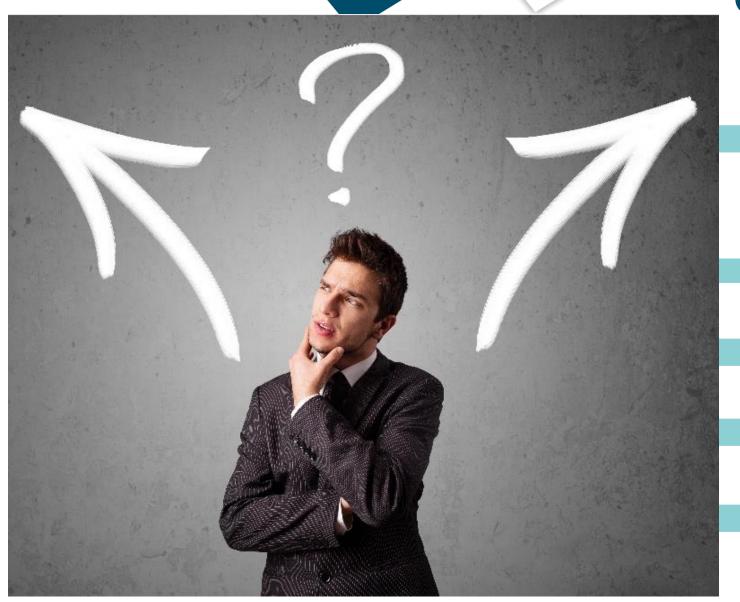




### Benoît Thomassen/ Collège des Producteurs

Aquaculture Project Manager - College of Walloon Producers





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#### The retail sector

Essential link between producers and consumers

Consumers don't know how their food is produced

Numerous labels to help (ASC, Organic, ...)



### Benoît Thomassen/ Collège des Producteurs



**Buy local** 



**Farmed in Europe** 

**Strict standards** 

Go visit aquaculture farms!





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Aquaculture Project Manager - College of Walloon Producers

Stronger together

Alone: to small

→ farmers cooperatives or POs

First step from retailers, seize this opportunity

With help of FEAP and FEAP members

