



SEAFOODTOMMORROW - Nutritious, safe and sustainable seafood for consumers of tomorrow

Consumers' attitudes to nutritious, eco-innovative seafood products

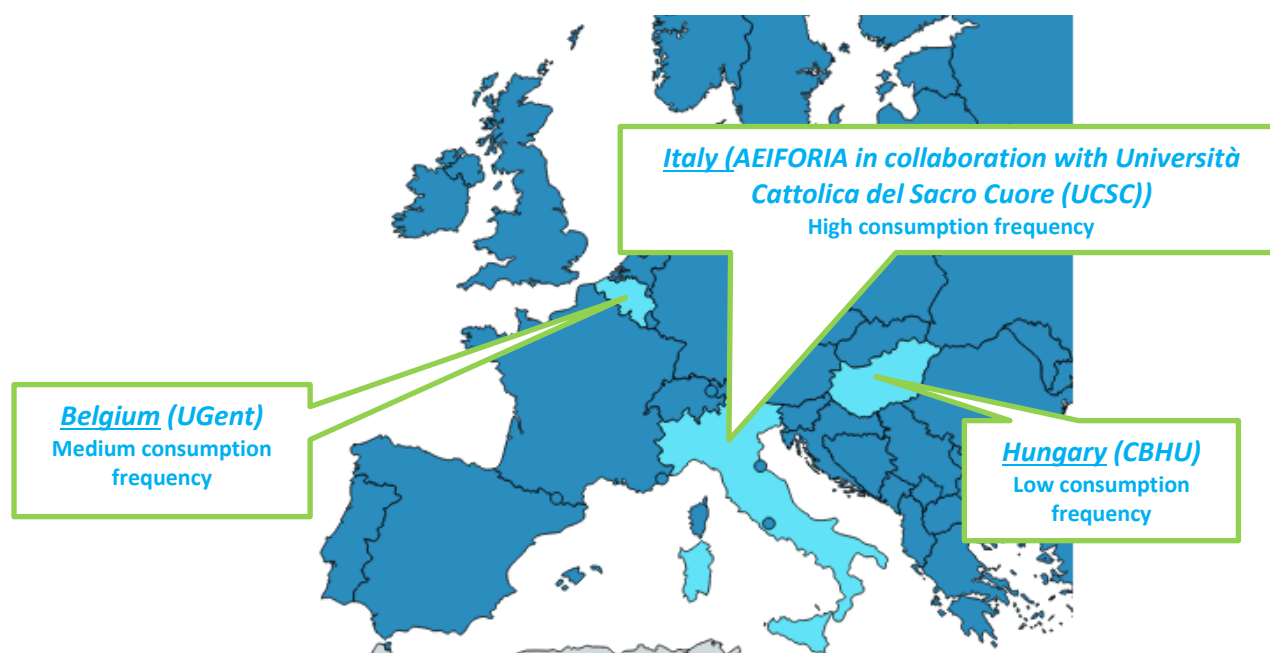
Context and Challenges

It is projected that by 2050, population and economic growth will result in a doubling of global food demand. One of the main challenges in meeting these demands will be ensuring that food production and consumption are socially, economically, and environmentally sustainable. Seafood is one of the most important food commodities consumed in Europe, as it is an important source of high-quality protein, and is naturally-rich in nutrients. It is, therefore, vital to develop new eco-innovative and transparent seafood production and processing methods that will support European seafood security and quality in line with market demands.

Project Objectives

SEAFOOD^{TOMORROW} aims to address the challenges associated with growing market need for safe and sustainable seafood. The project will generate new knowledge and develop commercially viable eco-innovative solutions for improving the socio-economic and environmental sustainability of European seafood production, and the processing industry.

One of the objectives of **SEAFOOD^{TOMORROW}** is to assess markets interest, acceptance, and impact of the solutions developed with respect to the economy and societal acceptance, while also stimulating technology transfer to create new business activities. **SEAFOOD^{TOMORROW}** is investigating consumer acceptance regarding the eco-innovative solutions developed by the project in three EU-regions, representing different seafood consumption traditions and habits, namely West (Belgium), Central (Hungary) and South (Italy) by the involvement of UGent, CBHU and AEIFORIA in collaboration with Università Cattolica del Sacro Cuore.





Our approach to understand consumers' attitudes to eco-innovative solutions

Focus group discussions

Two focus group discussions (June -July 2018) per region provided deeper insight into reactions to seafood. Consumers – including high- and low-consumption frequency individuals – in different countries (Belgium, Hungary, Italy) have helped us to understand opinion about seafood products and perceived health benefits, as well as identify factors that influence acceptance of eco-innovative seafood products developed by the project.

Consumer survey

Understanding consumers' preferences, and anticipating future needs, is crucial as it will enable the industry to commercialise seafood products addressing consumers' nutritional demands and preferences and help define the information to be displayed on labels/packaging. In total, 1200 individuals will be involved in the survey (400 participants/ region; July -September 2019), which will help **SEAFOOD^{TOMORROW}** understand better consumers' attitudes, expectations, and intentions around eco-innovative seafood products, including the needs of distinct consumer groups, such as children, pregnant women, and the older people.

Experimental auctions

Experimental auctions will be performed with 300 adults to collect data on consumers' willingness-to-pay in the three regions (end of 2019- early 2020). Consumer tasting sessions will be integrated into these experimental auctions, allowing the impact of taste preference to be explored. There will be a specific focus on gender and the target groups of **SEAFOOD^{TOMORROW}** products (children, pregnant women, and the seniors).

Expected results

Consumer tests carried out by **SEAFOOD^{TOMORROW}** will support:

- 1) Consumer-focused development of tailored, eco-innovative seafood products with improved quality properties,
- 2) Understanding of market acceptance of eco-innovative seafood solutions in different European regions and amongst different demographics,
- 3) Better, targeted promotion of seafood consumption through transparent and responsible communication on sustainability, quality and health/nutritional aspects of seafood products.

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