

Increasing added-value on aquaculture seafood

Cozzolino M., Iandoli C.

in

Paquette P. (ed.), Mariojouis C. (ed.), Young J. (ed.).
Seafood market studies for the introduction of new aquaculture products

Zaragoza : CIHEAM
Cahiers Options Méditerranéennes; n. 59

2002
pages 129-130

Article available on line / Article disponible en ligne à l'adresse :

<http://om.ciheam.org/article.php?IDPDF=2600090>

To cite this article / Pour citer cet article

Cozzolino M., Iandoli C. **Increasing added-value on aquaculture seafood**. In : Paquette P. (ed.), Mariojouis C. (ed.), Young J. (ed.). *Seafood market studies for the introduction of new aquaculture products*. Zaragoza : CIHEAM, 2002. p. 129-130 (Cahiers Options Méditerranéennes; n. 59)



<http://www.ciheam.org/>
<http://om.ciheam.org/>

Increasing added-value on aquaculture seafood

M. Cozzolino and C. Iandoli

ICRAM, Istituto Centrale per la Ricerca Tecnologica Applicata al Mare,
Via Casalotti 300, 00166 Rome, Italy

SUMMARY – Italy and France represent Mediterranean countries where it has been possible to compare the requirements of the aquaculture sector opinion leader, in order to introduce new marketing plans. The Mediterranean species raised in the two countries are similar, so it has been possible to compare the trend operating to diversify the species or to differentiate the product supply. In Italy questionnaires have been distributed, whereas the results of a previous survey have been used in France, related to the possibility to introduce differentiation and diversification in the aquaculture seafood market. In both countries, the interviewees have mentioned the possibility to innovate the field, developing a marketing policy oriented to the differentiation of product supply, rather than introducing the new breeding species. The introduction of new seafood products represents a marketing choice, which is an answer to consumer demands. The choice to differentiate products, rather than to diversify the species, is guided by insufficient information on new economically interesting technologies and species which could be raised.

Key words: Species diversification, product differentiation, value-added seafood.

RESUME – "Augmenter la valeur ajoutée des produits de la mer aquacoles". L'Italie et la France représentent les pays méditerranéens où il a été possible de comparer les besoins du leader d'opinion du secteur de l'aquaculture, afin de présenter de nouveaux plans de marketing. Les espèces méditerranéennes cultivées dans les deux pays sont semblables, ainsi il a été possible de comparer la tendance de fonctionnement pour diversifier les espèces ou différencier les produits de l'offre. Des questionnaires ont été distribués en Italie, tandis qu'en France on a utilisé le résultat d'un examen précédent, concernant la possibilité d'introduire différenciation et diversification sur le marché des produits de la mer aquacoles. Les personnes enquêtées ont exprimé, dans les deux pays, la possibilité d'innover dans ce domaine, en développant une politique commerciale orientée vers la différenciation de l'offre de produits, plutôt que d'introduire de nouvelles espèces sélectionnées. L'introduction de nouveaux produits de la mer représente un choix de marketing qui répond aux exigences des consommateurs. Le choix de différencier les produits, plutôt que de diversifier les espèces, est guidé par l'insuffisance des connaissances sur de nouvelles technologies économiquement intéressantes et des espèces pouvant être élevées.

Mots-clés : Diversification des espèces, différenciation de produits, produits de la mer à valeur ajoutée.

Italy and France represent two important realities in fish farming sector. At the moment in Italy the API (Associazione Piscicoltori Italiani) is monitoring more than 260 fish farming producers: the major part is represented by trout farms, but, in the last 5-8 years, a new trend characterises Italian aquaculture sector: growth of sea-bream and sea-bass culture in off-shore cages.

In both countries, during the past ten years, aquaculture has become the fastest growing food-producing sector and is an increasingly important contributor to national economic development, the food supply and food security. The presence of aquaculture seafood has modified the habits of consumers, in fact, Italian and French ones have a keen appetite for seafood. Italian and French consumers, according to a recent consumption figure for European countries, are indeed willing to pay the price for products perceived as being good for money and that value-added products are perceived as such.

The effort of comparison of two case study attempts to provide some prospective element about markets and consumer expectation, thanks to interview with the industry or to own participant's expertise. The validation of survey marketing strategy to promote species diversification and/or products differentiation, has been guaranteed by global vision of fish farm operators to accept "new route".

In both case the growth of aquaculture depends by demand of consumers, and the success of

introduction of species are more strong thanks to genetic modification. Producers have a lot of problems in order to use of antibiotic, and some pathology that required utilisation of disinfectants. Both in Italy and in France, the producers and the transformers attempt to introduce new species, but the major problem is represented by inefficient collaboration between research and production fields.

Actually, both Italy and France show major propulsion to implement strategy for products differentiation.

France have been successful in entering certain areas of value-added-products, for example delicatessen niche or pre-cooked, while Italy is still quite difficult to penetrate. This difference is fundamentally connected to tradition: in Italy the most of aquaculture production is sold as fresh, in natural way, no preserved, no processed, no canned. However, the Italian industry is making major efforts to modernize its distribution (transportation, handling and storage) and marketing network, which will facilitate the entry of non traditional fish products into the market and should result in an overall increase of seafood consumption. In France there is a different perception of opportunity to implement products differentiation. The French answers, in fact, are more detailed than Italian ones; the producers and processors know and apply the different ways to add value to the seafood goods.

For French operators the best sign of differentiation is represented by introduction of new packaging, in order to demand of consumers, whereas Italian operators have given the same importance to the different aspects of products differentiation: in Italy it is not the example of new processed seafood, or it is not the policy of marketing that secured the loyalty of the consumers to eat lower commercial value species of fish products. In Italy ICRA has supported aquaculture sector to introduce EMAS Registration, according European Rule 1836/1993 and next modification. All quality initiatives, both Italian operators and French ones, need to be encouraged.

Eco-labelling schemes are increasingly perceived as a way simultaneously to maintain the productivity and biodiversity. Aspects of Eco-labelling that provoke concern include: the scientific basis of the criteria proposed for fisheries Eco-labelling schemes; the attitude of consumers towards such schemes. The example and studies are incoming in fishery sector, but the consumers need the similar action in aquaculture field, too.

The comparison of two case study shows that in both markets the operators want to invest on products differentiation, and not on species diversification. It is believed that to improve the diversification it is an enterprise that, for being winning, does not demand alone the know-how of the operating ones, but needs of supported actions and aids from external variable: for example by scientific world and by Public Administration.

To capture the interest of the consumers and to modify the alimentary habits of the traditional consumers are sure a not easy job, that it will have to based on one political of marketing oriented to the clear identification of the products offers, to the nutritional property, to the feed used, to the carried out cures of antibiotics and to the demonstration of the respect of the chain of the cold.

The consumers disposed to acquire aquaculture seafood products choose that type of product why greater additional indications approximately the quality expect. Moreover the channels of commercialisation of the raised products are various from those traditionally used for the captured (wild) product, for which it thinks that the aquaculture product more is adapted to satisfy the requirements of the modern consumers. That the operating ones mean to make is to offer *ad hoc* products for the various categories of people, who, potentially, represent the target of consumers. In France, one previews that the raised product will be sold already partially transformed, while in Italy main fish species will be sold not transformed, except for the trout.