

AdriAquaNet

Enhancing Innovation and Sustainability in Adriatic Aquaculture

Deliverable WP 2.2.5

Technical-scientific report on WP5 (final)

Trieste, 30.06.2022

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This is a **synthetic overview** of the main innovations that AdriAquaNet Partners have developed to attain **Objective 3 of the project - Increase SMEs competitiveness thanks to new high quality fresh and processed fish.**

The relevant activities have been comprised in **WP 5 - IMPROVING QUALITY AND MARKETING OF FRESH AND PROCESSED FISH**

This Workpackage has been organized in 3 main parts:

- Act 5.1 DETERMINATION OF FARMED FISH QUALITY AND SHELF LIFE SAFETY
- Act 5.2 IMPROVEMENT OF SAFETY, SENSORY AND QUALITY OF FRESH AND NEW FISH PRODUCT
- Act 5.3 MARKET RESEARCH AND PROMOTION

The **detailed scientific and technical reports of WP4** are available in the project's website, section **Docs and Tools**, sub-section [WP 5 - IMPROVING QUALITY AND MARKETING OF FRESH AND PROCESSED FISH](#)

These documents will support aquaculture professionals and the food industry in producing new fresh and processed fish products that enlarge the range of industrial applications of sea bass and sea bream muscle. Moreover, the documents report the characterization of the sanitary, sensory and quality parameters of the market size fish after farming, during cold storage or after fishery product processing. The documents provide information of the nutritional quality of the new products for the consumers. In addition, the documents report on innovative packaging and new fish products that will promote consumption of this kind of fish meat. Other documents report on marketing tools and strategies to eliminate the prejudices on lower quality of farmed fish compared to fish catch by fishermen.

Deliverables of Activity 5.1 are:

- D 5.1.1 Technical-scientific report (Microbial and chemical quality indexes; Product safety value; Chemical and nutritional properties; Dietetic value)

- D 5.1.2 Manual of Raw meat standardization for fish production

These two deliverables were gathered in one unique publication entitled "*Characterization of the properties of fresh farmed fish*". The publication was edited in three languages and was disseminated during the events and trainings.

Deliverables of Activity 5.2 are:

- D 5.2.1 Technical-scientific report on a new type of farmed fish packaging for extended shelf-life
- D 5.2.2 New types of packaging
- D 5.2.3 Innovative products (hamburgers, fillets)

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Deliverables of Activity 5.3 are:

- D 5.3.1 Set of tools for market research analysis
- D 5.3.2 Technical-scientific report on the application of the market research tools and data about the perception of fish food consumption by catering SMEs, catering customers and general public:
 - a) Brochure about nutritional value and health benefits of fish consumption in three languages (English/Croatian/Italia)
 - b) Promotion video about fish production and nutritional value;
 - c) Promotional Flyer for workshops fairs) in three languages (English/Croatian/Italia)

The technical innovations described in these reports have been **disseminated via training events**, as reported in D 5.4.1 TRAINING FOR SMES AND PROFESSIONALS.

The target groups of this document are:

SMEs and professionals active in the aquaculture value chain

They may find it useful to know what technologies are available and who are the reference persons who can support them in implementing these innovations.

Researchers and scientists addressing manyfold issues of aquaculture sustainability by a multi-disciplinary approach

They may find it useful to understand what are the most urgent innovation needs of the aquaculture business, in order to transfer knowledge and ideas from their scientific domains to the applied sciences.

Policy makers at all levels of government

The seamless adoption of these innovations and any other necessary improvement, refinement and further development need to be supported by the public policy makers at all levels of government, in order to design and implement actions that ensure favorable conditions of cooperation between relevant actors of the innovation endeavor, such as the R&I sector (Research and higher education institutions) and the users (SMEs) at both sides of the Adriatic Sea basin.