



European
Commission



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GENERAL INFORMATION

Member State:

Spain

EFF or EMFF Measure:

EFF: Development of new markets and promotional campaigns

EMFF: Marketing measures

EMFF Union Priority:

EMFF Union Priority 5

ESIF Thematic Objective

ESIF Thematic Objective 3

Keywords:

- Diversification of production
- Education and training
- Health and safety
- Marketing and processing

Operation start year:

2010 (EFF); 2014 (EMFF)

Operation end year:

2015 (EFF); ongoing (EMFF)

STORY OF THE MONTH

SUPPORTED BY THE **EFF** (European Fisheries Fund)

AND BY THE **EMFF** (European Maritime and Fisheries Fund)

EL SABOR DE LA AVENTURA ESTÁ EN EL MAR (THE TASTE OF ADVENTURE LIES IN THE SEA)

Operation description

The motive for applying for support from the EFF/EMFF was because the planned operation was considered perfect fit with the objectives of the common fisheries policy (CFP). In addition, accessing EFF/EMFF funds meant that the promotional campaign that was financed could be larger than would otherwise have been the case, enabling it to reach more consumers.

The programme *El Sabor de la Aventura está en el mar* (The taste of adventure lies in the sea), designed by the Consellería do Mar - Xunta de Galicia, provides education about maintaining healthy eating habits, and emphasises the importance of consuming fish and seafood in a balanced diet. It also educates schoolchildren in Galicia about fisheries and the marine environment.

The general objectives and expected results of the programme are:

- to foster the consumption of fresh fisheries and aquaculture products amongst the young population;
- to familiarise youth with the world of fisheries and aquaculture, for example information on fishing ports, coastal areas, and fish species;



INTRODUCTION OF THE BENEFICIARY

Beneficiary name:

Xunta de Galicia, Consellería do Medio Rural e do Mar (now called to Consellería do Mar)

Contact details:

Conselleria del Mar
Website: <http://mar.xunta.gal/es>
Tel: +34 981 545 400

Operation location:

Spain, Galicia

- to highlight the importance of fresh fisheries and aquaculture species and products in a healthy diet due to their nutritional benefits;
- to demonstrate the importance of the role consumers can play in preserving marine resources; and
- to teach how to use marine ingredients when cooking.

Initially the programme included catering and pre-cooked meals distributed in school canteens. The meals were adapted to the children and were a great success as far as the children were concerned. However the canteen professionals and the producer organisations found that the fixed prices paid to them by the programme for fish was not always commercially viable. The programme was adapted: the school catering aspect was eliminated and replaced by workshops and excursions, which are used to reach the same educational objectives.

Other operation info

Fish consumption data for those aged under 18 and trends within the data for the past few years were analysed prior to designing and launching the campaign.

Lessons learned

This project is one of several campaigns run by the Xunta over both programming periods. They learnt from experience with the first campaign that:

- advance information provided to participants needed to be improved; and
- online tools needed to be used for evaluating the activities.

The materials were developed by education experts and adapted to different age groups, demonstrating that targeted communication can be worth the investment and help target-specific population demographics.

Results

So far, the following can be reported, demonstrating the volume of the intervention, (long-term results can only be measured at a later stage):

- The operation's messages have reached more than 50 000 children over both EFF and EMFF periods

EMFF outputs in 2016: Number of total participants: 2 300

- 2016 workshops:
 - Held in 59 schools and at 1 gastronomic and cultural event;
 - School workshops reached 5 189 students;
 - Event workshops reached 48 students;
- 300 participants took part in Voz Natura 2016, a cultural festival centred around environmental action.

EMFF outputs in 2017: Number of total participants: 6 000

- 2017 workshops:
 - Held in 50 schools in Galicia and 3 different cultural and gastronomic events;
 - School workshops reached 6 055 students.

Event workshops reached 247 students.

Next steps

Currently, the Xunta plans to elaborate a strategic plan for the next 4 years.

The main activities to be included in the strategy, and funded under EMFF, are likely to be:

- attending national and international food and fish fairs;
 - publicity campaigns by press, radio, TV and internet;
 - promotional campaigns for the consumption of canned food amongst young children;
 - information campaign for students in hotel schools;
 - development of informative applications to improve the control and traceability of fisheries products;
 - events for the promotion of fisheries products;
 - editing of promotional material; and
 - development of websites and applications.
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BUDGET

Total operation budget:

EUR 1 305 568

EU contribution:

EUR 919 542

Coordinating organisation:

Xunta de Galicia
Ardora Formación y Servicios,
S. Coop. Galega, Spain;
Marexada. Deporte, Lecer
e Cultura S.L., Spain



Operation sustainability and relevance

The project is relevant for the goals of the CFP as the workshops and site visits it supports focus on providing additional information to consumers, not only to generate increased demand for seafood/marine products, thereby benefitting and supporting the fisheries and aquaculture production sectors and the livelihoods of those engaged in them, but also to educate about the need for improved levels of sustainability in the exploitation of marine resources, and reduced levels of marine pollution.

Issues of social inclusion and gender equality are also promoted through the workshop and visit activities. In addition, the activities provide education about the importance of fisheries and aquaculture in the social fabric of coastal communities and as part of marine and coastal heritage.

The campaign El sabor de la Aventura esta en el mar is important in raising awareness amongst youth about the benefits of consuming fish. This particular population demographic is typically very reluctant to consume fish, so the campaign is a very important part of the promotion strategy to generate demand for fish and aquaculture products, thereby supporting sustainable fisheries and aquaculture livelihoods.
