



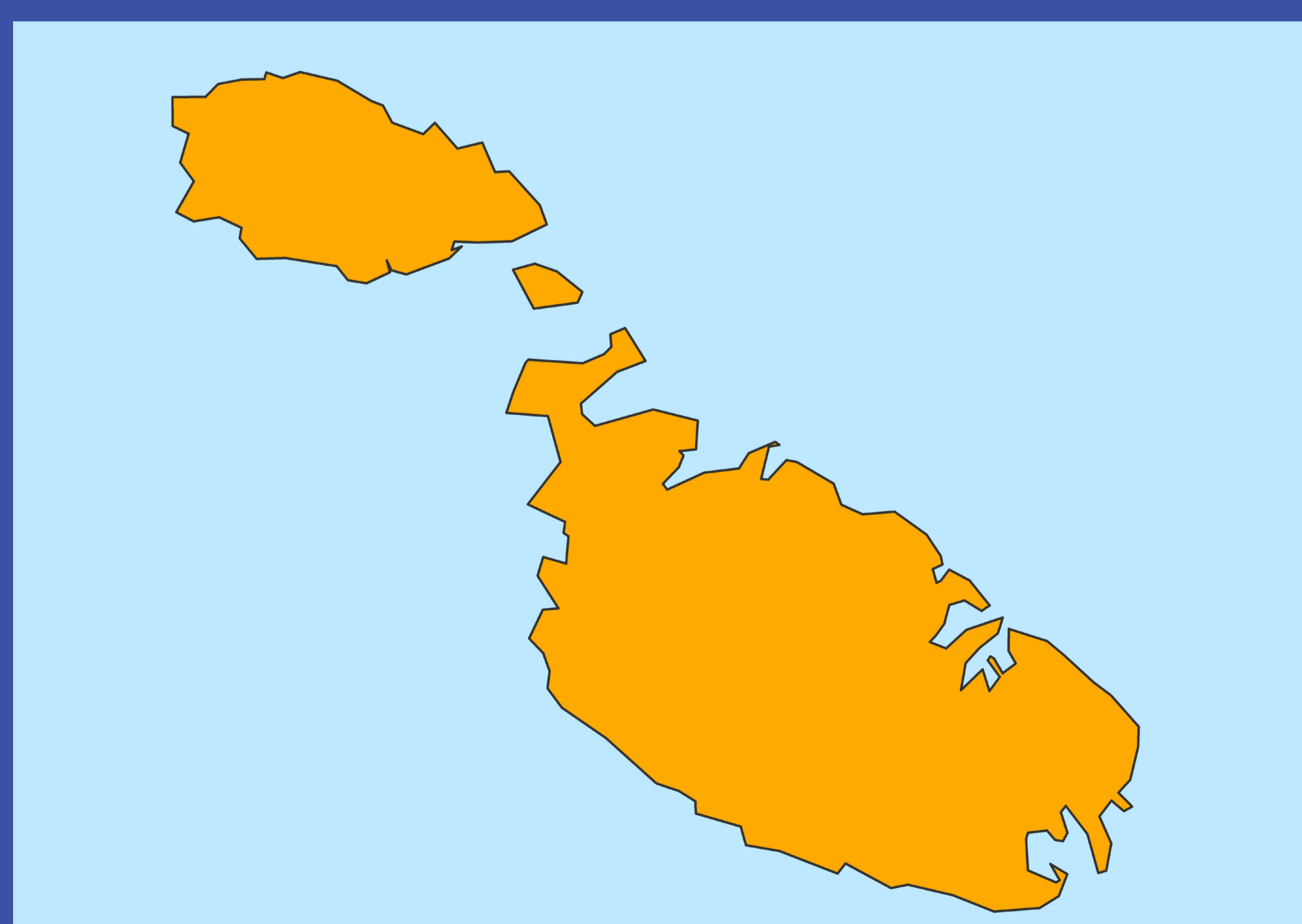
SUPPORTED BY THE EFF (European Fisheries Fund)

# SUPPORTING INCREASED FISH CONSUMPTION

More than 40% of the population in Malta don't eat fish, and increasing fish consumption is an important part of national strategies on health, as well as being of benefit to the fisheries sector. This project sought to increase knowledge about the benefits of fish consumption, and to increase demand for fish.

A study of consumer perceptions and attitudes towards the consumption of fish underpinned a nationwide campaign. The campaign aimed to promote the nutritional and health benefits of different fish species, create awareness of under-exploited local fish, and demonstrate the culinary qualities of fish. Activities included distributing promotional giveaways, television and online advertising, fish fairs, cookery lessons, use of social media, school visits, and distributing a yearly calendar and a booklet containing recipes.

More information here: <http://eatfreshfish.com.mt/>

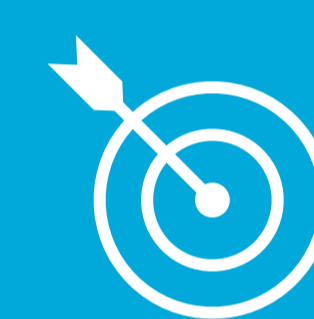


marketing



fisheries

## MALTA



### RESULTS (2013 - 2015):

- National annual per capita consumption of fish increased by 5 %
- The percentage of those individuals that never consume fish decreased by 23.6 %
- The percentage of those individuals not aware of the benefits of fish consumption decreased by 1 %
- Awareness and knowledge of currently underutilized/underexploited fish, and of endangered species, increased by 13 %
- Consumption of currently underutilized/underexploited fish (with particular reference to the targeted fish species) increased by 11 %
- Awareness of endangered species increased as follows:
  - Lampuki/dolphin fish – Increase of 34.5 %
  - Pixxispad/swordfish – Increase of 11.4 %
  - Tonn/Bluefin Tuna – Increase of 39.2 %



### LESSONS LEARNED:

Promotional campaigns that use multiple outreach methods and tools can be effective in changing consumer behaviour to increase demand for fish, especially if they are based on understanding of current consumer attitudes and practices.



### TOTAL OPERATION COST:

Total budget: 527 926 €  
Union contribution: 395 944 €



### CONTACT DETAILS:

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