



Promoting aquaculture: the #FarmedintheEU campaign

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DG for Maritime Affairs and Fisheries

Weiden, 21/11/2017



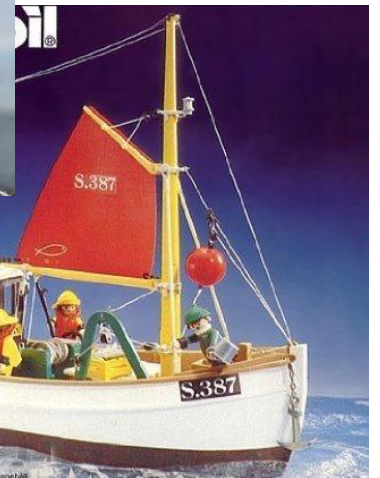
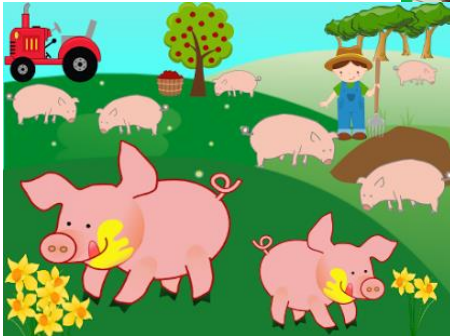
Union Strategic Guidelines COM(2013)229

- Reduce administrative burdens
- Facilitate access to water and space
- Improve competitiveness
- Exploit competitive advantages

**Social
acceptance!**



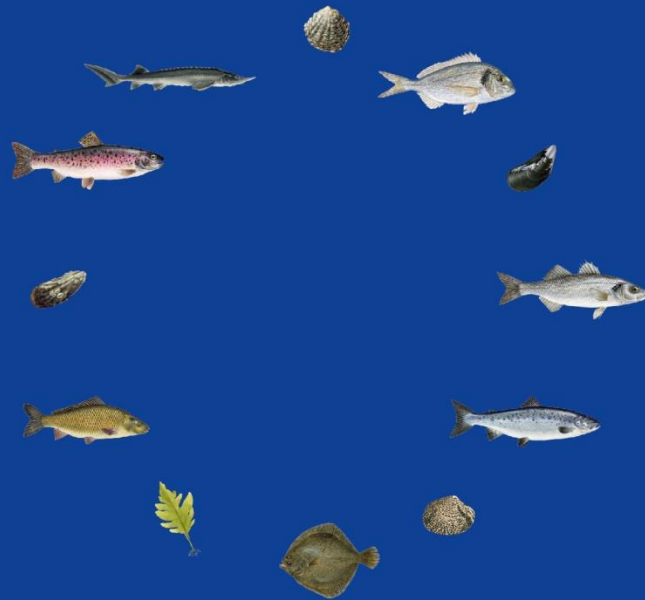
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...aquaculture?



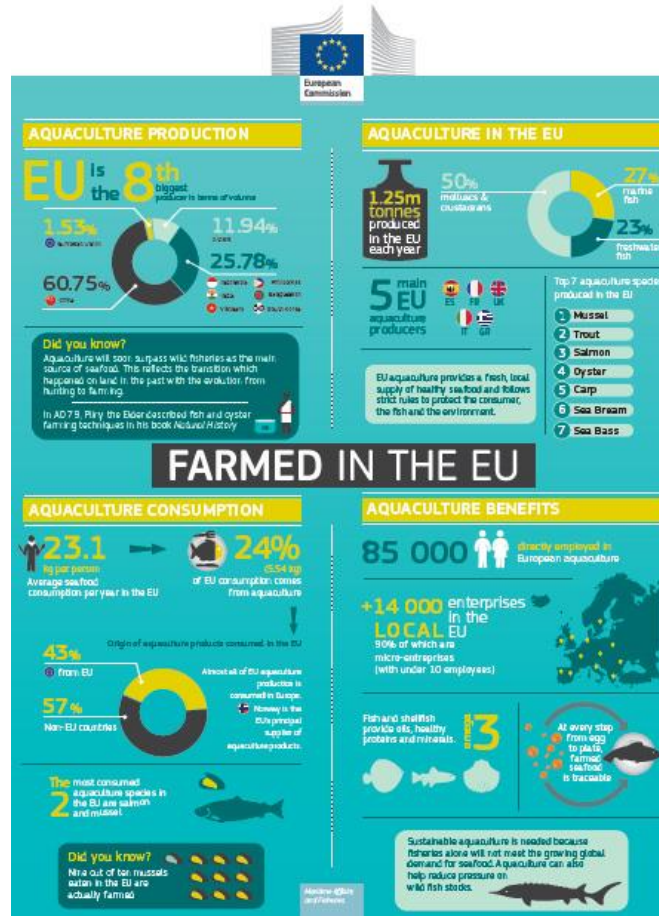
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fresh, local, healthy
FARMED IN THE EU



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CRIAD
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National campaigns: Spain



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¿acuicultura?
descúbrela



EXPOSICIÓN DE LA ACUICULTURA EN ESPAÑA

Di sí a la acuicultura sostenible



Más información:
www.observatorio-acuicultura.es



MINISTERIO
DE AGRICULTURA, ALIMENTACIÓN
Y MEDIO AMBIENTE



Fisheries

School projects by teenagers

120 professionals (50 producers / 70 researchers)

>2000 schools contacted, 50 confirmed, in all comunidades

=> IMPACT: 75 workshops, 2.500 students





European Commission

Hoy estamos en...

CRIAD EN LA UE



OESA

Guía para periodistas sobre acuicultura

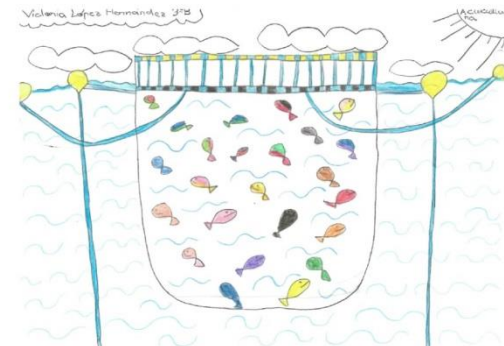


Fisheries

CRIAD EN LA UE

CONCURSO Di sí a la acuicultura sostenible

Categoría de dibujo Premio 1º Ciclo Primaria



Victoria López Hernández Centro Concertado de Enseñanza Samaniego, Alcántilla, Murcia.

Ideas / comments

- *Normalise the sector*
- *Be proud of your work*
- *Be open and transparent*
- *Help each other*
- *Young chefs (not only celebrities!)*





European Commission

<http://ec.europa.eu/agriculture/fisheries>

EUROPEAN UNION AQUACULTURE

Species included: Mytilus spp., Oncorhynchus mykiss, Salmo salar, Charrachene glabra, Cyprinus carpio, Sparus aurata, Dicentrarchus labrax, Neoluteres spp., Thunnus thynnus, Plecetra maximus, Clarias garrigueus, Anguilla anguilla, Hypophthalmichthys molitrix, Salmo trutta, Argemoneus reipis, Sander lucioperca, Salix asina, Penaeus spp., Hippocampus hippocampus, Pecten maximus, Pagrus auratus, Ostrea edulis, Mysis relicta, Astacus astacus, Chirocentrus spp., Laminaria digitata.

AQUACULTURE PRODUCTION

EU is the 8th largest producer in terms of volume

1.53% of total production, 11.94% of EU production

60.75% of EU production is from aquaculture

Did you know? Aquaculture will surpass wild fisheries as the main source of seafood. This reflects the transition which happened on land in the past in the sector, from hunting to farming.

In AD79, Pliny the Elder described fish and oyster farming techniques in his book *Natural History*

AQUACULTURE IN THE EU

1.25m tonnes produced in the EU each year

50% molluscs & crustaceans, 23% farmed sea bass, 27% farmed sea bream

5 main EU aquaculture producers: France, Spain, Italy, Greece, Ireland

EU aquaculture provides a fresh, local supply of healthy sea food and follows strict rules to protect the consumer, the fish and the environment.

Top 7 aquaculture species produced in the EU: 1. Mussel, 2. Trout, 3. Salmon, 4. Oyster, 5. Carp, 6. Sea Bream, 7. Sea Bass

FARMED IN THE EU

AQUACULTURE CONSUMPTION

23.1 kg per person of EU consumption, 24% from aquaculture

43% of EU consumption is from EU, 57% from non-EU countries

2 most consumed aquaculture species in the EU are salmon and trout

Did you know? Nine out of ten mussels eaten in the EU are actually farmed.

AQUACULTURE BENEFITS

85 000 already employed in European aquaculture

+14 000 enterprises in the LOCAL EU, 90% of which are micro-enterprises (with under 10 employees)

13 fish and shellfish products (with under 10 employees)

At every step from egg to sale, farmers follow the rules in traceability

Sustainable aquaculture is needed because fisheries alone will not meet the growing global demand for seafood. Aquaculture can also help reduce pressure on wild fish stocks.

Facts and figures on the Common Fisheries Policy

Basic statistical data 2016 EDITION

1592 1977-3029 Fisheries



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EMFF Support: article 68

Marketing measures for fishery and aquaculture products which are aimed at:

(g) conducting regional, national or transnational communication and promotional campaigns, to raise public awareness of sustainable fishery and aquaculture products.



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The chance for European producers & researchers to become ambassadors of EU aquaculture in their community and beyond!

Thank you for your attention!



 [@EU_MARE](https://twitter.com/EU_MARE)

[#FarmedintheEU](https://twitter.com/EU_MARE)

