

NOTES per session

Workshop:

How to Communicate the Benefits of Sustainable Blue Food?

Date: Thursday, November 16th, 2023

Theme: Aquaculture

Blue food is all around us, and new species of seaweed, fish, and usages of side-streams is becoming more popular as a way to feed the growing population. Therefore the objective of this session was to discuss the challenges faced when communicating to the general public about sustainable blue food. How can we change cultural perceptions about underutilized fish species, what challenges to small-scale fisheries bring with them when wanting to obtain the MSC label? When using side-streams and seaweed for food innovation what challenges are faced and what support is needed? The session was split into three presentation rounds (2 x presentations of 10 min) with 5 minute discussion rounds in between each. The first discussion round was: What is the first thing you would implement if you were in a governmental position based on the challenges presented by the two fish presentations? The second discussion round was: Why are blue foods accepted more in some regions than others? How to change this? Finally, the session ended with a panel discussion.

Overall, the presentations underscored the challenges and opportunities in promoting sustainable seafood consumption, emphasizing the importance of awareness, education, and collaboration across the value chain.

Key points discussed:

- Regarding the bream in Sweden and other newer fish species, collaboration with fishermen who fish in the Baltic Sea is needed to reach volumes that can be commercialized.
- Seaweed is the new soil, being an ingredient as a protein source that can be added to more or less everything. Using it for nutritional purposes.
- Production of Seaweed in Europe is small, extraction for medical products etc. can achieve high prices.
- Even the ugliest seaweed can be used; for instance as fertilizer. Tomatoes and potatoes will grow huge. Or for Horse food.
- More Algae biomass is needed. 120 species in DK, only 20-25 go to the restaurants.
- MSC and ASC together have a standard for seaweed cultivation. If scaling up, you need to pay attention to the sustainability.
- When processing and processing you lose benefits, shall we process to meet the consumer's taste?
- Change cultural perceptions: Round Goby invasive species from the Black sea; the Danish don't eat it because it's not beautiful, the Italian said, what a great quality.