

# AdriAquaNet

Enhancing Innovation and Sustainability in Adriatic Aquaculture

WP 5.4 Trainings for SMEs and professionals

WP5– Training nr. 6, report, 06.05.2022



## Introduction

The **sixth training course** entitled “**THE CONTRIBUTIONS OF THE ADRIAQUANET PROJECT TO THE IMPROVEMENT OF SUSTAINABILITY IN MARICULTURE**” was held in presence on May 6, 2022 at the conference room of HOTEL SARAGO, Corso Mazzini, 233 in Ostuni (BR), Italy ) and simultaneously in remote on the platform ZOOM through the link <https://us02web.zoom.us/j/83097986553?pwd=K2NMZFRFSWNnSDZjeWt5RkZCZWJNIZz09>

It was organized by LP in collaboration with PP9 and external service LETTERAB. It was o free and aimed at university researchers and students, breeders, operators, veterinarians, technicians in the aquaculture and fish farming sector, but it is also open to all interested parties. 50 participants were present in Ostuni and 29 followed the training online. The training was held in Italian and English.

All three training cycles (WP3, WP4 and WP5) were gathered in one-day training course in order to facilitate the organization and the knowledge transfer to the attendees that were interested in different topics.

The event was accredited and included a certificate of participation of the Italian Fish Farmers Association - API which concluded the day with a presentation of the new routes for sustainable aquaculture. During the morning the experts talked about the management of the facilities and fish products, the development of a practical method of assessing the welfare of farmed fish and the identification of natural substances such as immunostimulants and antimicrobials for the control of bacterial and parasitic diseases. They focused on the marketing of farmed fish, in particular sea bass and sea bream, and derivative products and the testimonies of Italian and Croatian companies, that were involved in all phases of the design experimentation, were presented. In the afternoon, the researchers presented the results of the three-year efficacy trials of new feeds in mariculture and their influence on fish quality. In addition, the experts illustrated a new integrated modelling approach to monitor and manage farming practices, the use of technologies to reduce pollution of fish farms by using wastewater to produce biomethane and the use of photovoltaic and heat pump devices in marine aquaculture with direct evidence of the commercial hatchery where these innovations have been applied.

The course had two sessions: The morning **»SESSION 1: Improvement of the Management of fish facilities and Fish products: The AdriAquaNet project's contributions** united 5 presentations of which 1 general project presentation, 2 related to the work and topics of WP4 and 2 to the work and topics of WP5.

The afternoon **»SESSION2: Improvement of the Sustainability of fish facilities and Fish products: The AdriAquaNet Project's Contributions«** was all referred to the topics of WP3 with **5 presentations** and concluded with an overview of the new routes of Sustainable aquaculture presented by A. Fabris (API-Associazione Piscicoltori Italiani – external collaborator PP2) that moderated the second session with M. Galeotti (LP) who introduced and moderated the morning session.

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**Greta Krešić, PP5** coordinator from University of Rijeka presented a lesson on “**Marketing of sustainable aquaculture products**” and two promotional videos that were created during the project.

**Ivo Sterbić from iRiba and collaborator of PP1** presented on zoom “**Sme’s point of view**” by presenting the experiences on the farm tests of PP10 Orada Adriatic ltd and PP8 Friškina ltd.

Mauro Pighin, coordinator of PP11 Friultrota di Pighin ltd unfortunately couldn’t be present in Ostuni as he presented the project on Parma’s fair in presence that were organised the same days.

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A light lunch was organised between session for the relators and participants.



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The following deliverables were produced and put in SIU:

1. Program and Agenda in EN and IT
2. Press release in EN and IT
3. Poster in A4 and A3 format
4. Attendance lists of participants in presence and on zoom
5. Minutes of discussion with attendees
6. Certificates of attendance
7. Presentation of lessons and training materials

## Topics

The following presentations regarding WP3 were discussed among the participants and all relators present debated about:

1. **MARKETING OF SUSTAINABLE AQUACULTURE PRODUCTS**
  - a. Marketing mix: product, price, place, promotion
2. **EXPERIENCES OF SMES in the research projects**

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## Conclusions and Next Steps

The following training cycle will be organized the next day, on May 7, 2022 in Ostuni.