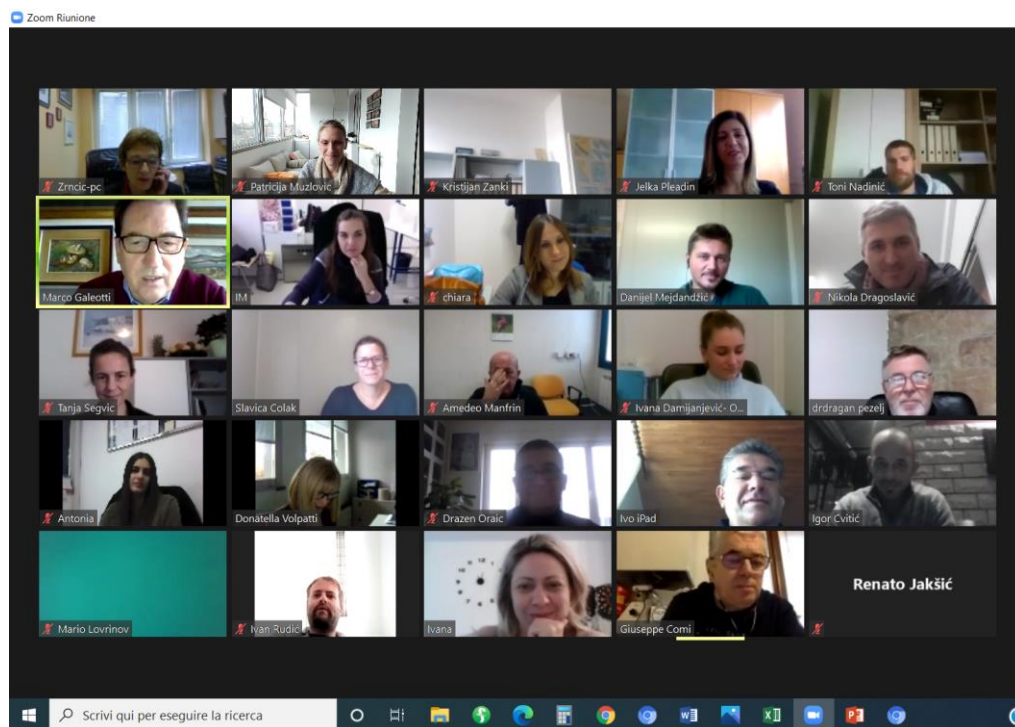


AdriAquaNet

Enhancing Innovation and Sustainability in Adriatic Aquaculture

WP 5.4 Trainings for SMEs and professionals

WP5 – Training nr. 2, report, December 9 2020

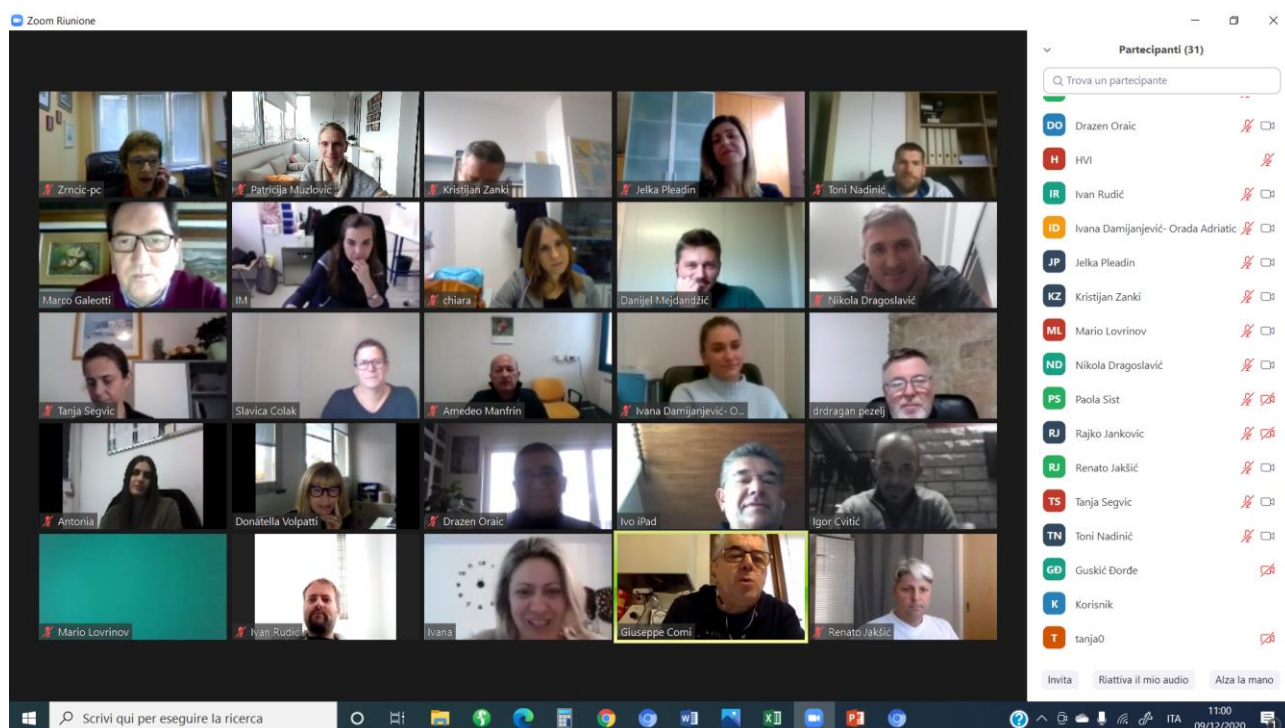


Introduction


The **second training course** entitled **“SUSTAINABLE INNOVATION IN FEEDING, FARMING, HEALTH MANAGEMENT AND QUALITY OF SEA BASS AND SEABREAM”** was held on December 9, 2020 in remote via zoom
<https://us02web.zoom.us/j/81180755685?pwd=MmMvVE5GYVZmQzY1T09DL3lnaDVUdz09> and involved 46 professionals. The focus target were SMEs and fish farmers in Croatia. The agenda of the training, programme, training materials-presentations, attendee list of participants, press release, photos, video link are part of this report.


1

The second training course for Croatian fish farmers and veterinarians was held virtually and organised by PP1 and PP7 (it was planned to be in Zadar in presence, but for the Covid 19 restrictions we did it online on December 9. All partners attended the training course.



PP1 (Jelka Pleadin – IZV) had a presentation entitled “*Kvaliteta brancina i orade uzgojene na Jadranu (Quality of sea bass and sea bream farmed in Adriatic)*”.

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WP 5. Poboljšanje kvalitete i marketing svježe i prerađene ribe

Kvaliteta brancina i orade uzgojenih na području Jadrana


AdriAquaNet
Jelka Pleadin i Nada Vahčić

Training | Zagreb | 09. prosinca 2020.

European Regional Development Fund



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2

PP5 (Greta Krešić – FMTR) presented “*Konzumacija ribe: Utjecaj na zdravlje i faktori koji utječu na odabir potrošača (Fish consumption: health effects and factors affecting consumers’ choice)*”.



Konzumacija ribe: Utjecaj na zdravlje i faktori koji utječu na odabir potrošača

Prof. dr. sc. Greta Krešić | PP5 | Sveučilište u Rijeci
Fakultet za menadžment u turizmu i ugostiteljstvu Opatija
Katedra za Hranu i prehranu

European Regional Development Fund Zadar, 9. prosinca 2020 1

SADRŽAJ

- Moderni potrošači
- Faktori koji utječu na konzumaciju ribe
- Zdravstvene dobrobiti konzumacije ribe
- Istraživanje tržišta – potrošači
 - Cilj istraživanja
 - Metodologija
 - Rezultati
- Prijedlog marketinških aktivnosti

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3

LP (G. Comi – UNIUD) concluded with the lesson on *“Innovation for the shelf-life of fresh fish product: microbiological and chemical – physical aspects.”*

4

Giuseppe Comi – Lucilla Iacumin

Innovation for the shelf-life of fresh fish products:

microbiological and chemical-physical aspects

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Topics

The following presentations (which are part of this report) regarding WP4 were discussed among the participants and all relators present debated about:

1. Innovation for the shelf-life of fresh fish products
2. Innovative packaging, modified atmosphere packaging, under vacuum packaging, bio protective starter
3. Quality of farmed sea bass and sea bream in the Adriatic aquaculture
4. Analytical methods of the definition of the nutritive ingredients
5. Modern consumers and new market segment related to the sustainable living
6. Market research
7. Fish consumption in UE and factors affecting fish consumption
8. How to test consumers?

5

Conclusions

During the first set of training the following lessons have been produced and were shared with the participants of the second training cycle:

VIDEO COMI: <https://youtu.be/OFW9n8y61qQ>

VIDEO PLEADIN: <https://youtu.be/ueZe1EK5N8M>

VIDEO KRESIC: <https://youtu.be/D5B4Y2Rd8M8>

The LP and PP1 completed the determination of farmed fish quality and shelf-life safety during the fourth project period (activity 5.1) LP and PP11 will study the development of new fish products during the next project year (activity 5.2). The survey of fish food consumption and market promotion campaign started and will continue in the next project semester (activity 5.3).

Next Steps

The following training will be organized in 2021, in Italy in presence or online, according to the sanitary situation.