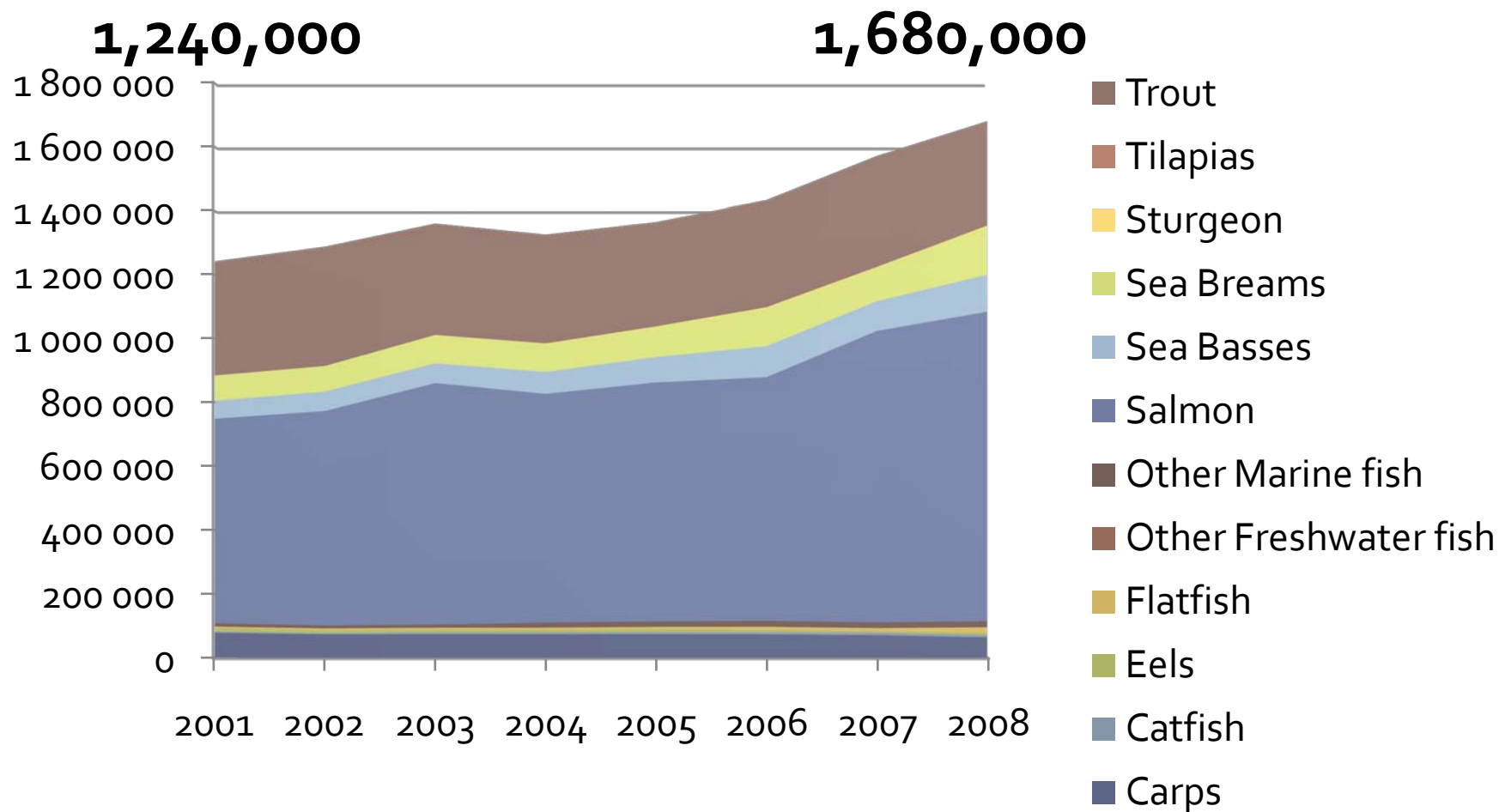
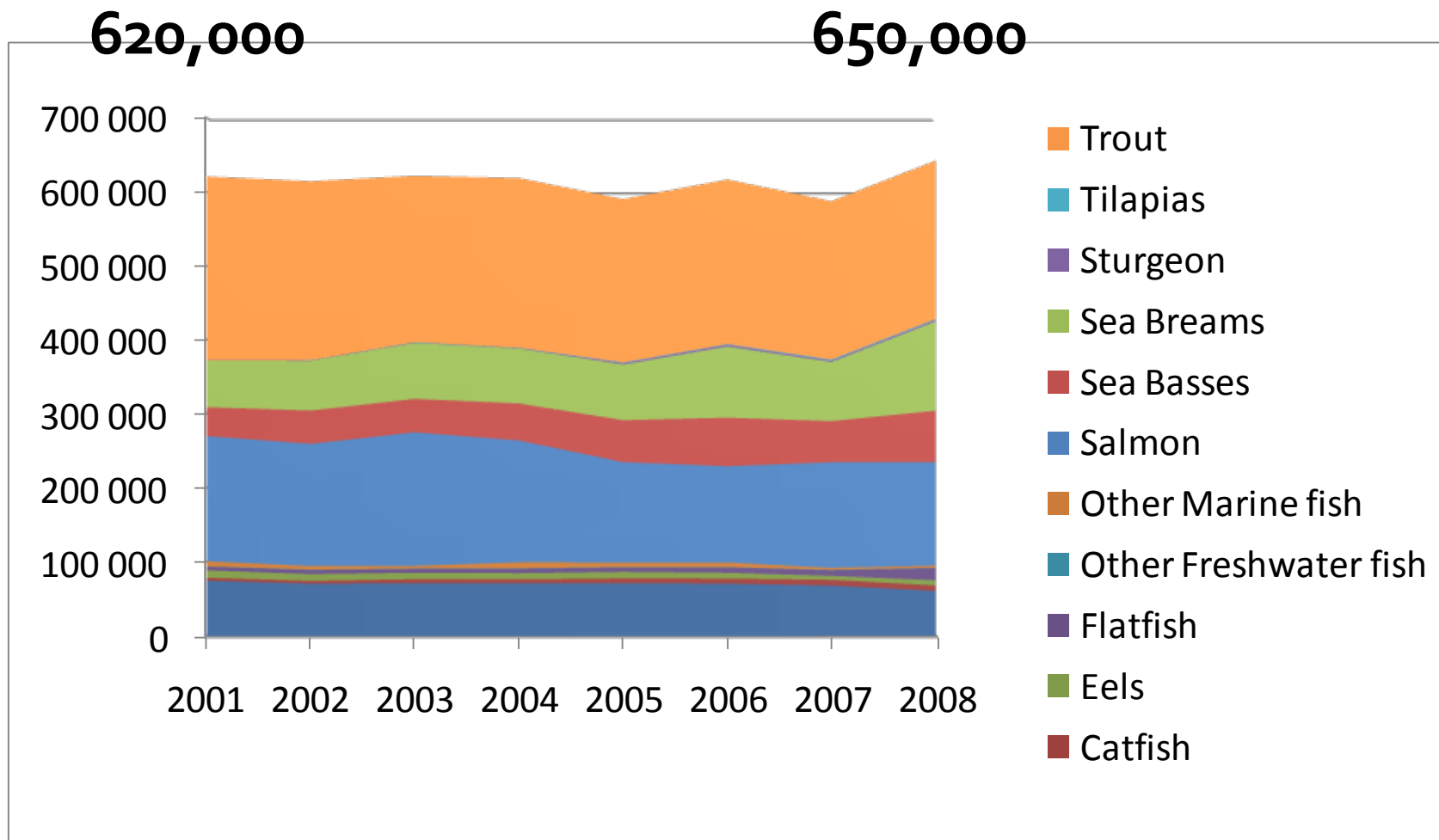


# European fish farming



Source: FEAP Member Associations

# EU fish farming



Source: FEAP Member Associations

- ▶ **Sustainability** is the key word and covers improving
  - ▶ Competitiveness & profitability
  - ▶ Nutrition,
  - ▶ Health,
  - ▶ Management, and planning,
  - ▶ Response & control of environmental issues
  - ▶ Engineering and equipment,
  - ▶ Product quality and product development,
  - ▶ Technology transfer & Lifelong learning

**Assuring the sustainability of the profession  
also assures the public image of the activity**

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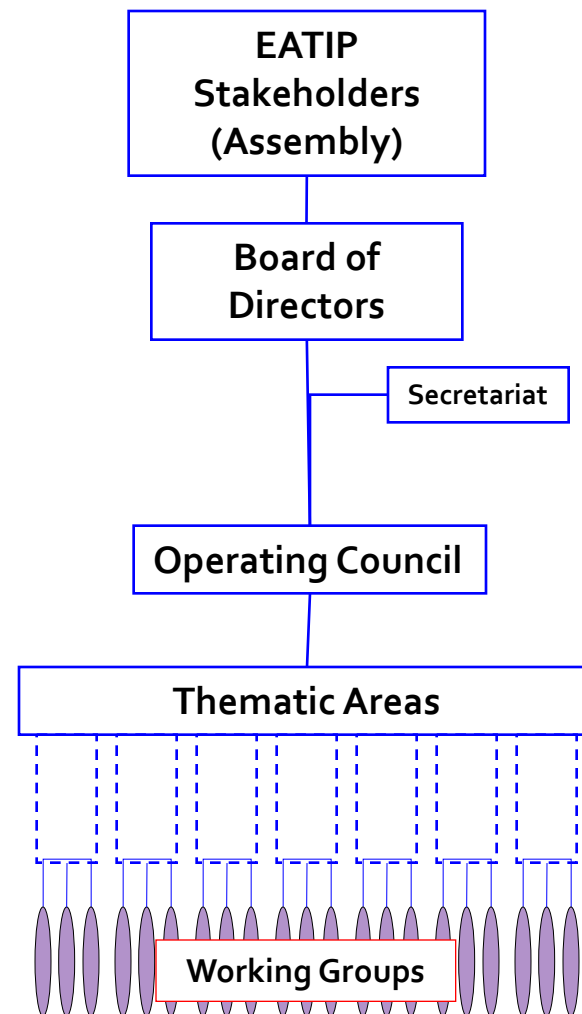


## 3 main objectives

- ▶ Establish a strong relationship between aquaculture and the consumer
- ▶ Assure European aquaculture as a sustainable industry
- ▶ Consolidate the role of aquaculture in society



# Strategy, Structure, Processes



'AqualInnova' – “Supporting governance and multi-stakeholder participation in aquaculture research and innovation”

Realising the dream

1. Sectoral mapping and benchmarking
2. Developing support tools and standard methodologies
3. Thematic Working Group meetings
4. Stakeholder consultation workshops
5. Knowledge transfer actions
6. Project promotion and dissemination
7. Project Management



# Stakeholder Consultation

- ▶ Vision documents and Strategic Agendas will be presented for wide stakeholder consultation within the following sectors
  - ▶ Coldwater aquaculture (Northern Europe)
  - ▶ Inland freshwater aquaculture (Central Europe)
  - ▶ Mediterranean & southern aquaculture (Southern Europe)
  - ▶ Shellfish aquaculture (tbc)





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