



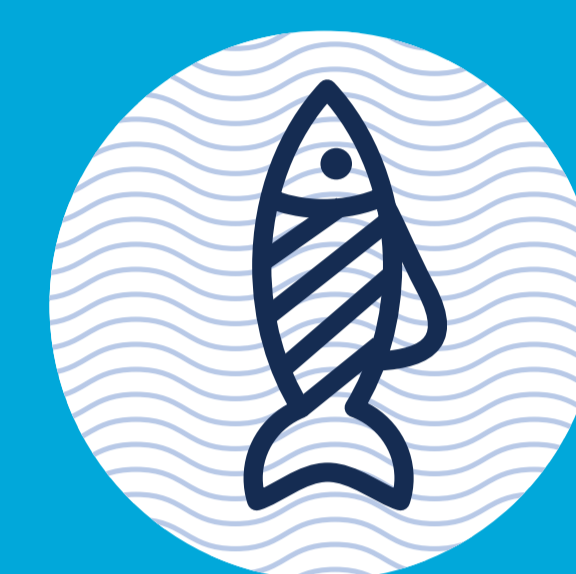
SUPPORTED BY THE EFF (European Fisheries Fund)

PROMOTING CONSUMPTION OF CANNED FISH

The “Spice up your sandwich” campaign promoted the nutritional value of canned seafood and was run in schools, summer camps, and at cultural activities in Galicia. The campaign educated schoolchildren from the ages of 5-16 about seafood products and canned fish, to increase knowledge about the nutritional value of seafood and the importance of sustainable exploitation.

The campaign included workshops with a variety of information activities, games, and exercises, as well as visits to Galician canning companies and other sites linked to the seafood industry. The workshops were designed with schoolchildren in mind and timed to coincide with their school lunch break so they could eat what they had prepared.

More information here: www.ponlleaspilasaoteubocata.xunta.es

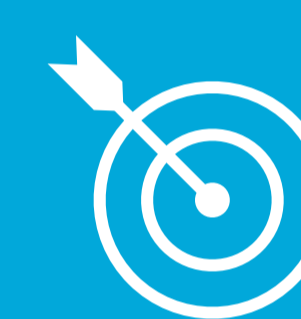


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processing

GALICIA, SPAIN



RESULTS (2010 - 2015):

- Programme introduced in public schools across Galicia and reached over 35 000 students
- Children learned about marine resource conservation
- Students taught how to use canned seafood in simple recipes



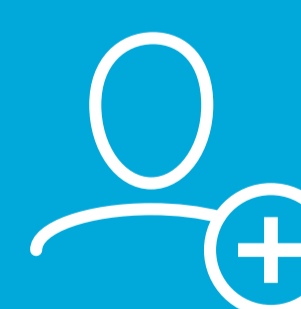
LESSONS LEARNED:

The campaign was effective because it took into account the target audience and adapted materials and activities accordingly. By working alongside education professionals the campaign was able to access children in an environment they associate with learning as part of an existing routine (going to school).



TOTAL OPERATION COST:

Total budget: 456 497 €
Union contribution: 329 336 €



CONTACT DETAILS:

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