

AQUAFARM 2019

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# ITALIAN CONSUMER' AWARENESS TOWARD FARMED SEAFOOD: PURCHASE AND CONSUMPTION HABITS

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## BioBreed-H<sub>2</sub>O

*Un nuovo respiro per l'acquacoltura biologica: il supporto della ricerca partecipata alla crescita del settore*

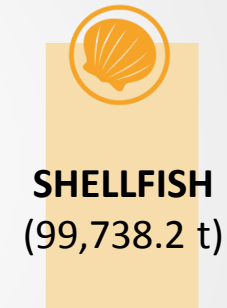
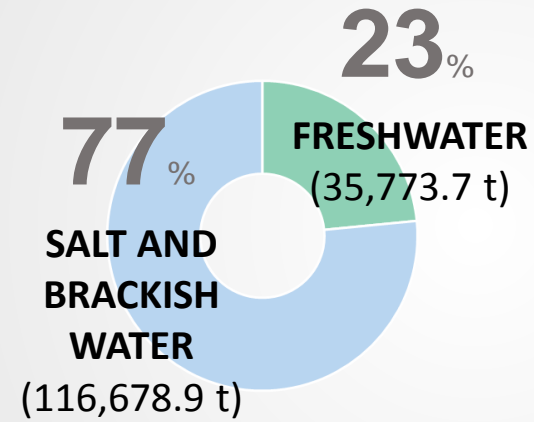
- 1 Data collection** Number, position and typology of organic farms; Total annual production
- 2 Promotion** Assessing the interest for organic seafood of retailers, canteens, GAS
- 3 Communication** Promoting information exchange among stakeholders
- 4 Survey** Outline the Italian seafood consumer and promote awareness

## AQUADATA

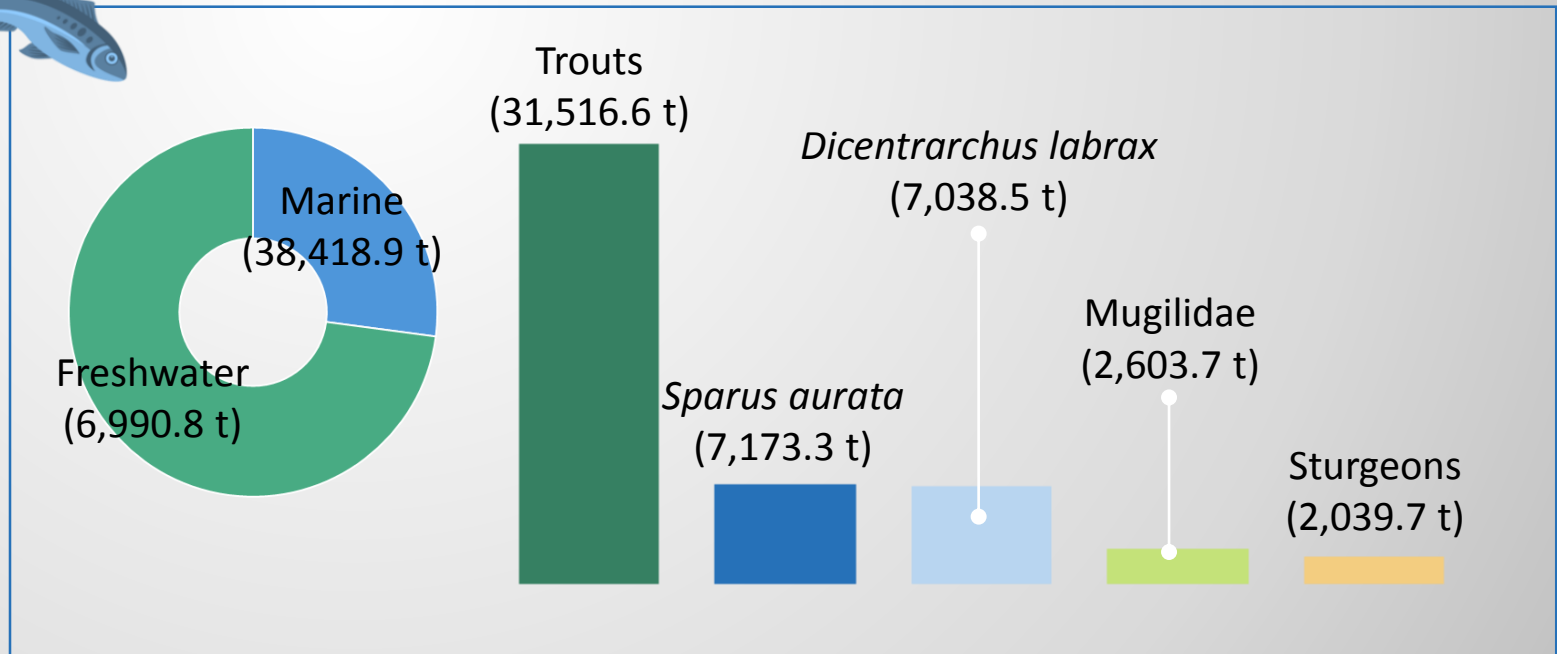
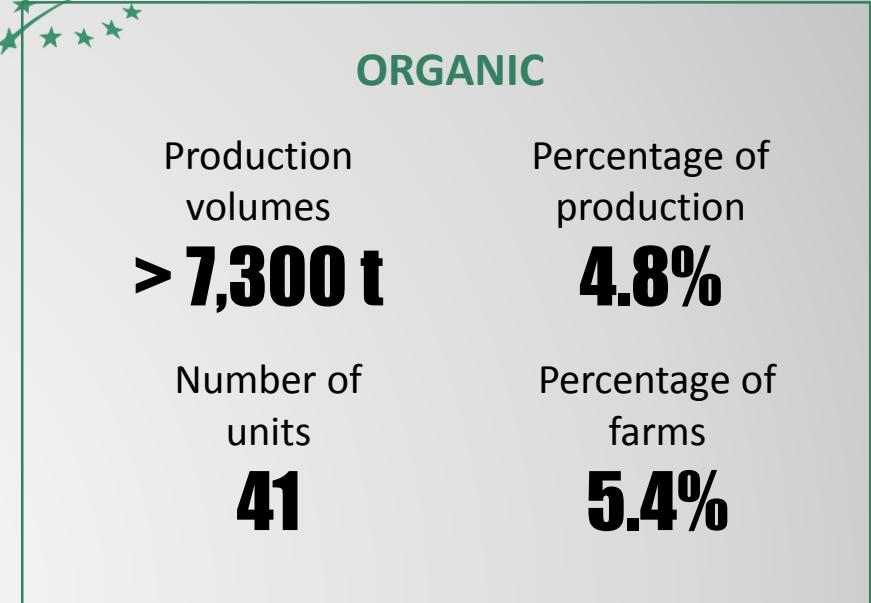
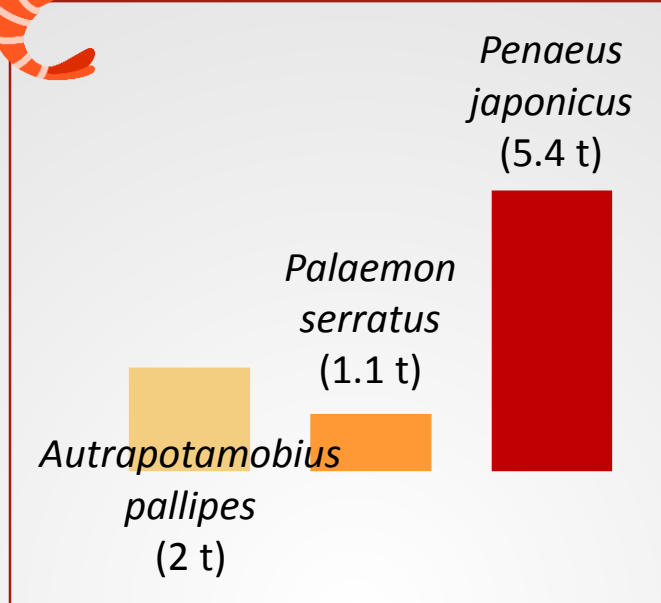
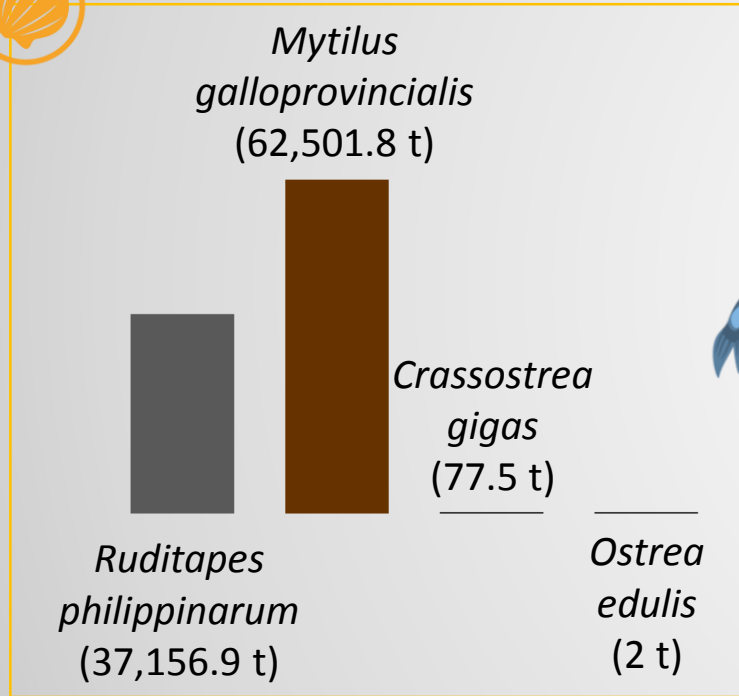
*Rilevamento, elaborazione e trasmissione dei dati relativi all'acquacoltura nazionale, nell'ambito degli obblighi del Regolamento (CE) n. 762/2008*

- 1 Annex II** **Production** from aquaculture excluding nurseries and hatcheries (**volumes and unit values**)
- 2 Annex III** Input to **capture based aquaculture**
- 3 Annex IV** Production from **hatcheries and nurseries**
- 4 Annex V** Data on the **structure** of the aquaculture sector

# Aquaculture 2017

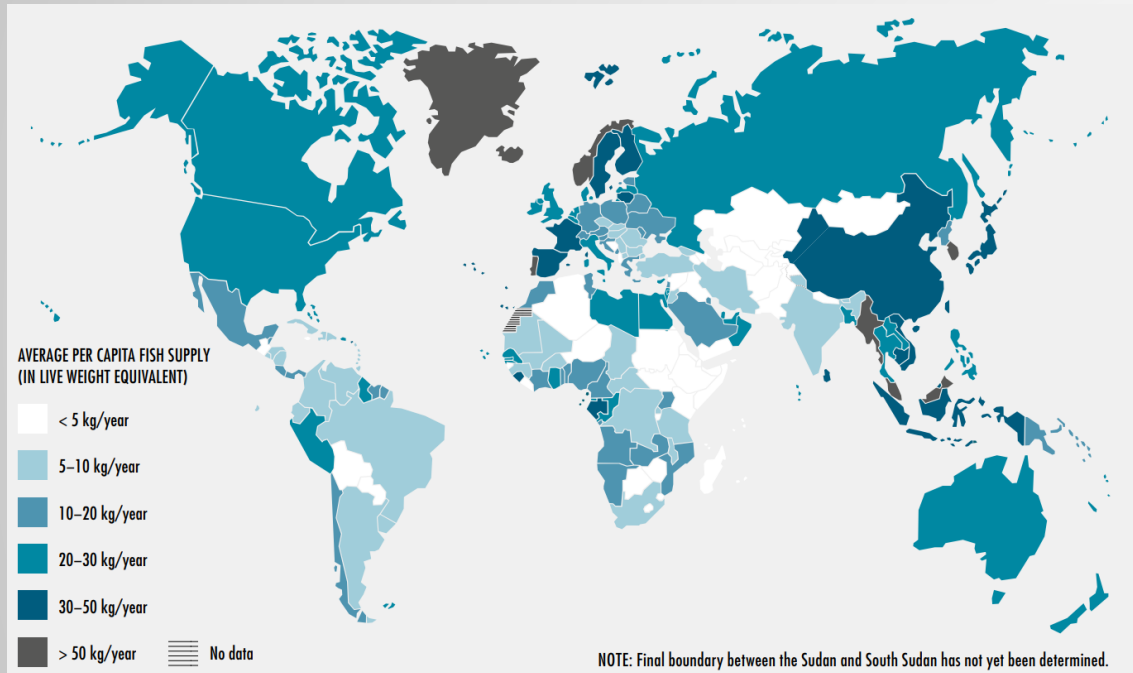


# Aquaculture 2017



# Why a survey?

IN A MARKET DRIVEN BY THE DEMAND, A BETTER UNDERSTANDING OF **CONSUMER PURCHASING BEHAVIOUR** TOWARDS FISH PRODUCTS IS PARAMOUNT TO DEVELOPING MORE **EFFECTIVE MARKETING AND POLICY STRATEGIES**



Promote fish and seafood consumption in order to improve public health



Increase consumer responsibility towards the use of environmental resources by supporting demand for seafood products obtained using sustainable practices

# Survey

## A Consumption habits



### SEAFOOD CONSUMPTION

Where, when and what do you eat out of the household?

## B Purchase habits



How often do you buy FARMED SEAFOOD?

Which products?

How much do you spend for FARMED SEAFOOD?

Where do you buy FARMED SEAFOOD?

## C Attitude/awareness towards organic



Do you buy organic food/seafood?

What would you call "organic"?

What do you expect from "organic seafood"?

Would you pay more for "organic seafood"?

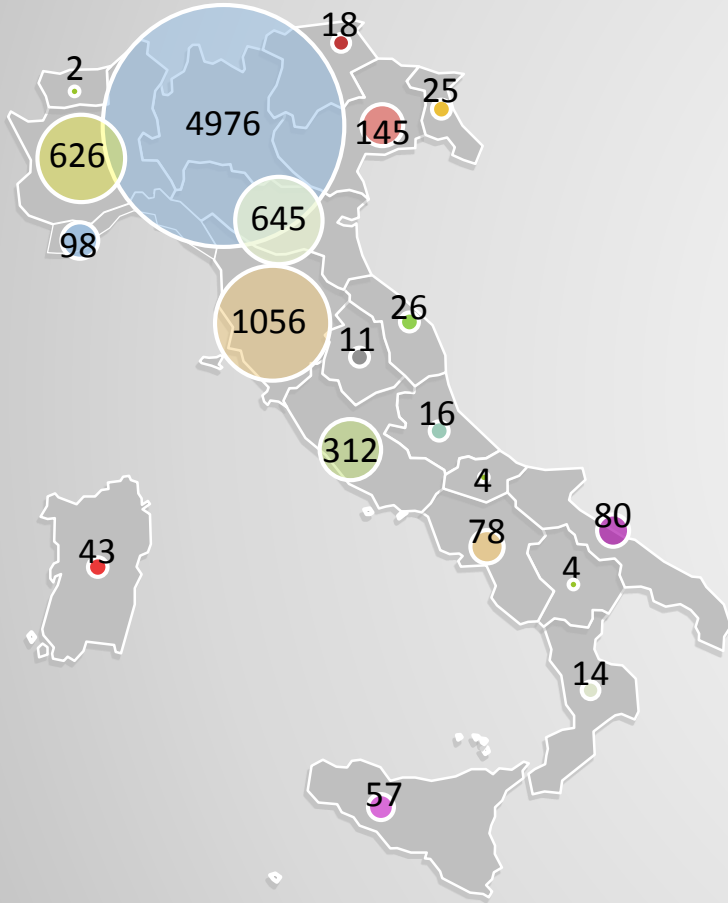
Survey in collaboration with  
ESSELUNGA, Consumers'  
Associations and RicetteBimby.it

October 2017-ongoing

**8236** answers

# Sample

ONLINE SURVEY (available at [www.biobreed.it](http://www.biobreed.it) or at [www.ricette-bimby.com](http://www.ricette-bimby.com))



**67%**

31-59 years

**30%**



MALE

**70%**



FEMALE

**70%**

Married/Unmarried partner



**57%**

Degree/Master



**49%**

€ 20,000-40,000 per year



**34%**

Self employed



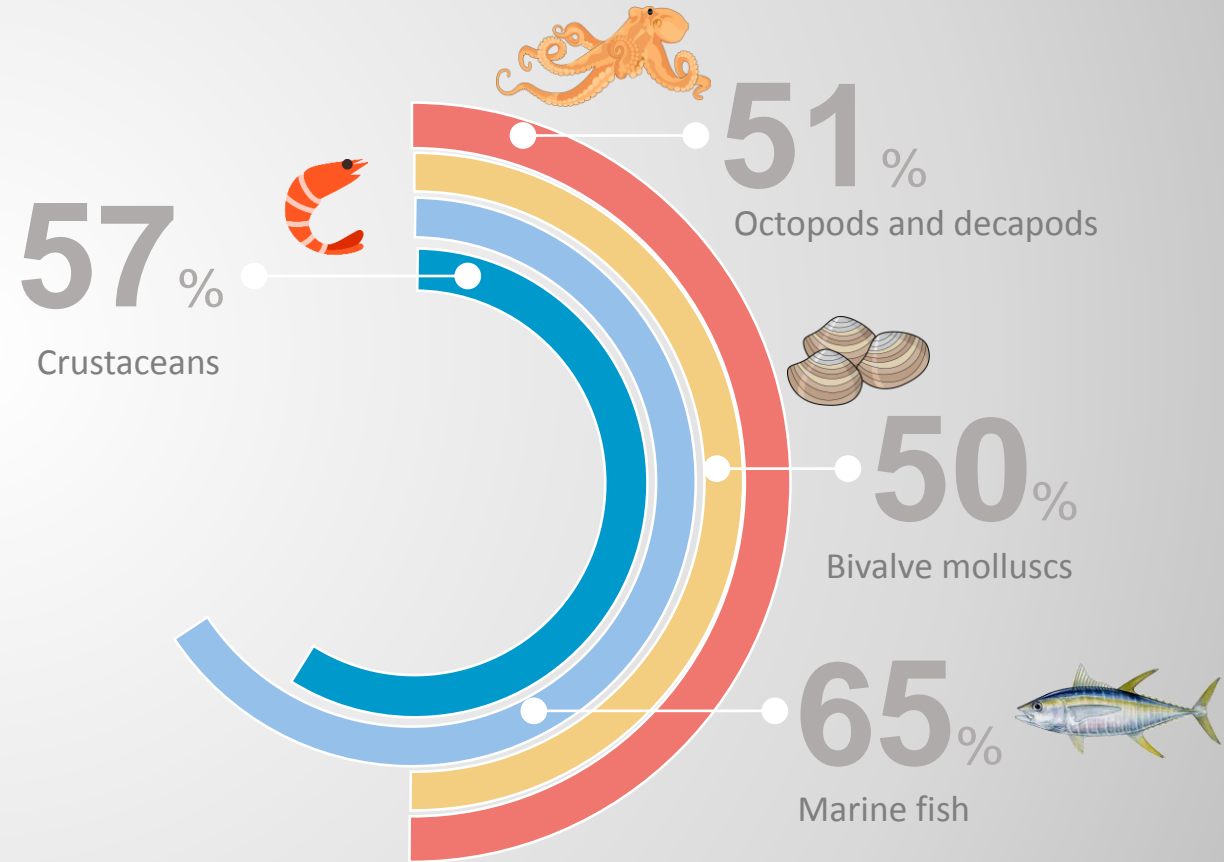
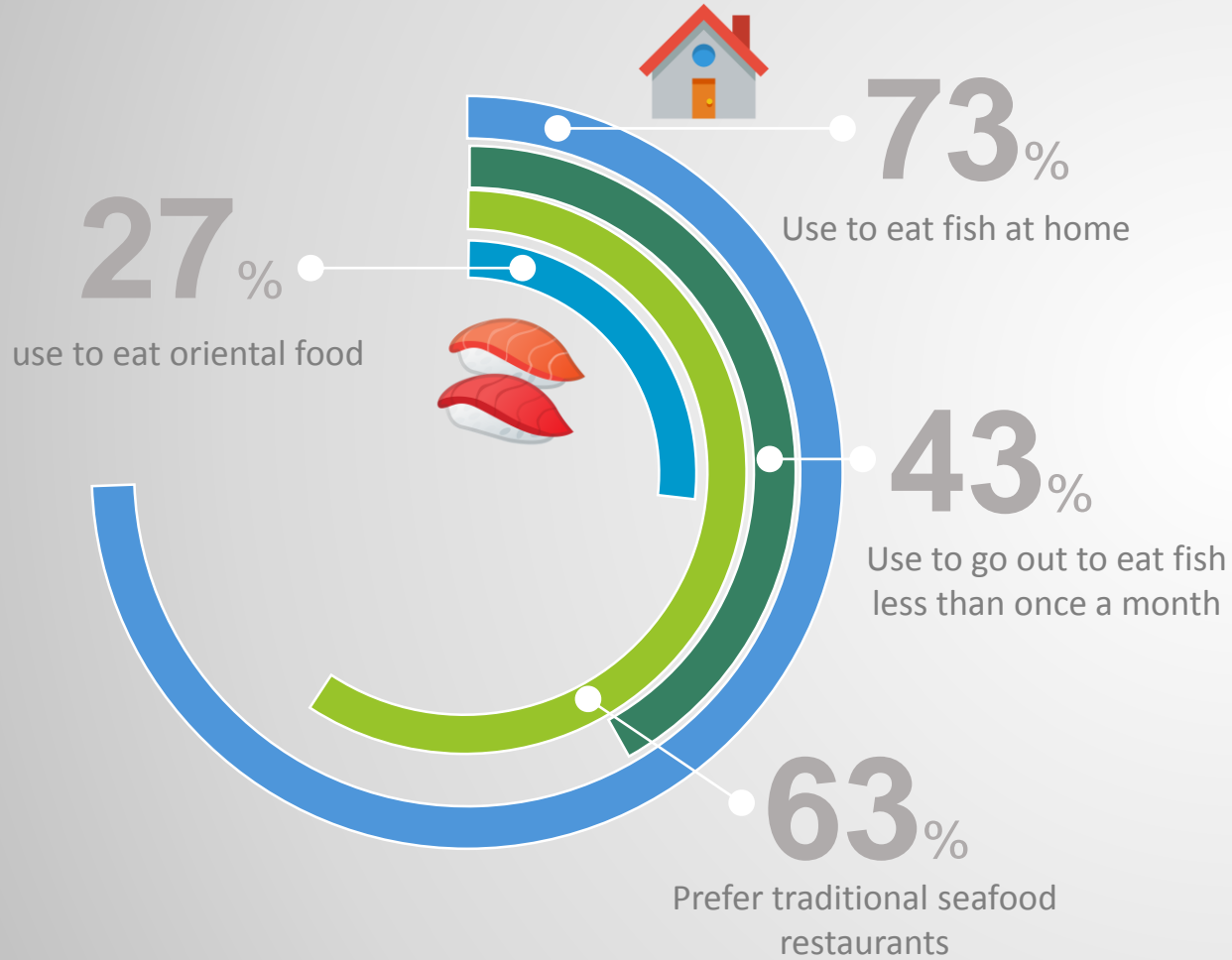
**36%**

Childless couple





## Consumption habits







## Purchase habits towards FARMED seafood

How often do you buy FARMED SEAFOOD?

**34%**

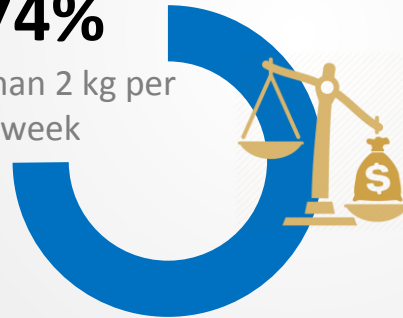
Less than once a month



How many kg per week?

**74%**

Less than 2 kg per week



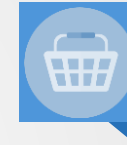
How much do you spend per week?

**50%**

20-50 € per week



Where do you buy FARMED SEAFOOD?



**87%**

SUPERMARKET



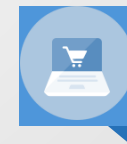
**42%**

FISH MARKET



**1.1%**

PURCHASING GROUPS

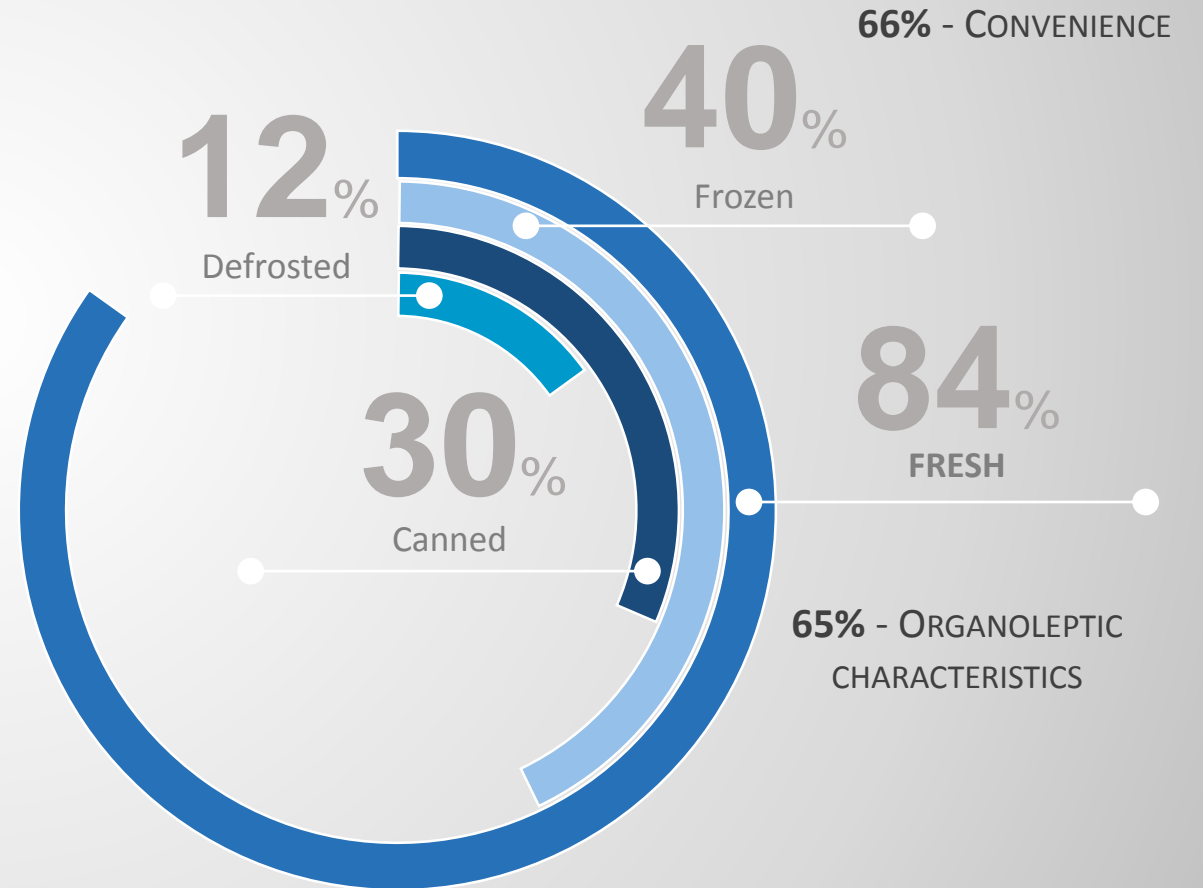
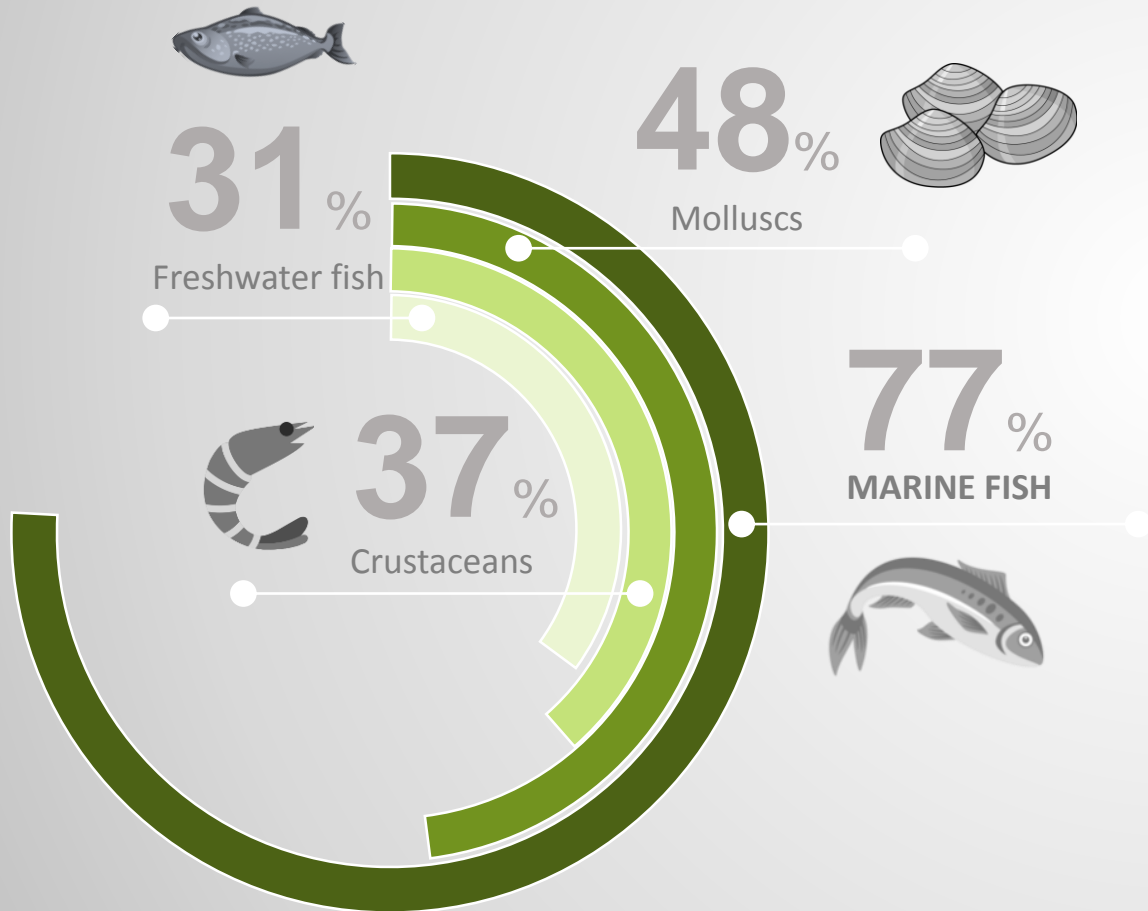


**0.4%**

ONLINE

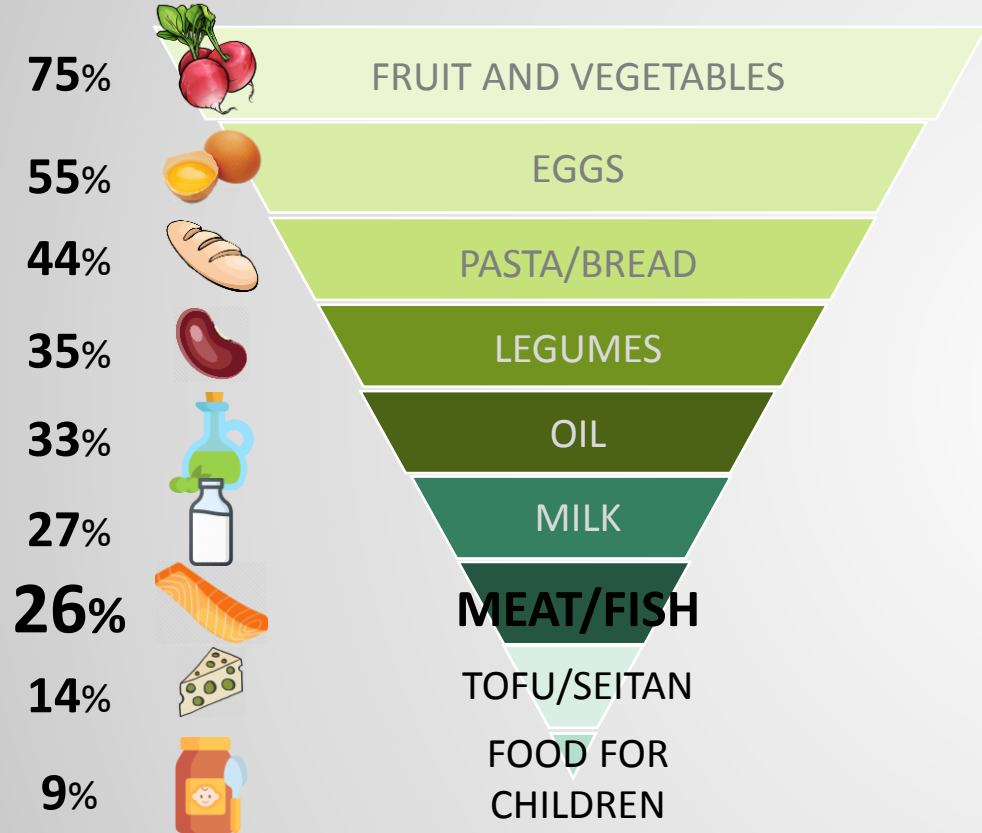


# Purchase habits towards FARMED seafood

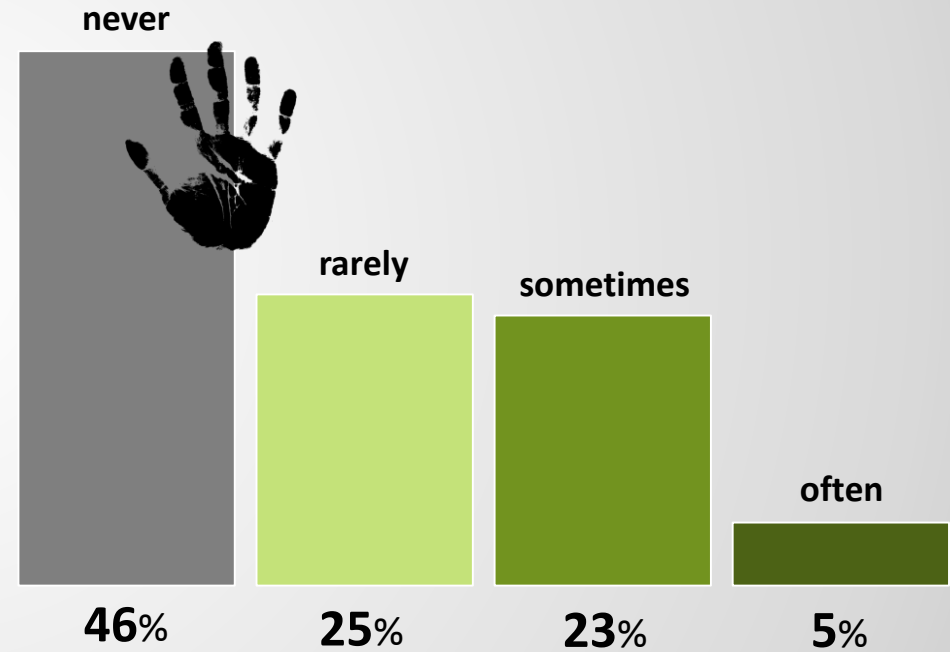




# Attitude towards organic

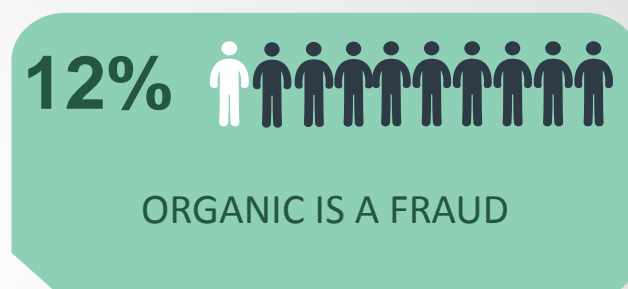


## Do you buy ORGANIC seafood?





# Attitude towards organic

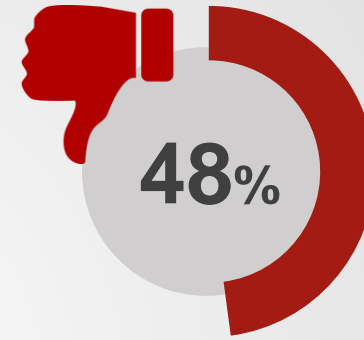


# Where to?

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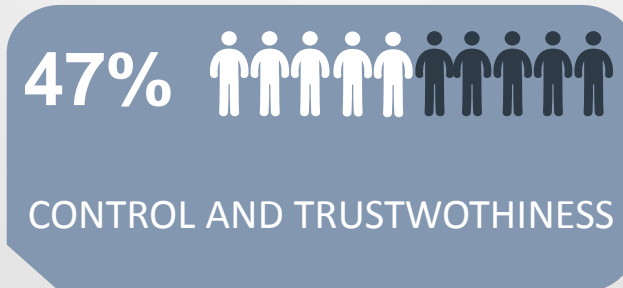
Would you pay more for organic seafood?

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...as long as

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# Conclusions

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- 1** | **98.5%** does buy FARMED seafood
- 2** | **26%** does buy ORGANIC seafood/meat  
Who doesn't, complains about poor information and scarce availability
- 3** | **52.2%** would pay an overcharge for sustainably farmed seafood, as long as the use of antibiotics is banned and the chain is closely monitored



# Contact Us

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