

“Integrating Aquaculture
within local communities”



Courtney Hough
General Secretary

Europe's seafood market

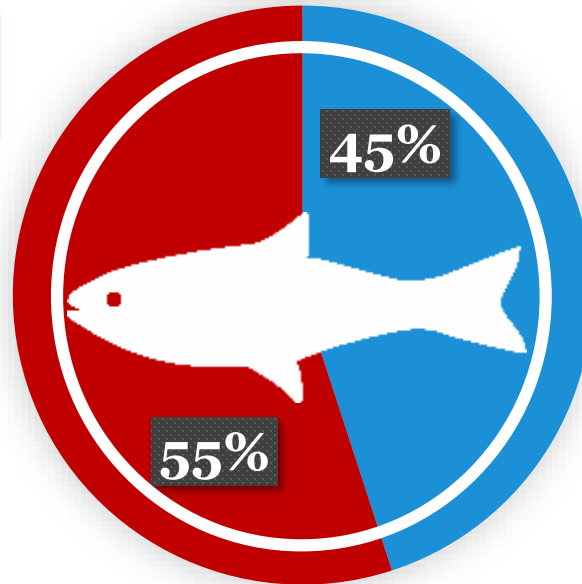
PER CAPITA ANNUAL CONSUMPTION

23.1 KG

24% from Aquaculture



Increasingly from aquaculture (salmon, shrimps, pangasius, shellfish, tilapia....) = 57% of aquaculture products consumed in EU



Less than 6% from EU fish farming

How to assure Food and Nutrition Security → Aquaculture !

Top concerns of the sector

- **Image** of the production sector, which affects
 - Image of the products
 - Acceptance of the activity by society
 - Licences and access to space/water & other resources
 - Growth and expansion of the sector
- FEAP has created a **COMMUNICATION COMMISSION**
 - Response tools/information, sectoral data & Infographics
- “Farmed in the EU” – DG MARE → schools campaign
 - First pan-European action to promote aquaculture



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fisheries areas network

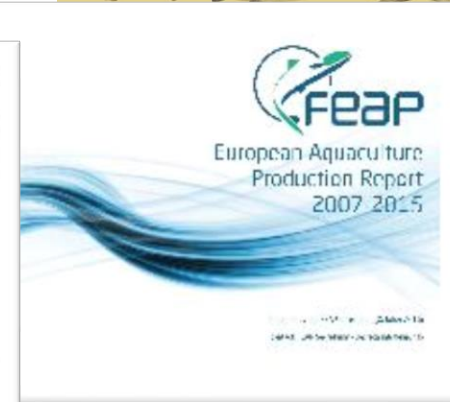
Role of FLAGs



- Fostering linkage measures at the local level
 - **Add value** to locally-produced aquaculture products
 - **Diversification/integration** of activities
 - **Play a role in society, local culture & the environment**
 - **Involvement in governance** actions (local and wider)
- FLAGs can provide links and actions that **cannot** be achieved at the European level
- **How to get the best value from combined efforts ?**



- Make best use of resources !





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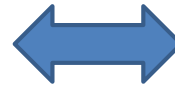
Communication



FLAGS

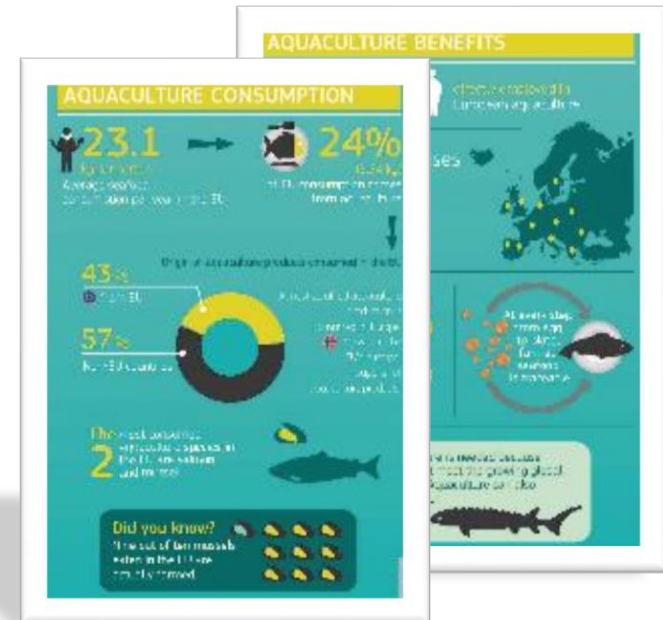


Associations



European Structures

- Local involvement & actions are keys to development
- Need to have strong communication links to benefit from success stories !
 - “Farmed in the EU” schools project
 - Innovations in FLAGS and in projects !
 - Infographics to back up communication
- We need to know what you are doing !
- Establish 2-way information flow to support and inform....





Thanks for listening !

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