



FUTURE
EU AQUA

WP3: Consumer perceptions and preferences, and regulatory issues

Pirjo Honkanen, Nofima



Objectives

- Develop and test communication strategies that will increase consumer awareness, perception and acceptance of European aquaculture products and methods.
- Assess regulatory challenges in aquaculture production related to access to new production sites



WP3 Consumer and regulatory issues

Consumer studies:

- Consumer awareness, perception and acceptance.
- Effects of labelling/certification schemes on attention, perception, acceptance and preference
- Suggestion for communication strategies.
- Changes in consumer awareness, perceptions and acceptability



Illustration: Oddvar Dahl



Regulatory challenges

Challenges related to access to production areas.

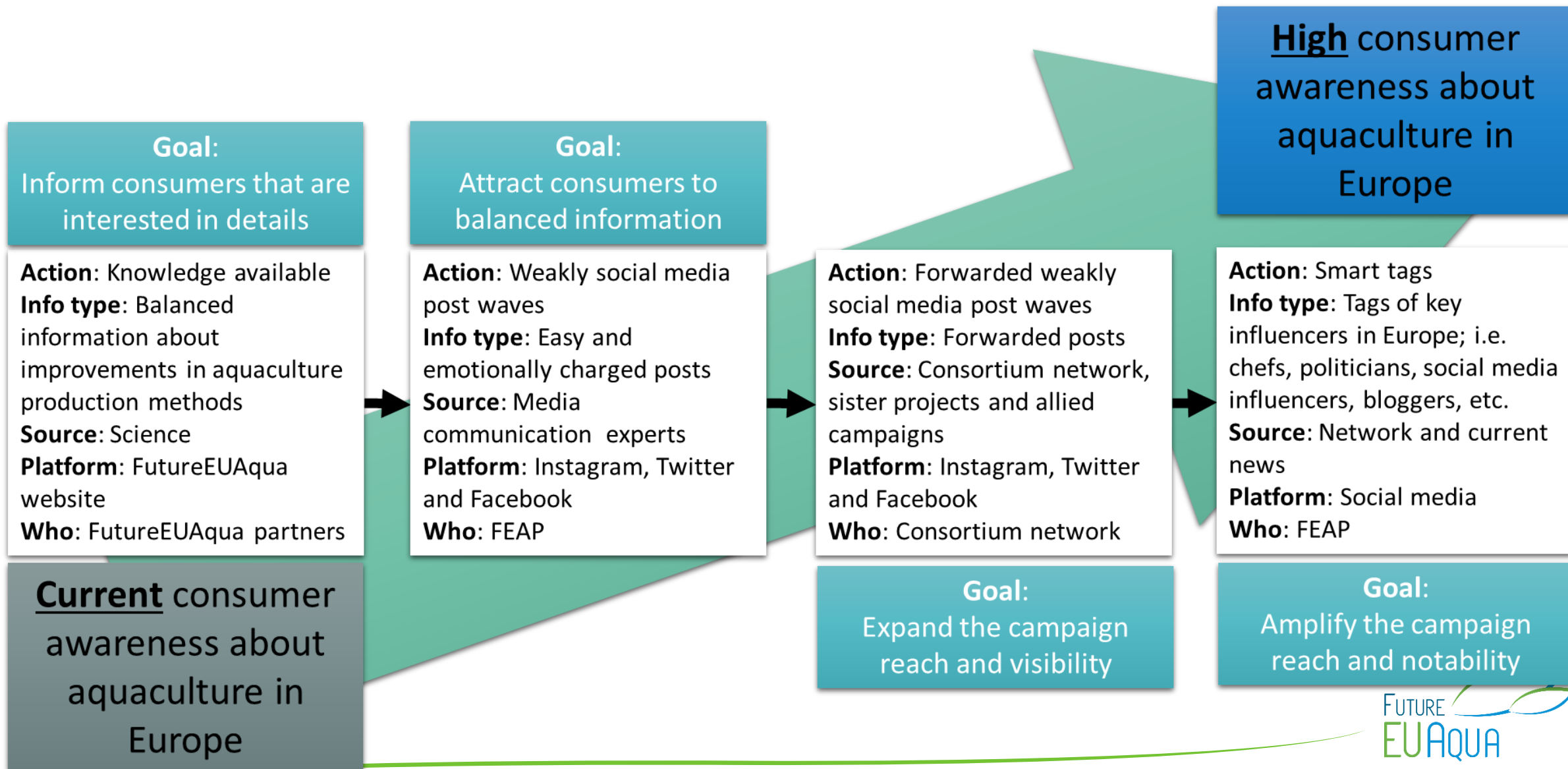


Illustration: Oddvar Dahl

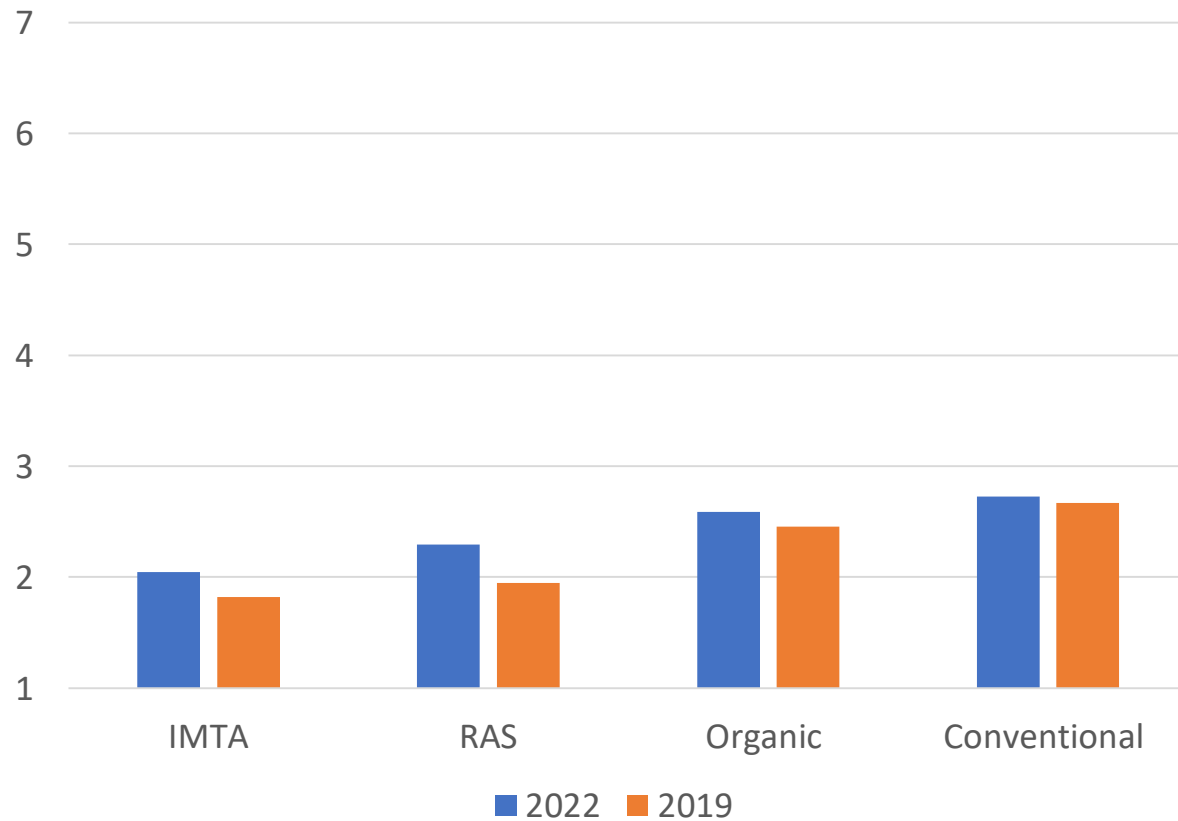
FUTURE
EUAQUA



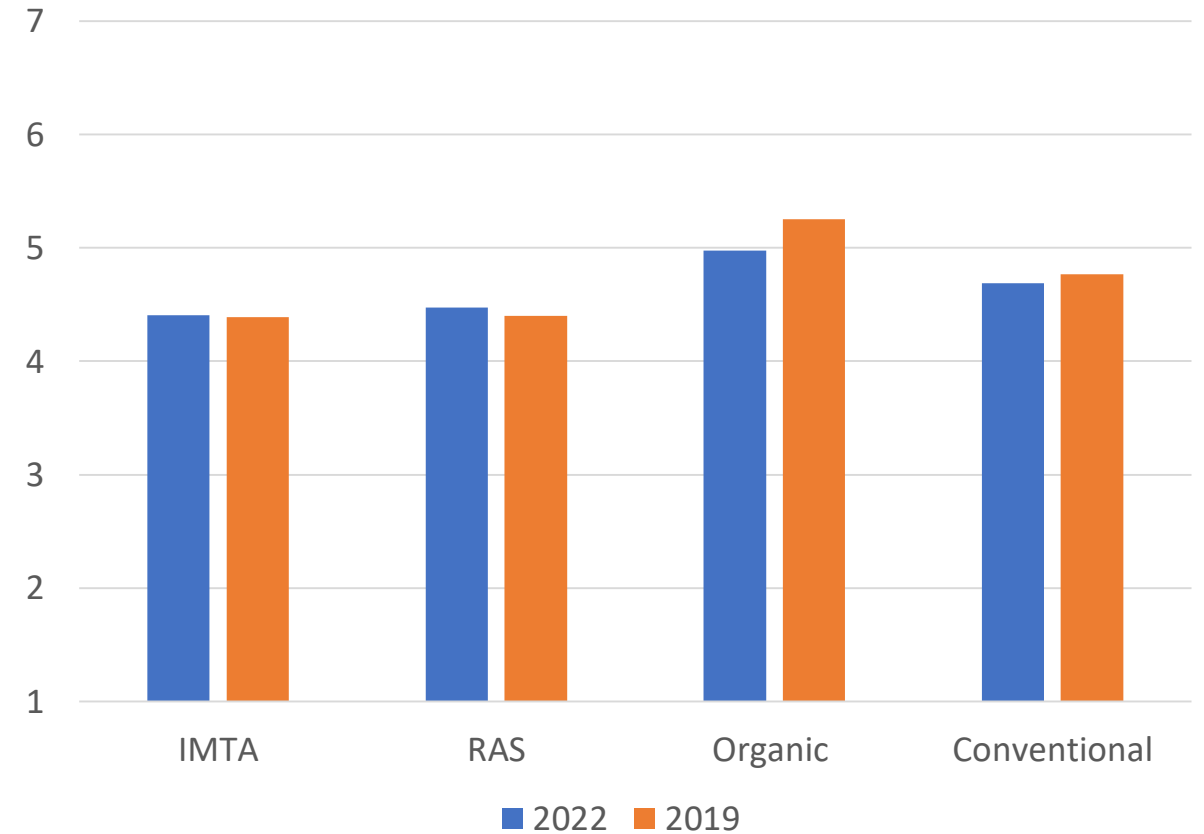
Communication strategy for increased consumer awareness about aquaculture in Europe



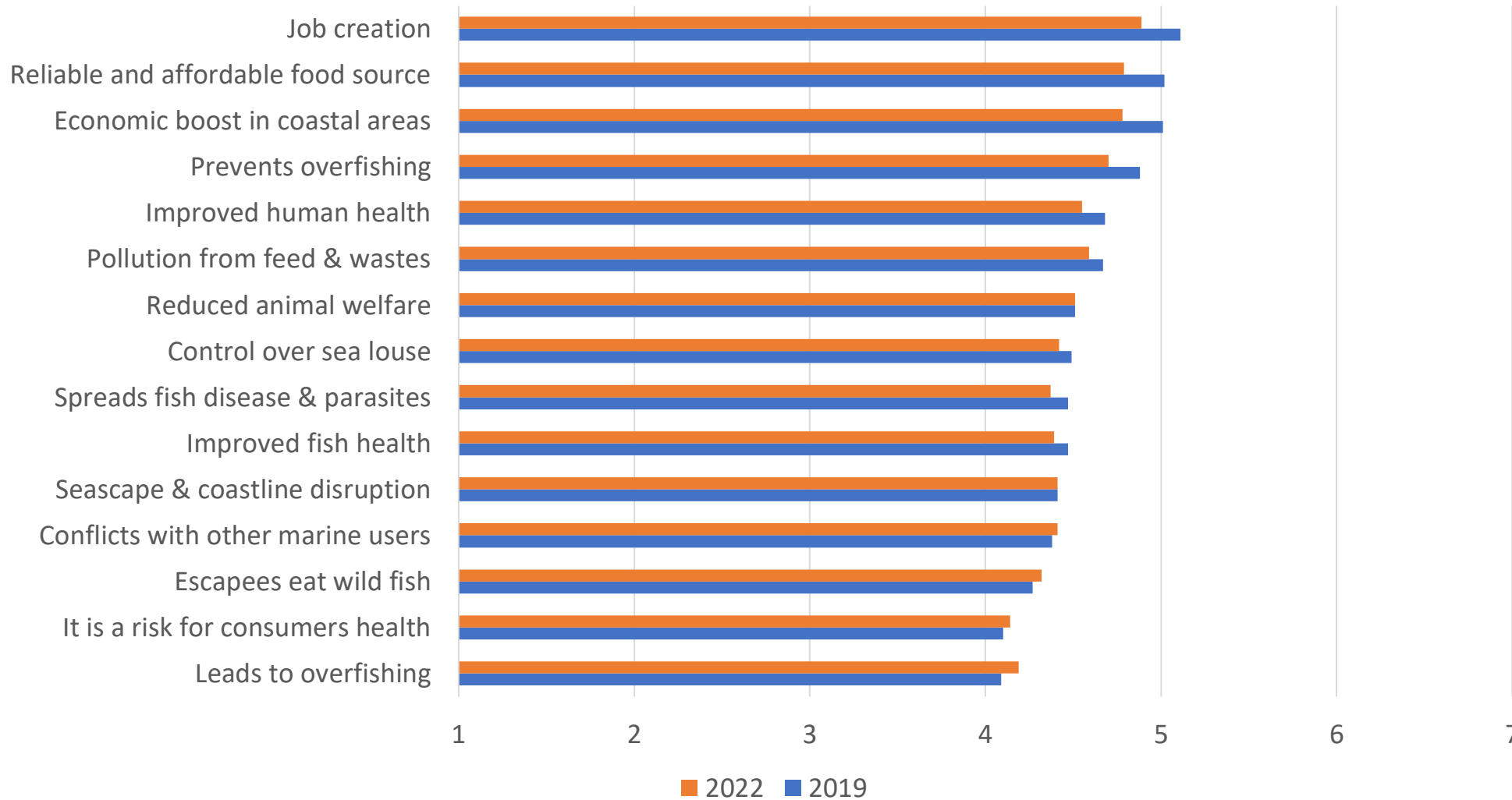
Awareness of aquaculture



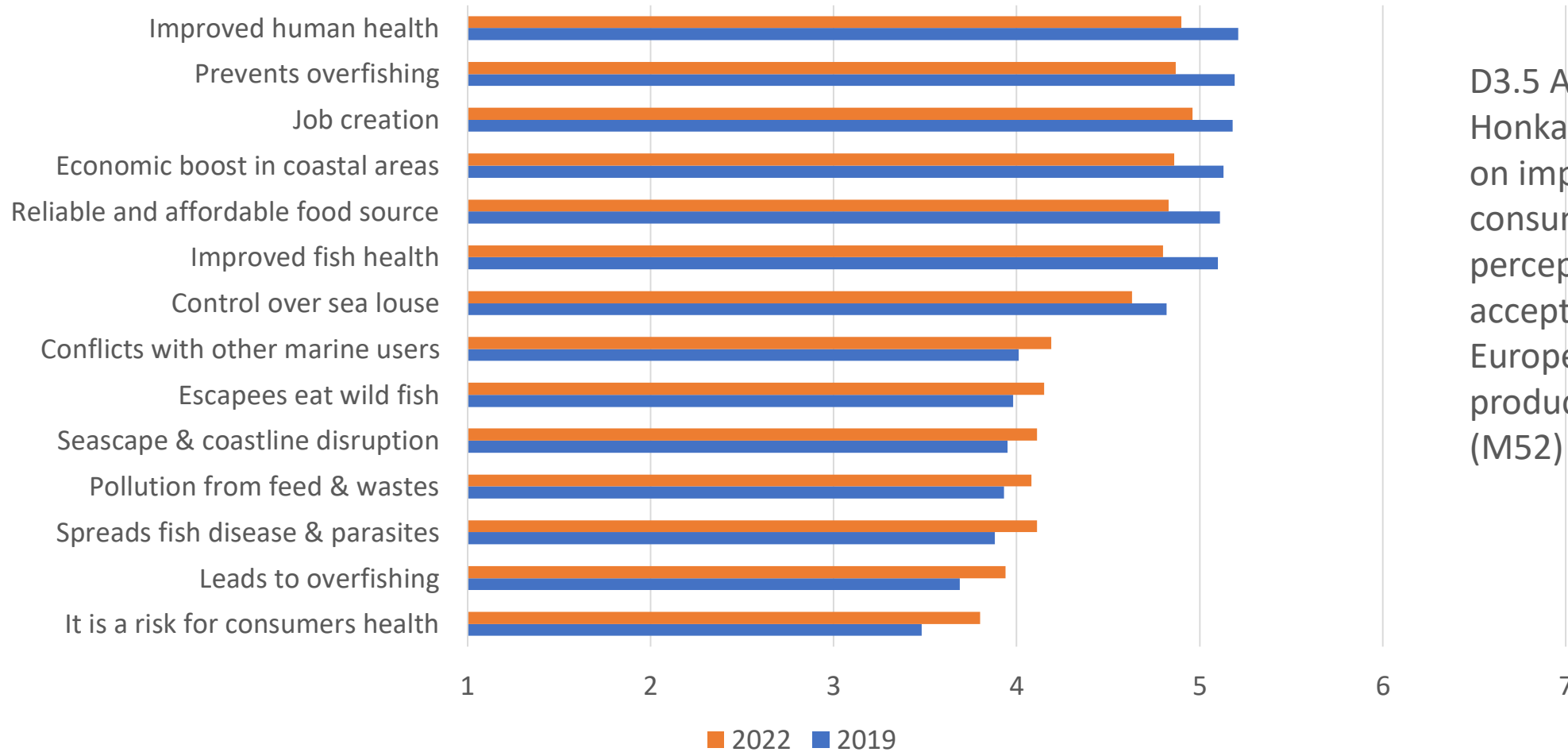
Acceptance of aquaculture



Perceptions of Conventional aquaculture



Perceptions of organic aquaculture



D3.5 Altintzoglou, T. & Honkanen, P. (2023). Report on improvement in consumers' awareness, perceptions and acceptability of the European aquaculture products and methods (M52)

Effects of labelling and certification schemes on perceptions, awareness and acceptance

Objective: Examine how different logos influence consumer's attention, perception, acceptance and preference (choice)

Two studies:

- Lab experiment
- Discrete choice experiment



Eco-labels – do they work?

- Low awareness of aquaculture Eco labels
- Eco-labels are relevant cues for communicating sustainability
- Any eco-label is preferred to no label.
- The subjects' preferences were not influenced by the size and saliency of eco-labels.
- “Umbrella” eco-labels like the organic Euro-leaf and the new GGN sustainable farming, may be more effective than single-category eco-labels



Regulations and access to production areas for aquaculture

How to promote growth in European aquaculture?

Case studies: Germany, Greece, France, Norway

Findings:

- None of the countries have reached their growth ambitions
- None of the countries have established MSP
- Progress in all countries on MSP and regulatory simplification



Illustration: Oddvar Dahl, Nofima

Some main conclusions

The regulatory system is considered complex, slow and unpredictable.

Availability of space is a general concern

Conventional production seems to be the main focus



Illustration: Oddvar Dahl, Nofima

Deliverables in WP3

- D3.1 Altintzoglou, T. & Honkanen, P. (2020) Report on consumer awareness, perception and acceptance of European aquaculture products and methods
- D3.2 Proi, M. & Zanolli, R. (2020). Report on lessons from marketing approach of existing Eco-labels
- D3.3. Altintzoglou, T. & Honkanen, P. (2020) Suggestion Communication strategies
- D3.4 Kvalvik, I., Boechat, C., Solås, A. (Nofima), Holler, S. Naturland (2022). Report on challenges with and changes in the regulatory framework related to aquaculture
- D3.5 Altintzoglou, T. & Honkanen, P. (2023). Report on improvement in consumers' awareness, perceptions and acceptability of the European aquaculture products and methods (M52)



Illustration: Oddvar Dahl, Nofima

People in WP3

- Pirjo Honkanen, Nofima, WP3 lead
- Themis Altintzoglou, Nofima, lead task 3.1.; 3.1.1.; 3.1.3
- Raffaele Zanolì, Marche Polytechnic University (UNIVPM), Lead 3.1.2
- Ingrid Kvalvik, Nofima, lead task 3.2
- Kathryn Stark, FEAP
- Migena Proi, UNIVPM
- Emanuele Busacca, IFOAM
- Ann Magnhild Solås, Nofima
- Melanie Kubitz, Naturland
- Stefan Holler, Naturland
- Szilvia Mihalfy, FEAP
- Emil Bremnes, Nofima
- Oda Bjørnsborg, Nofima





FUTURE
EUAQUA

Thank you for your attention!

Pirjo Honkanen (Nofima)
pirjo.honkanen@nofima.no
+47 91594520