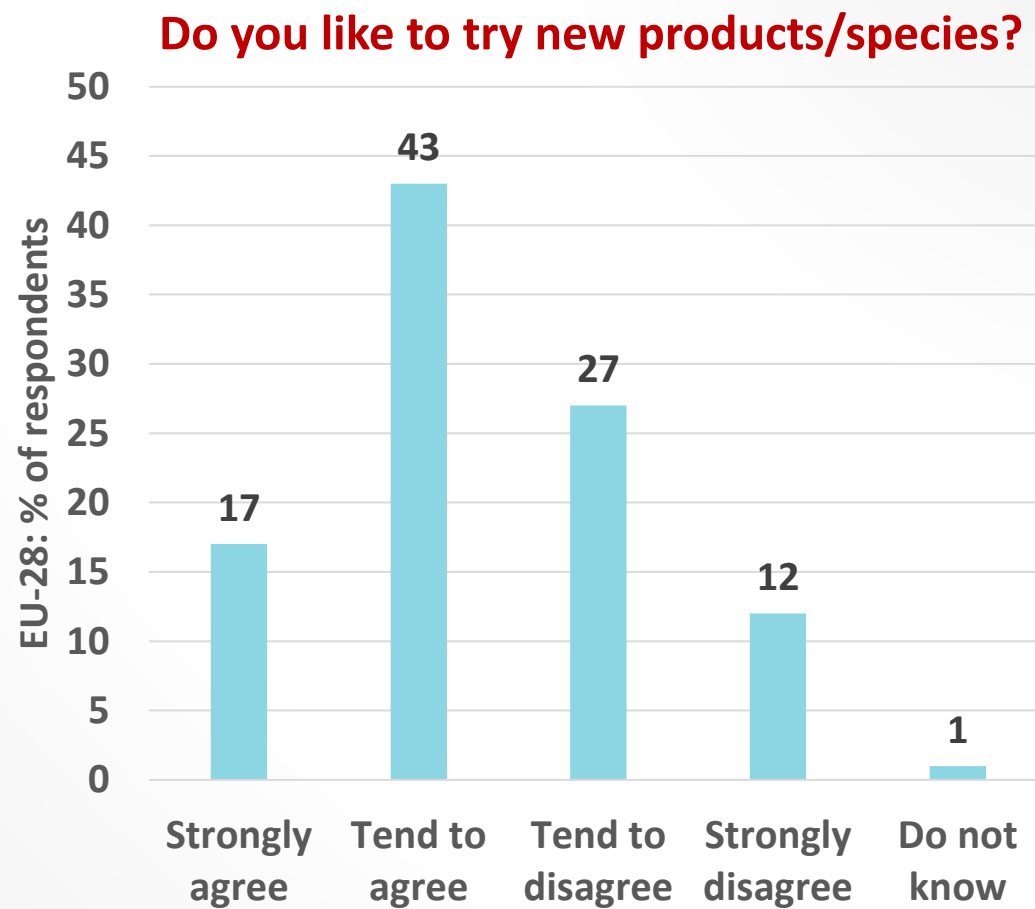
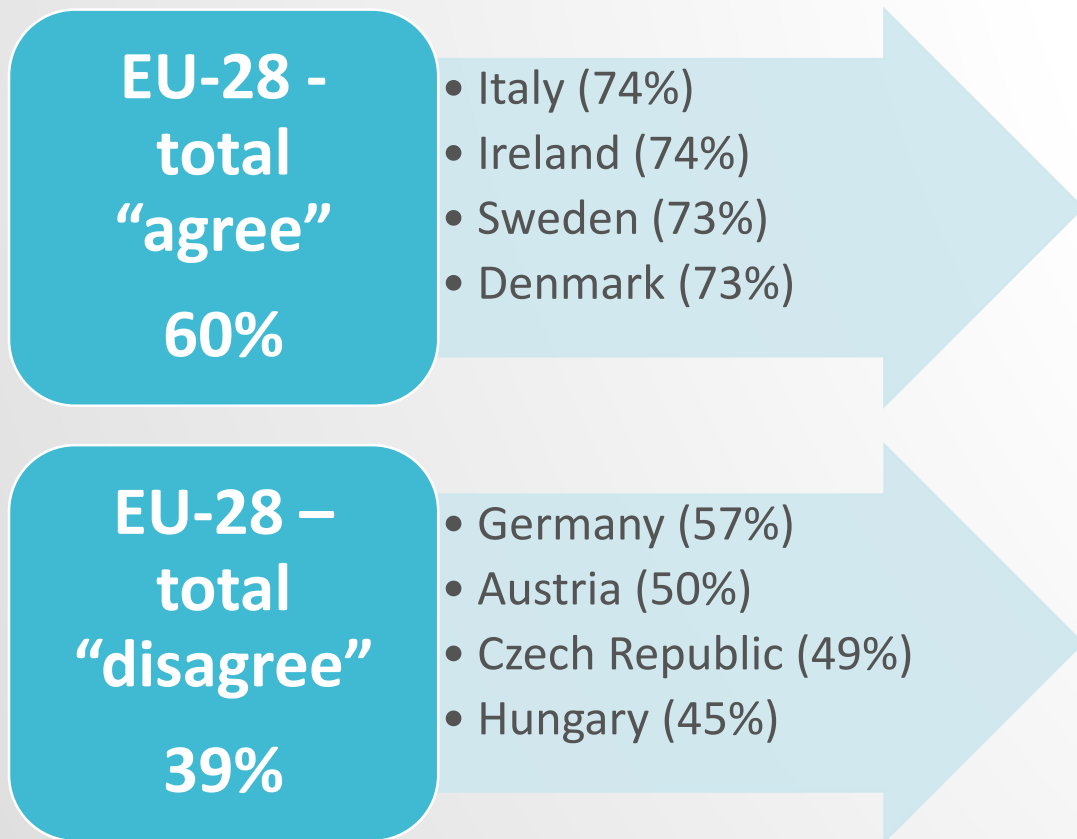
Source: <https://ec.europa.eu>

## SCHOOL PROJECT Learning about European Aquaculture

The project was piloted in **10 EU countries** (Czech Republic, France, Germany, Greece, Hungary, Ireland, Italy, Poland, Spain, and the United Kingdom).

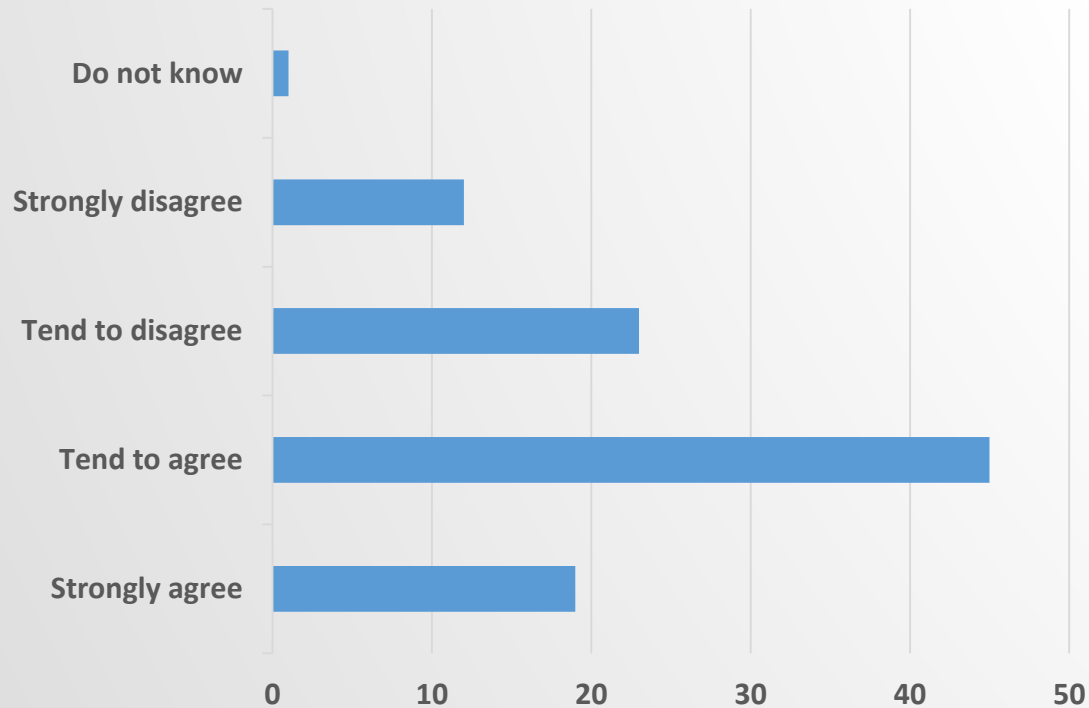


# CONSUMER PREFERENCES – NEW PRODUCTS/SPECIES



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Do you like to try new species/products at home?



EU-28: % of respondents

EU-28 -  
total  
“agree”  
64%

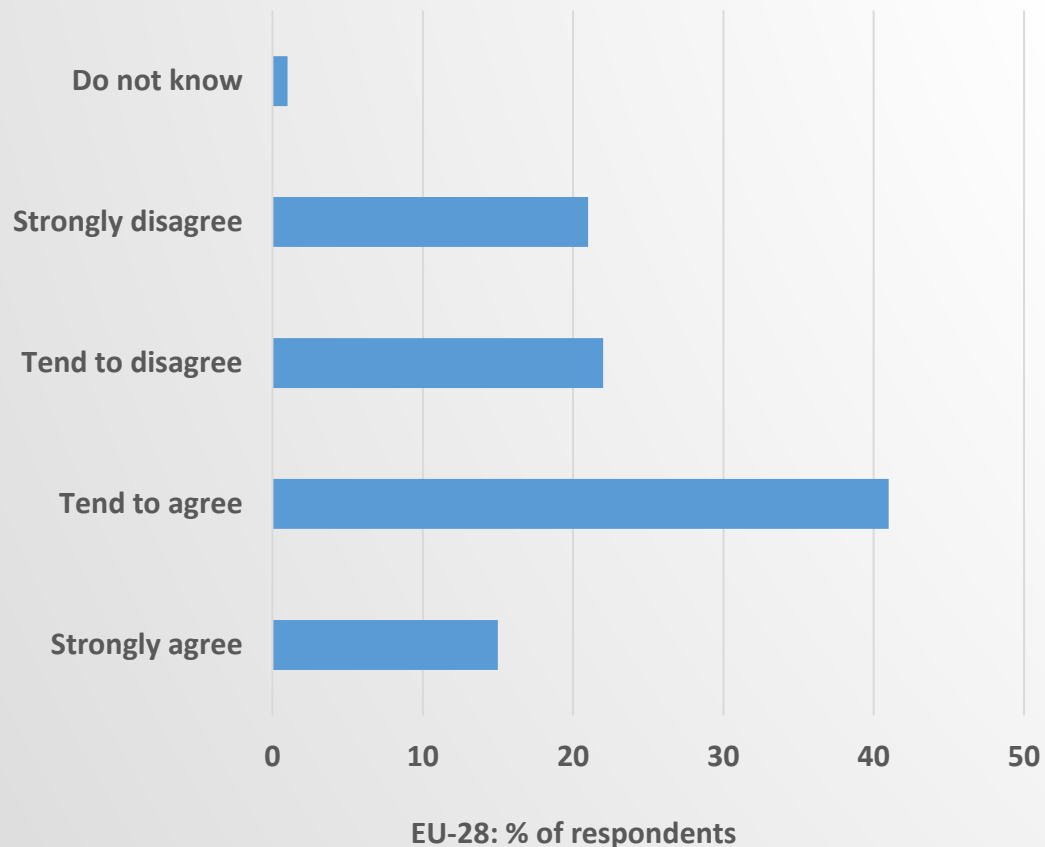
- Malta (77%)
- Croatia (76%)
- Ireland (75%)
- Sweden (74%)

EU-28 –  
total  
“disagree”  
35%

- Spain (45%)
- France (43%)
- Hungary (43%)
- Austria (42%)

# CONSUMER PREFERENCES – NEW PRODUCTS/SPECIES

## Willingness to try new species/products at restaurant



EU-28 -  
total  
“agree”  
56%

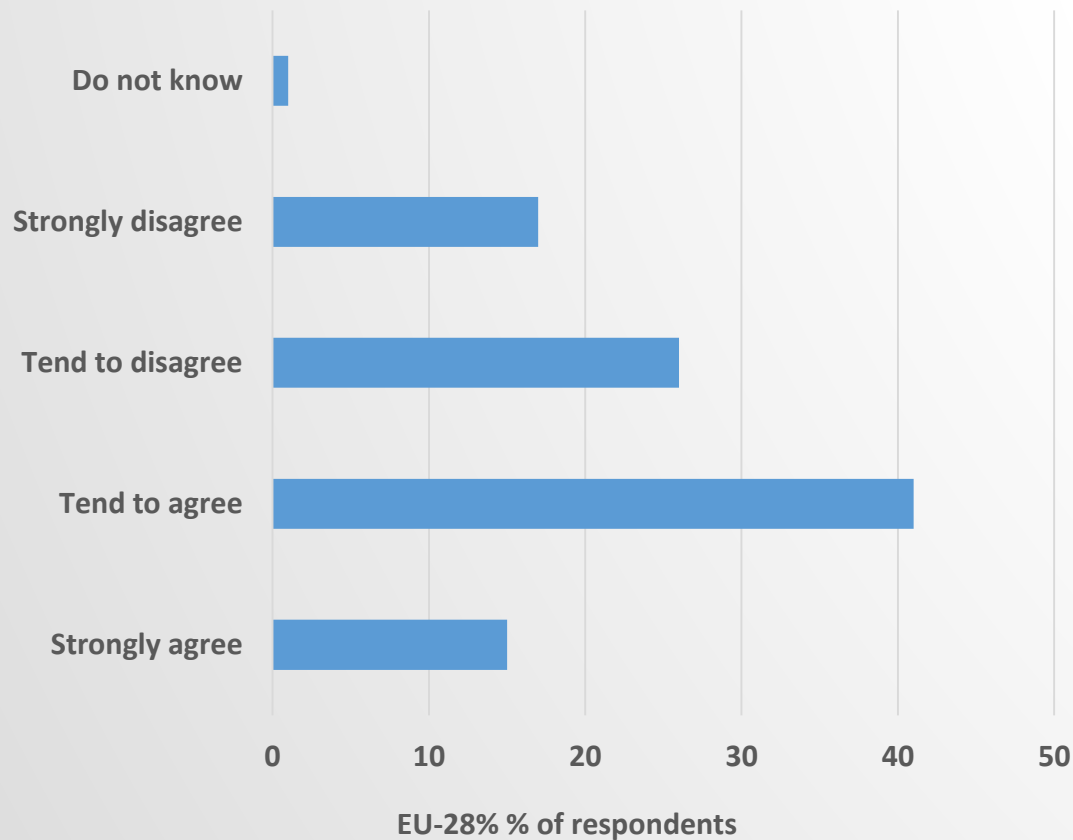
- Italy (73%)
- Sweden (72%)
- Ireland (73%)
- Denmark (64%)

EU-28 –  
total  
“disagree”  
43%

- Czech Rep (66%)
- Lithuania (65%)
- Hungary (61%)
- Croatia (57%)

# CONSUMER PREFERENCES – NEW PRODUCTS/SPECIES

## Willingness to try new products at a promotional event



**EU-28 -  
total  
“agree”  
56%**

- Ireland (72%)
- Italy (68%)
- UK (66%)
- Greece (65%)

**EU-28 –  
total  
“disagree”  
43%**

- Slovenia (68%)
- Croatia (63%)
- Netherlands (56%)
- Lithuania (55%)

**Thank you for your attention!**