



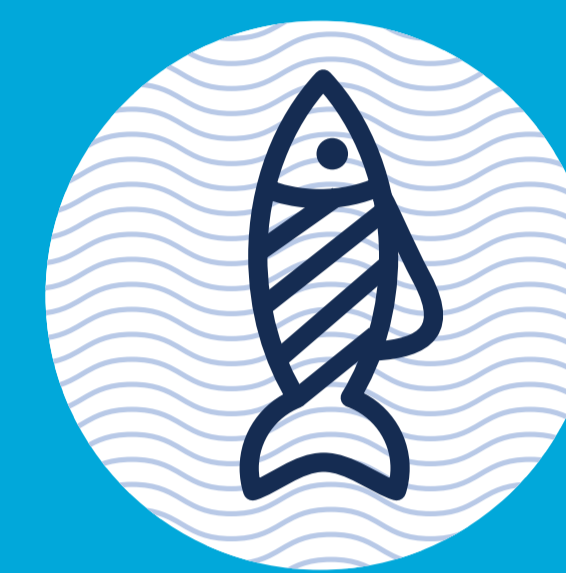
SUPPORTED BY THE EFF (European Fisheries Fund)

PROMOTING CONSUMPTION OF FISH

This project promoted consumption of 14 fish species which traditionally have a low commercial value, which are not targeted by fishermen, and which are therefore under-exploited. Promotional and educational materials and events focused on restaurants, hotels, retailers and children to open up new markets and establish demand.

In supporting the aim to generate demand and raise awareness of the importance and benefits of buying locally and consuming sustainably, project activities and productions included media events, fact sheets on the species with recipes and information about fish biology and nutritional characteristics, banners and posters, and scientific research into the commercial potential of previously neglected species.

More information here: www.fish-cheap.eu



fisheries

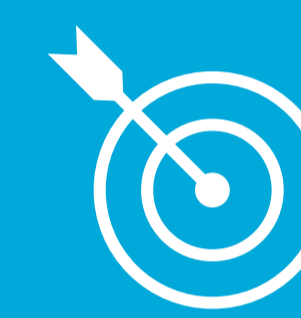


processing



environment

PORTO TORRES, SARDINIA, ITALY



RESULTS (2014 - 2015):

- Media coverage in regional newspapers
- 29 fish sellers involved in the campaign
- 6 restaurants included a 'Fish & Cheap' dish on the menu
- Increased economic benefits to local fishermen from selling previously unwanted species



LESSONS LEARNED:

Innovative promotional campaigns can be effective in creating market demand for species that have previously not been thought of as having a commercial value.



TOTAL OPERATION COST:

Total budget: 368 188 €
Union contribution: 157 879 €



CONTACT DETAILS:

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