



Food and Agriculture
Organization of the
United Nations



General Fisheries
Commission for
the Mediterranean



FISH FROM CROATIA – Eat What's Worth Eating

Croatian Aquaculture Association - CCE
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Rome, 18. January 2024.



FISH FROM CROATIA – Eat What’s Worth Eating

OFFICAL PROJECT GOALS

1. Assistance in the marketing of Croatian aquaculture products abroad
- 2. Increase in fish/aquaculture products consumption in the Republic of Croatia**
- 3. Strengthening the image/public perception of local aquaculture and creating a brand that will contribute to greater appreciation of aquaculture products in the Republic of Croatia and abroad**

HOW ?

PROMOTION CAMPAIGN



COLLECTIVE BRAND AWARDING

- The guarantee of local origin of aquaculture products
- Easy to apply, no fee
- Conditions for obtaining - business in accordance with regulations
- Cooperation with fishery & aquaculture authorities – official registries

Continious, permanent promotion

MARKETING CAMPAIGN

GOALS

- to achieve general recognition of the brand,
- to connect the brand and the aquaculture in general with communication messages,
- to evoke positive reactions and feelings

MAIN COMMUNICATION MESSAGES

1. **Sustainable aquaculture:** *Fish from Croatia* comes from sustainable aquaculture
2. **To live healthy:** *Fish from Croatia* is a food with high nutritional value and health benefits
3. **Only the best:** *Fish from Croatia* is a fresh, safe and healthy food that originates from a well-organized and strictly controlled environment

MARKETING CAMPAING – internet



SEA BREAM

Along with sea bass and tuna, sea bream *Sparus aurata* is the most important fish species in saltwater fish farming in the Republic of Croatia.

[Read more](#)



SEA BASS

Sea bass, *Dicentrarchus labrax*. Sea bass farming in this area was among the first of kind in Europe, and boasts a tradition of almost 50 years.

[Read more](#)



BLUEFIN TUNA

Thunnus thynnus. In the Mediterranean, tuna first began to be farmed in the Republic of Croatia in the 90s of the last century.

[Read more](#)



TROUT

Rainbow trout (*Onchorhynchus mykiss*) is the most farmed fish in the Republic of Croatia.

[Read more](#)



CARP

Carp (*Cyprinus carpio*) is the most important species farmed in warm water ponds in the Republic of Croatia

[Read more](#)



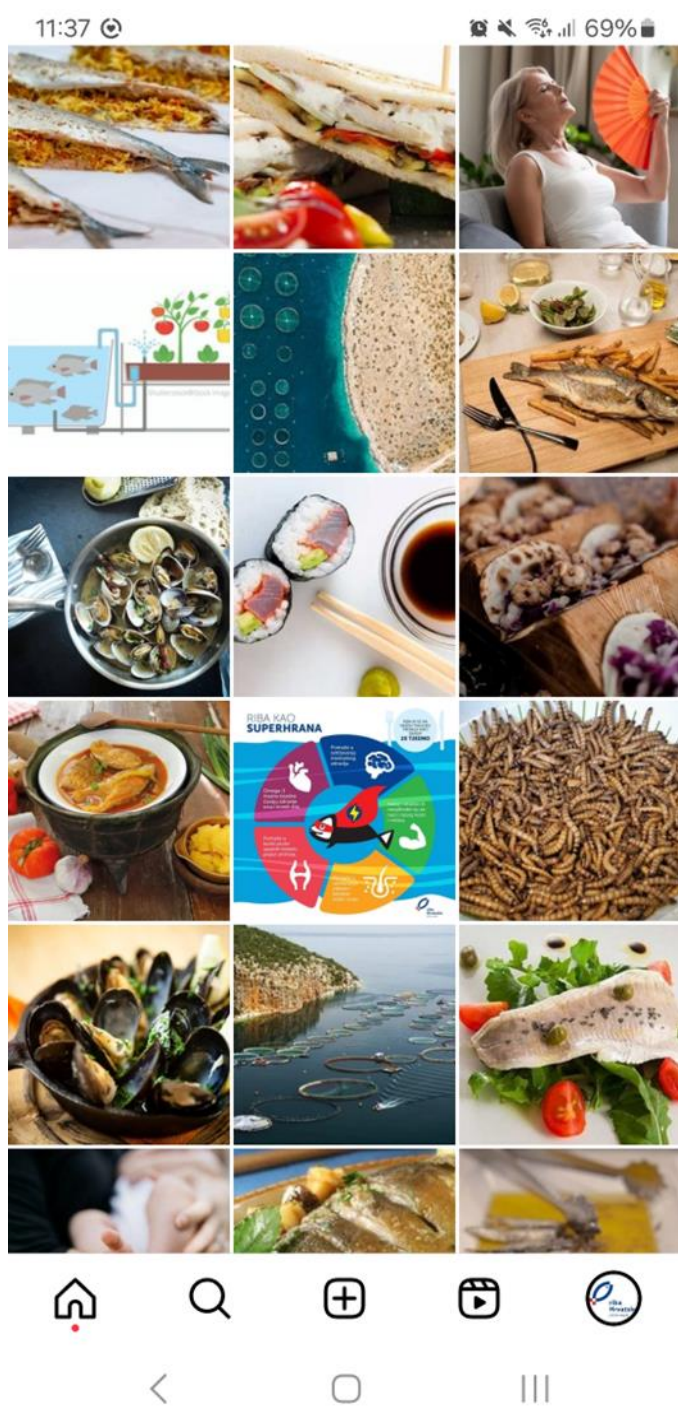
OTHER

In addition to the most important species farmed in the Republic of Croatia, other species are also traditionally farmed, and diversification is constantly being considered.

[Read more](#)

ribahrvatske.hr

fishfromcroatia.hr



TV broadcasting
campaign videos

TV- cooking
show





FIGURE 1. Factors influencing the social acceptability of aquaculture



ASPECTS INFLUENCING THE SOCIAL ACCEPTABILITY OF AQUACULTURE...

actions to be taken by farmers and AFO

5.2 ENVIRONMENTAL ASPECTS INFLUENCING THE SOCIAL ACCEPTABILITY OF AQUACULTURE

To enhance the social acceptability of the sector from an environmental perspective, the following actions should be taken:

- Administrations and farmers should take the lead in producing and disseminating information on the environmental conditions of water bodies in the vicinity of aquaculture farms, as well as disclosing data to increase transparency and social responsibility. They should also be proactive in the dissemination of information explaining that aquaculture requires high-quality water and can be impacted by water pollution caused by other land-based and marine activities.
- Competent authorities, researchers and farmers should carry out comparative studies on the environmental impacts of aquaculture versus those of other industrial or agricultural activities along the coast. The results of the studies should be communicated to consumers, authorities and administrations.
- Competent government bodies and researchers should inform the public at large that beyond food production, sustainable aquaculture activities can also contribute to the restocking of vulnerable species, relieving pressure on depleted natural resources and enhancing biodiversity.
- The industry should support, promote and inform the public about innovations and new technologies using renewable energy at the farm level (for example, solar panels) in order to increase sector efficiency and reduce its carbon footprint.
- The industry should support, promote and inform the public about innovations aimed at reducing aquaculture escapes and about the use of more sustainable feeds and feed management systems that can reduce environmental impacts and improve sector performance.

1. Sustainable aquaculture: Fish from Croatia comes from sustainable aquaculture



ASPECTS INFLUENCING THE SOCIAL ACCEPTABILITY OF AQUACULTURE... actions to be taken by farmers and AFO

5.3 ECONOMIC ASPECTS INFLUENCING THE SOCIAL ACCEPTABILITY OF AQUACULTURE

5.4 SOCIAL AND ETHICAL ASPECTS INFLUENCING THE SOCIAL ACCEPTABILITY OF AQUACULTURE

2. To live healthy: Fish from Croatia is a food with high nutritional value and health benefits

3. Only the best: Fish from Croatia is a safe and healthy food that originates from a well-organized and strictly controlled environment



- Farm tourism
- Local restaurants
- Positive spill overs from aquaculture
- Local jobs/employment opportunities
- Value chain up and downstream

- Strict Food safety conditions
- Freshness – short chains of supply
- Workers rights
- Fish welfare
- Fish consumption campaign
- Fish eventes
- Higher standars (ASC)
- Nutritional value and health benefits

THANKS FOR YOUR ATTENTION !

Croatian Aquaculture Association
Croatian Chamber of Economy

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