



Ocean Cluster Faroes

What influences consumers choices for seafood?

SJÓKOVIN OCEAN CLUSTER EVENT, 3RD OF MARCH



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Copy right J. Mojet ATO 18-11-2001

Köster 2009: Essential factors that influence eating and drinking behaviour and food choice.

Liking and Value

- Strong predictor of food choice
- Influenced by **affective** or cognitive processes
- Influenced by expectations
- Stronger predictor of food choice than reported intention
- Choosing not liked food leads to dissatisfaction and over-occupation with food
- Disliking of food creates aversion
- Can make Price less relevant due to its effect on perceived value



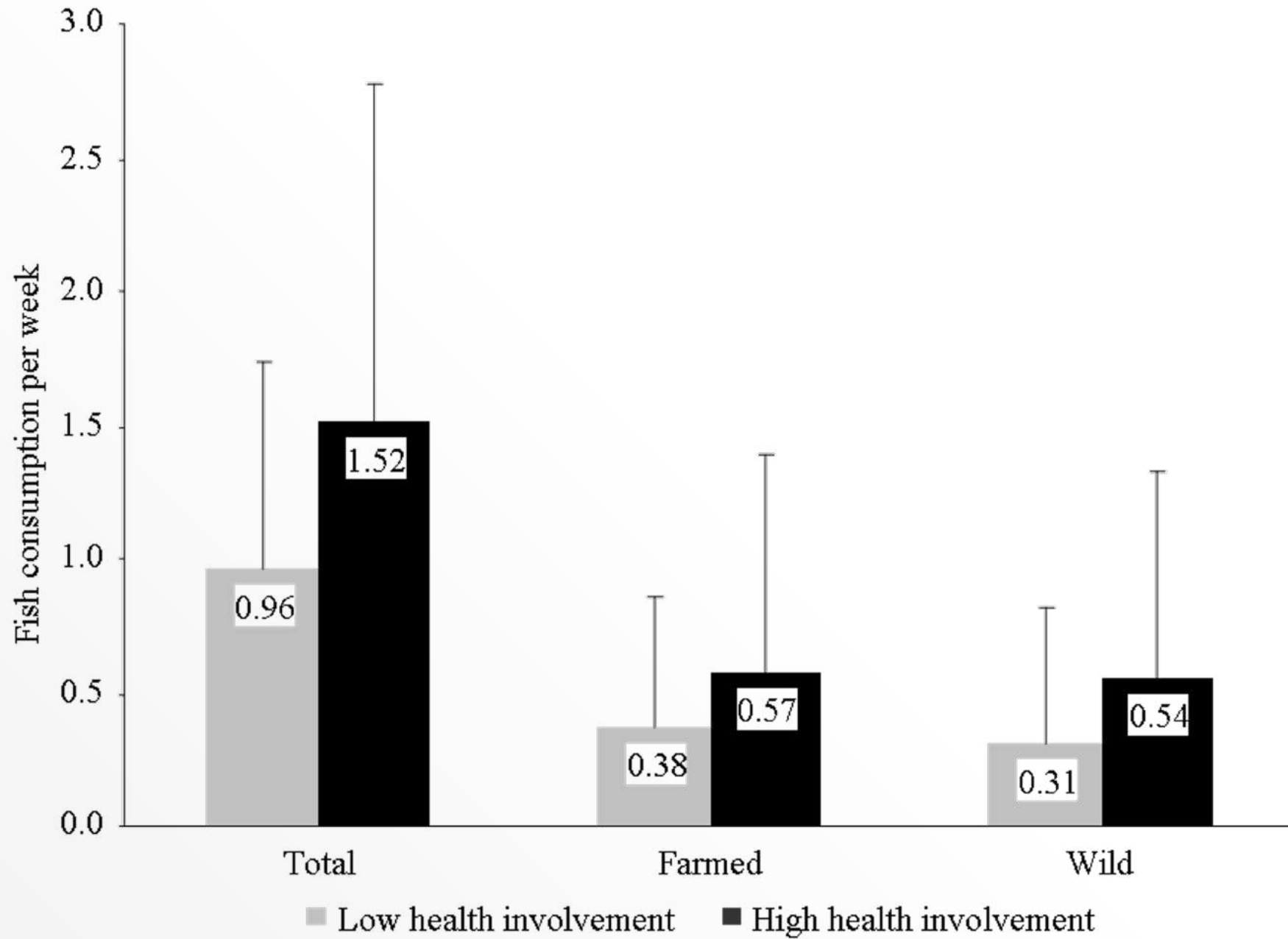
Health and food choice

- Consumers generally report positive attitudes towards healthier food
- Intentions to choose healthier food but not always a final choice
- Young adults less influenced by the healthiness of food
- Health related labels may create expectations for a less satisfactory food experience
- Tailor-made use of role-models might have a stronger impact than labelling
- Sustainability/organic etc. often reported as important but indirectly represent health orientation

Health and seafood

- Evidence shows that seafood and especially fatty fish have a protective effect on health
- Risks outweigh benefits
- Recommended fish consumption: two portions/week
- Average estimated consumption: one portion/week
- Young adults consume seafood even less frequently
- Is all fish perceived as good for health?
- What about production methods?





Data
from
Norway

New seafood product development

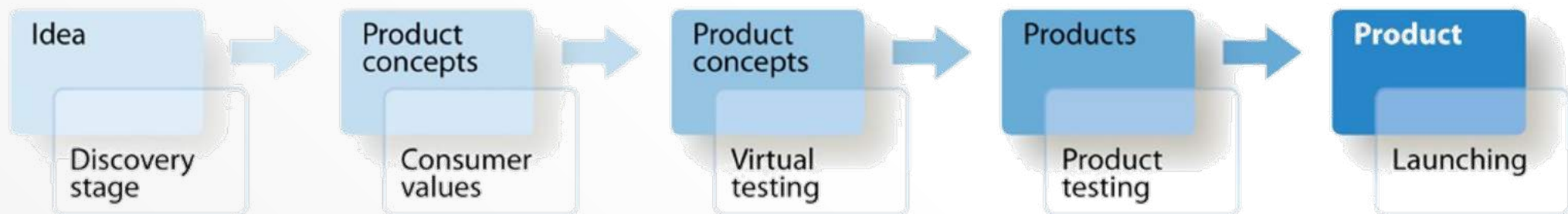
- Useful tool in reaching specific target groups with specific needs and preferences
- Risky activity that needs attention (70-90% products fail)
- Examples of successful new seafood product development are encouraging for the continuation of efforts
- Effective new product development models can be used to ensure success
- **Trust the market > Trust yourself**



Consumer input to product development

- Understand consumers
 - Use factors as elements in NPD
 - Satisfy demand in the market
 - Secure repeated sales

- From ideas to the dinner table; an adaptation of Cooper's (2008) Stage-Gate approach

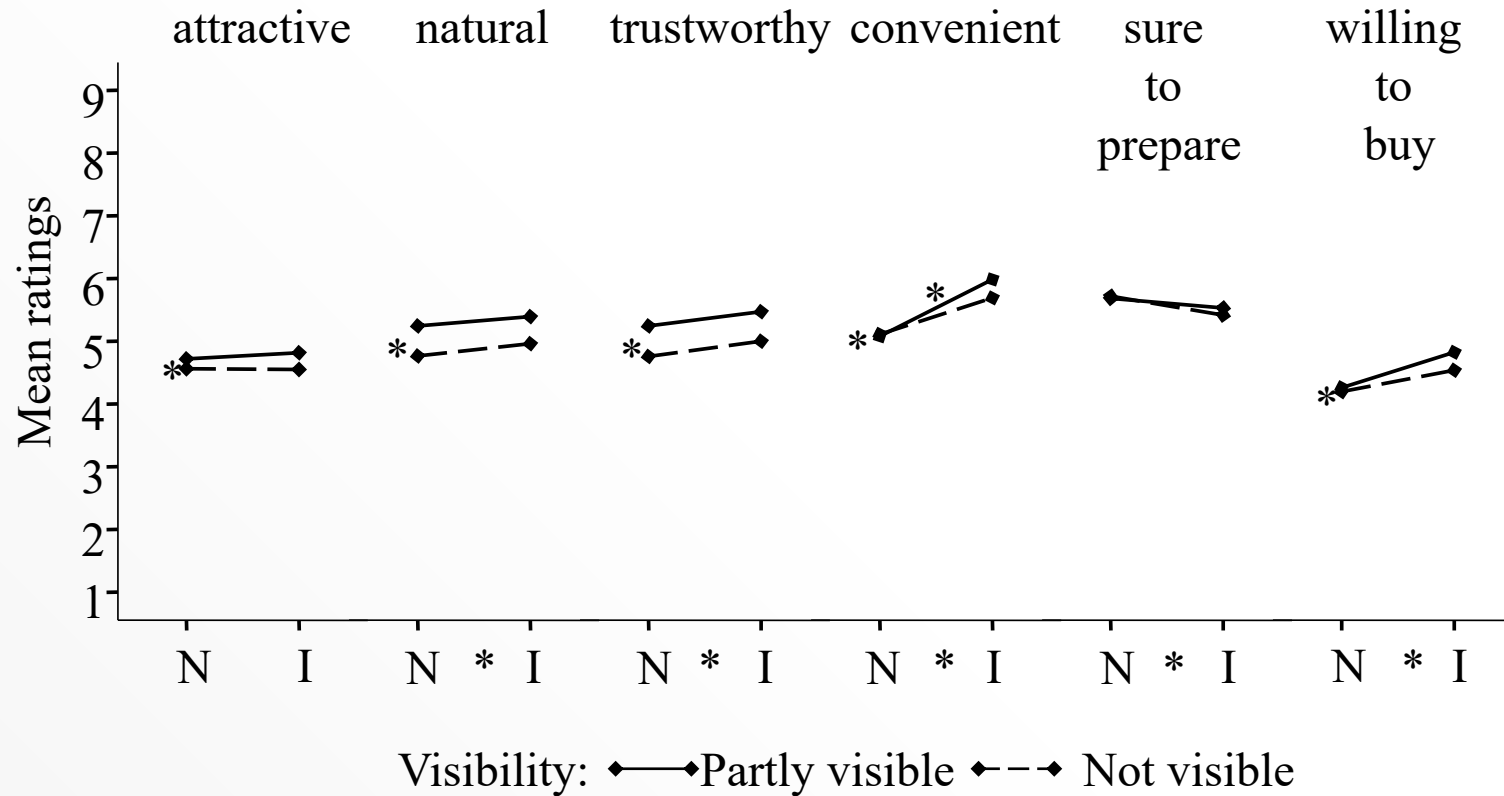


Main consumer values regarding seafood

- Successful preparation of a meal using a product
 - Healthiness of a product
 - Satiation after consuming a meal
 - Freedom of choice between variants of a product
 - Convenience of a product
 - **Visibility of products through the packaging and trust in it's quality**
 - Availability of products
 - Improvement of the image of products
 - The price of a product
 - ... endless more if we keep looking
-
- Values can be used in further steps in new seafood product development
 - E.g. marked visibility used in a test described in next slide



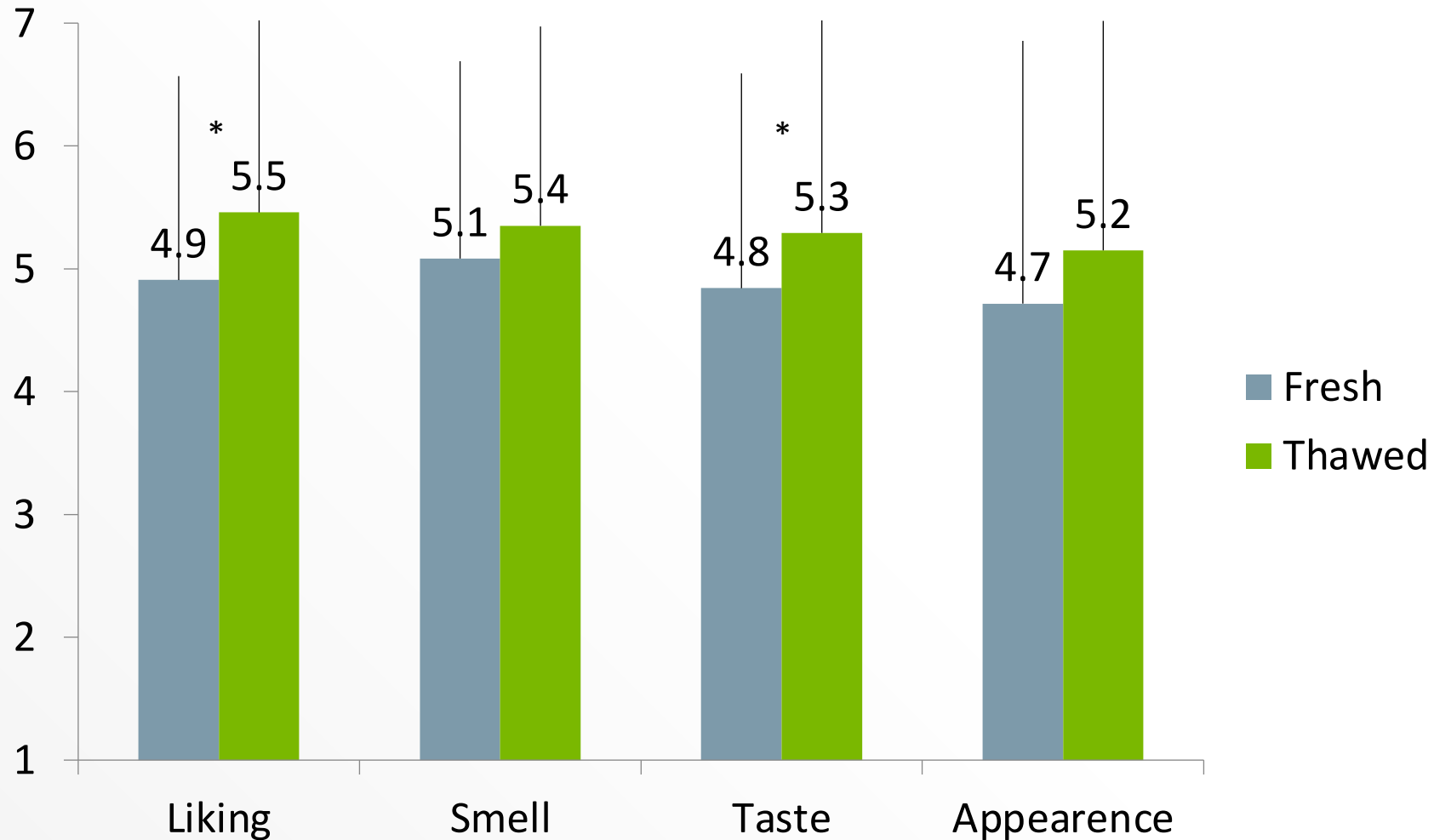
Effect of fillet visibility for NPD



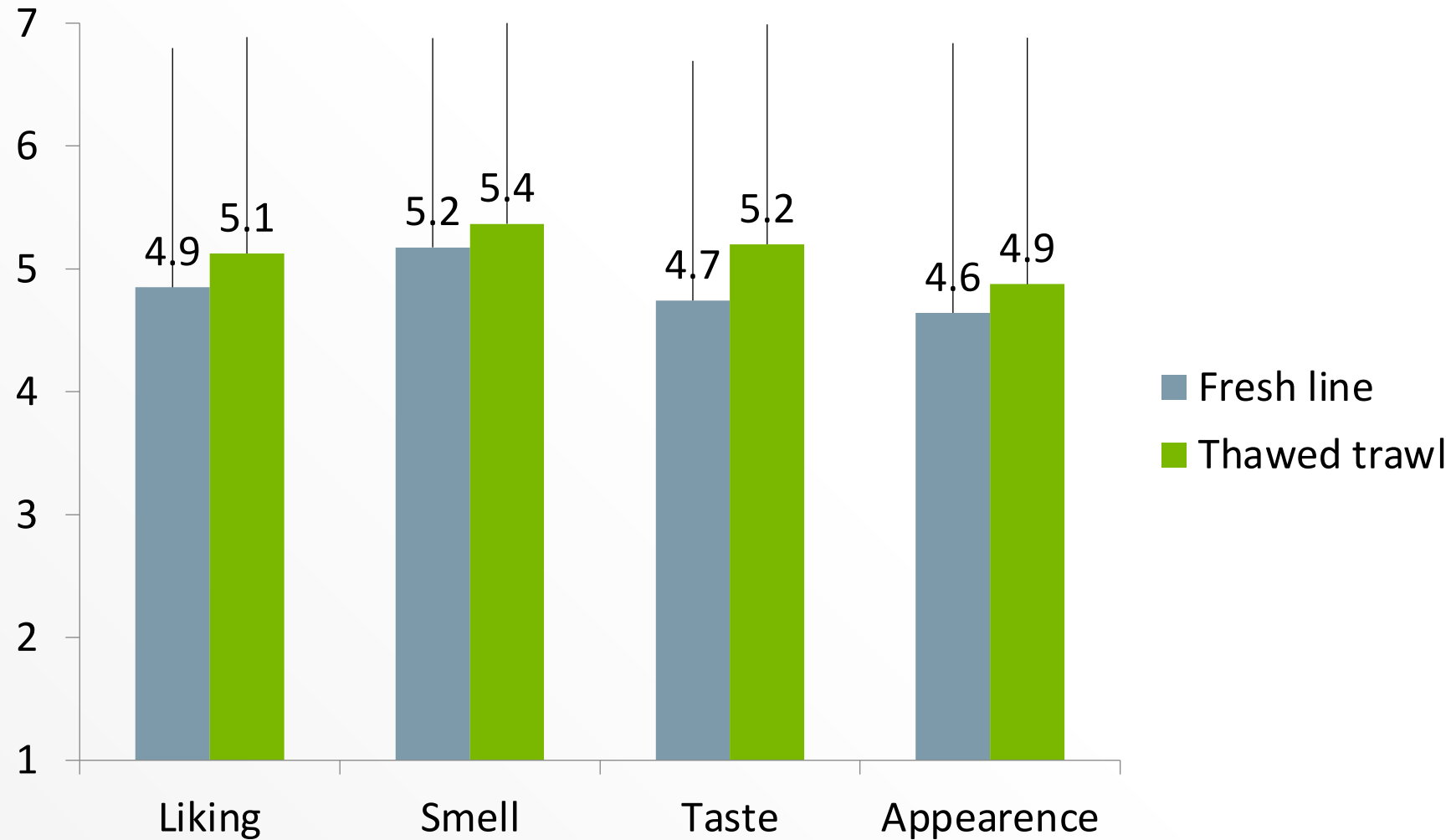
Evaluation of product concept conditions in Norway (N) and Iceland (I) on self reported nine point scales with one (1) denoting the lowest evaluation for each variable (e.g. totally not attractive) and nine (9) the opposite extreme (e.g. totally attractive). * Indicates significant differences (p<0.05) a) between N and I between countries and b) between data points for the specific comparison; c) * on top of data points indicates interaction between the dependent variable and the countries.

Cod catch and freezing methods

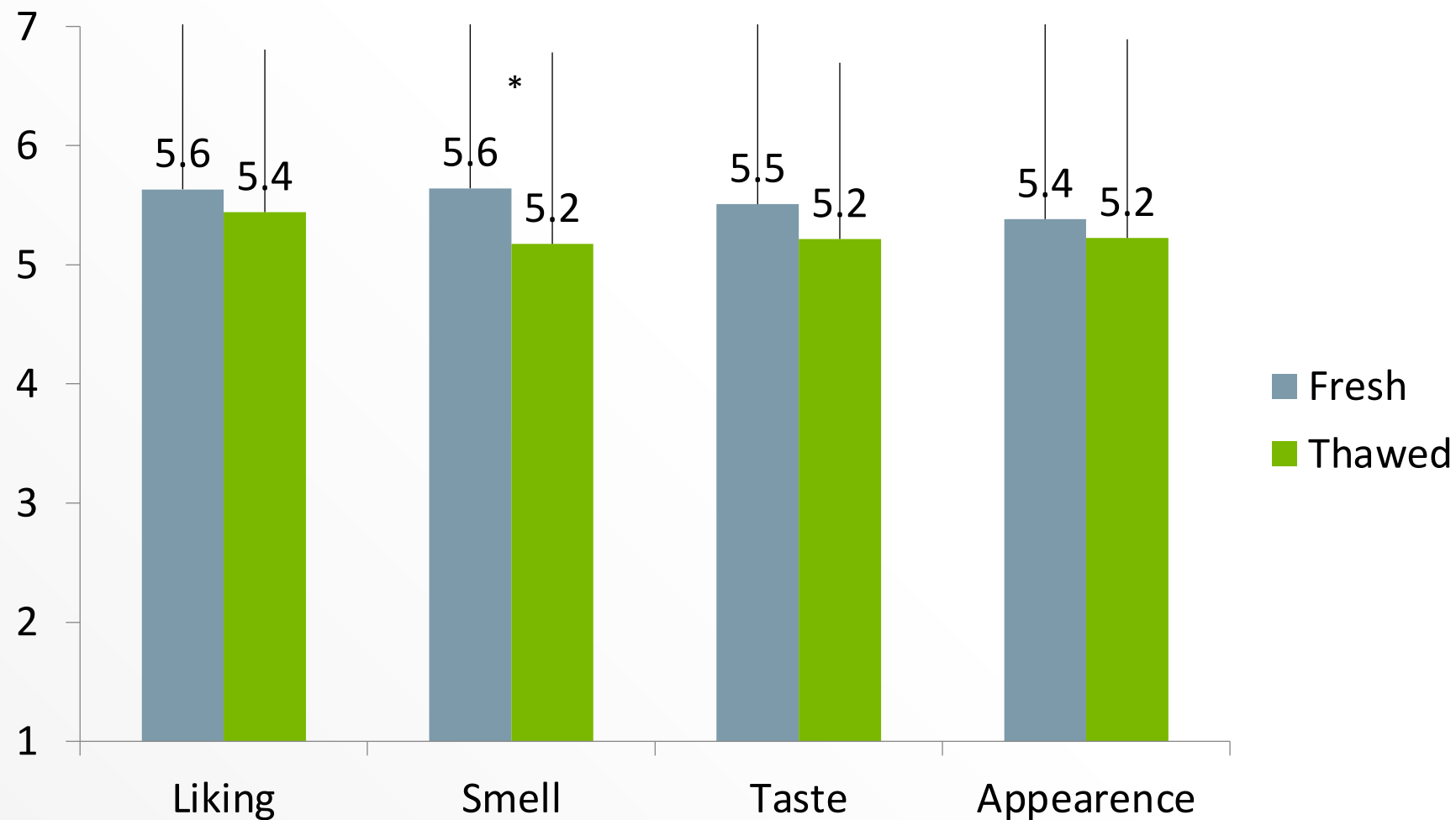
Cod in France: Fresh line vs. Thawed line without information (N=120)



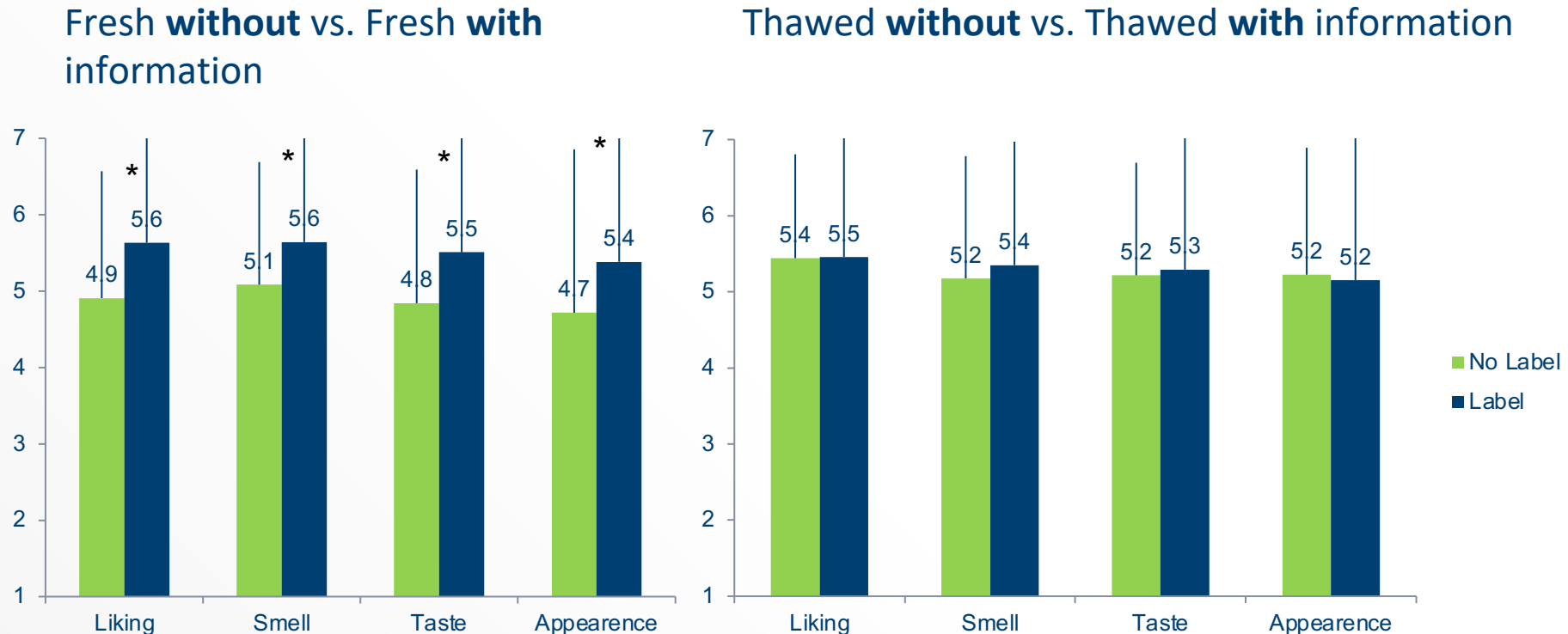
Cod in France: Fresh line vs. Thawed trawl without information (N=120)



Cod in France: Fresh vs. Frozen line with information (N=120)



The impact of labelling on the evaluation of fresh and thawed cod fillets (N=120)



”..people don’t just eat food, but also words, and the taste of the former is often outdone by the taste of the latter...” –*Alfred Korzybski*

Rest raw materials in consumer products

What do consumers think when we tell them about it?

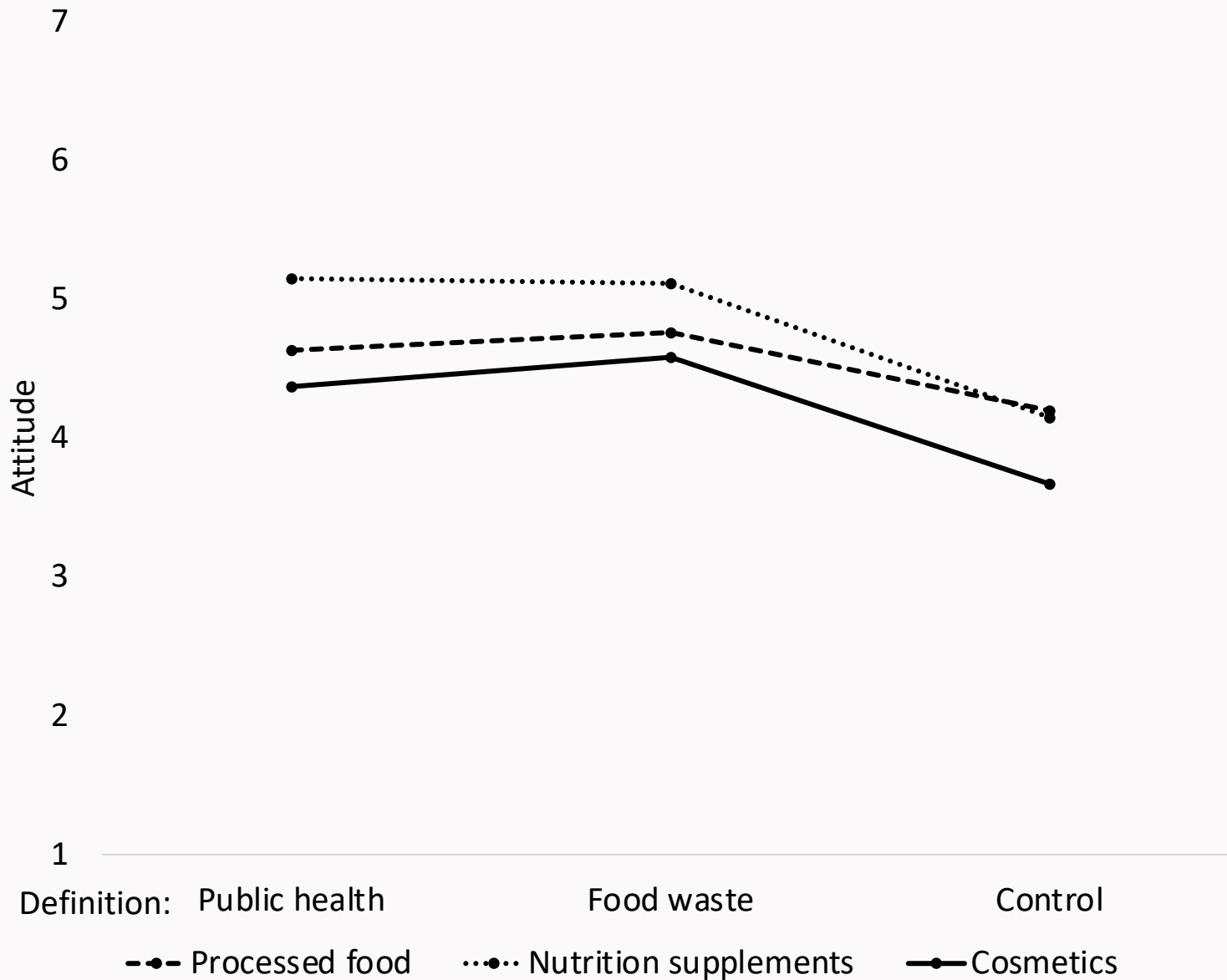
BlueCC: Communicating about ingredients from rest raw material in products



- 70% (1.5 Million tons) of shellfish production per year becomes by-products.
- Most of this marine biomass is either used to make low value products or is sent to landfill, destroyed or dumped at sea.
- The ERA net funded project BlueShell confronts this situation by exploring opportunities for three common sources of shellfish by-products:
 - a) shrimp (*Pandulus borealis*) shells,
 - b) crab (*Cancer pagurus*) shells and
 - c) defect mussels (*Mytilus edulis*)

Aims of this part of the project:

- Consumer **attitudes** towards products including ingredients from a production that uses the whole raw material from shrimps, crab and mussels.
- **Is it possible to avoid speaking about food waste?**
- **How can we communicate the source?**



Attitude

Towards plus-products

1800 consumers from the UK (a sophisticated market)

Composite of:

- Foolish-Wise
- Unreasonable-Reasonable
- Negative-Positive

Significant:

- Main effect of definition
- Main effect of product type
- Interaction



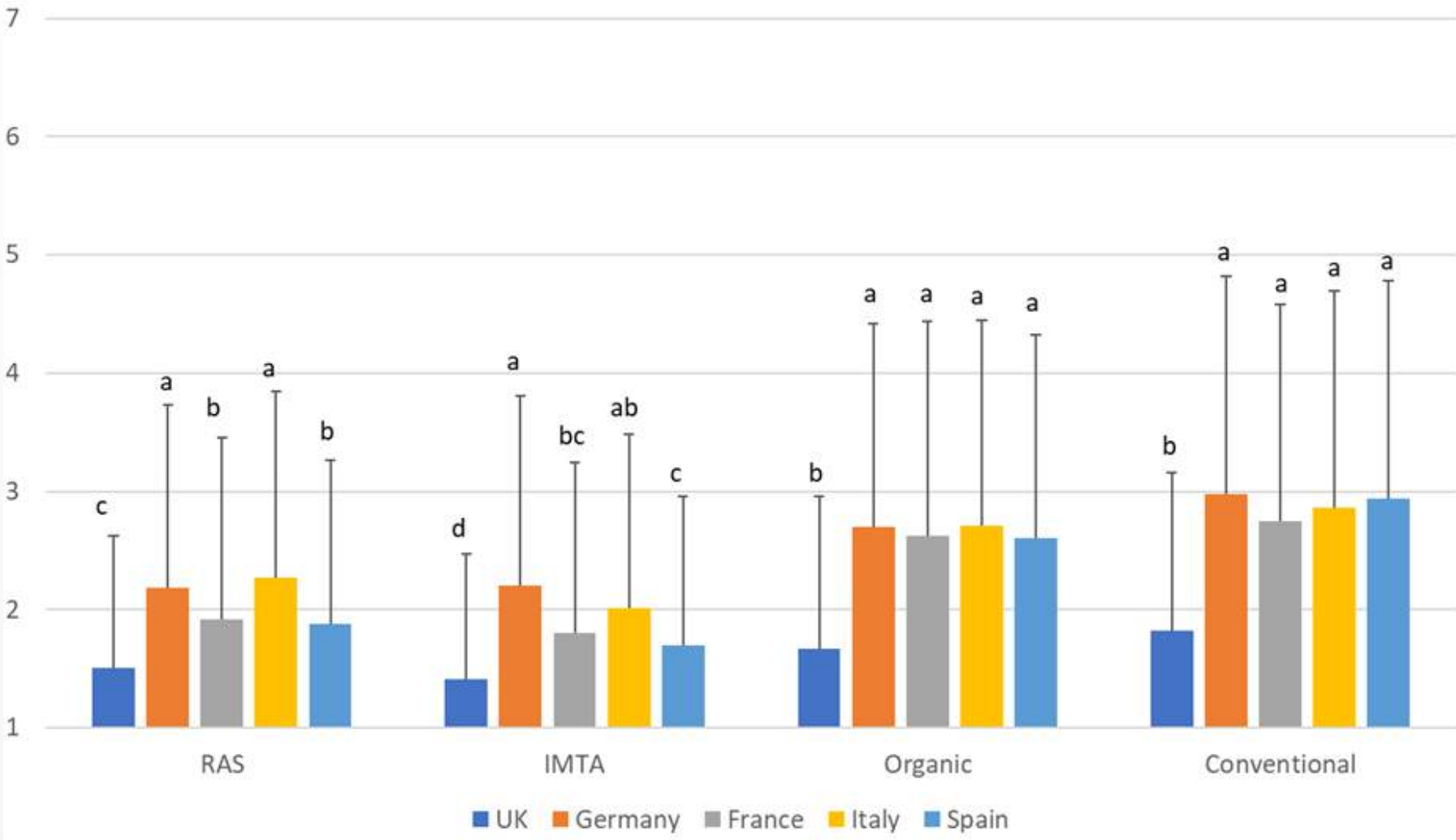
FUTURE
EU AQUA

Consumers and sustainable aquaculture in Europe



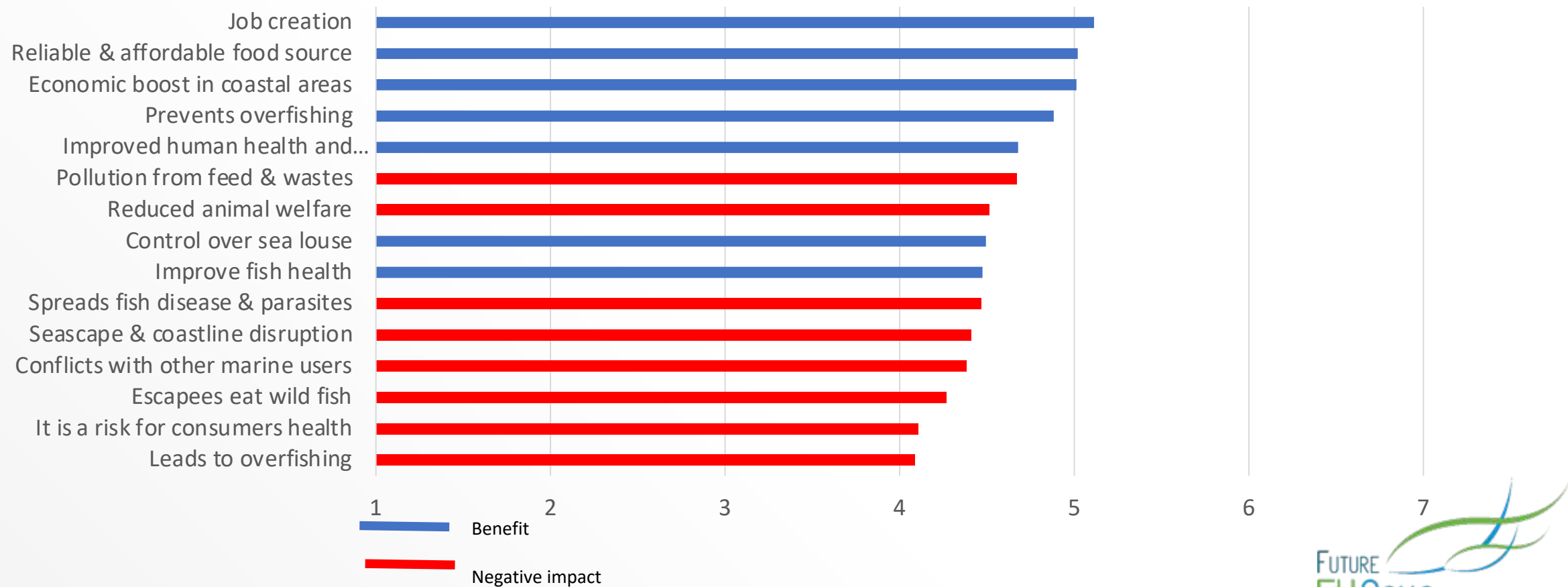
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817737.

Consumer awareness of aquaculture



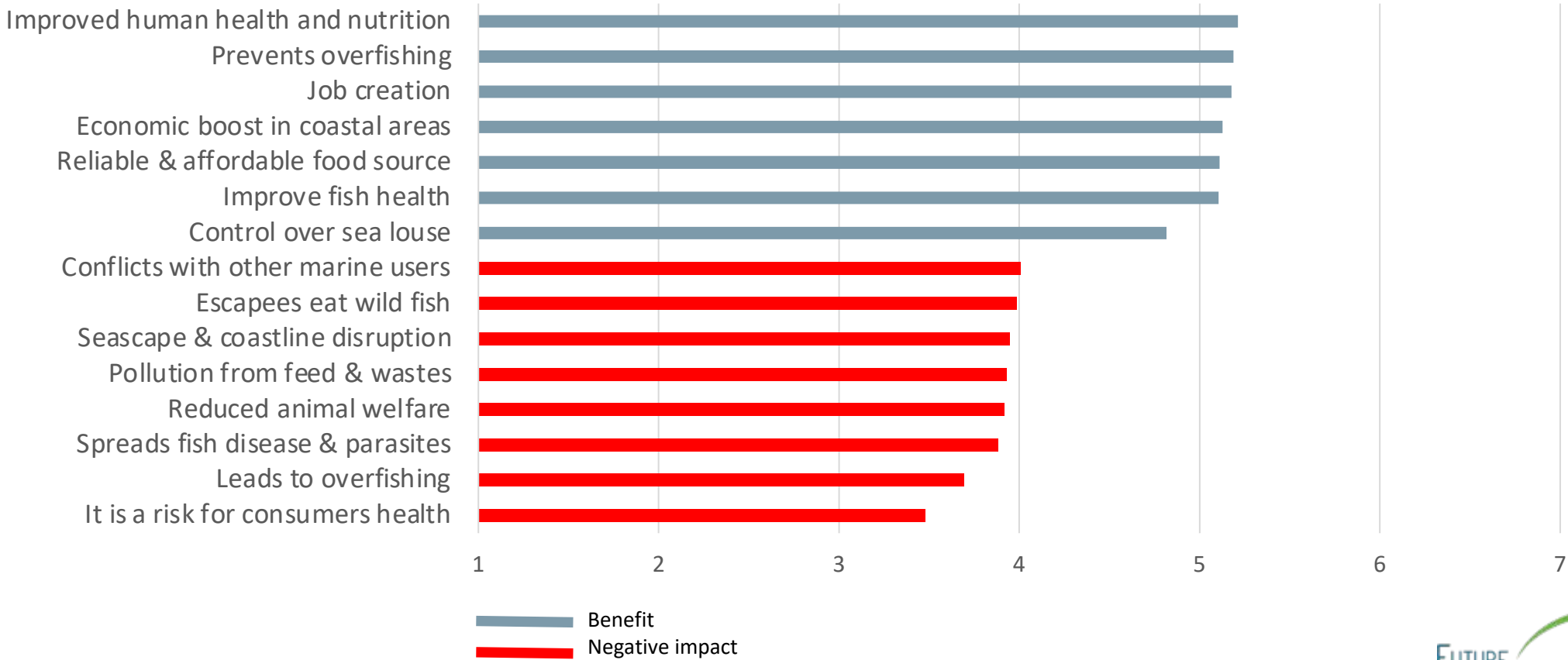
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Perceived benefits and negative impacts – conventional aquaculture



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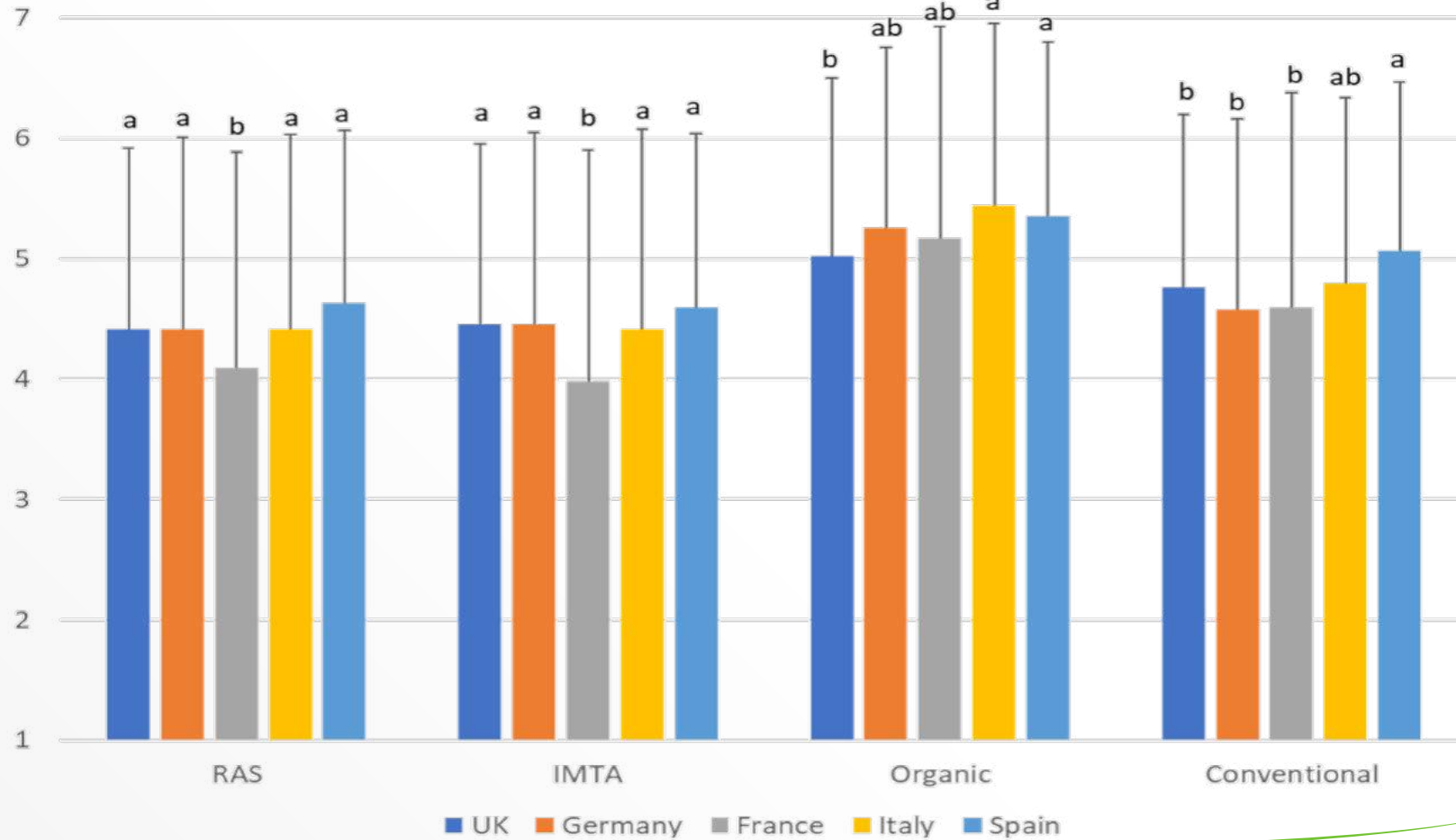
Perceived benefits and negative impacts - organic



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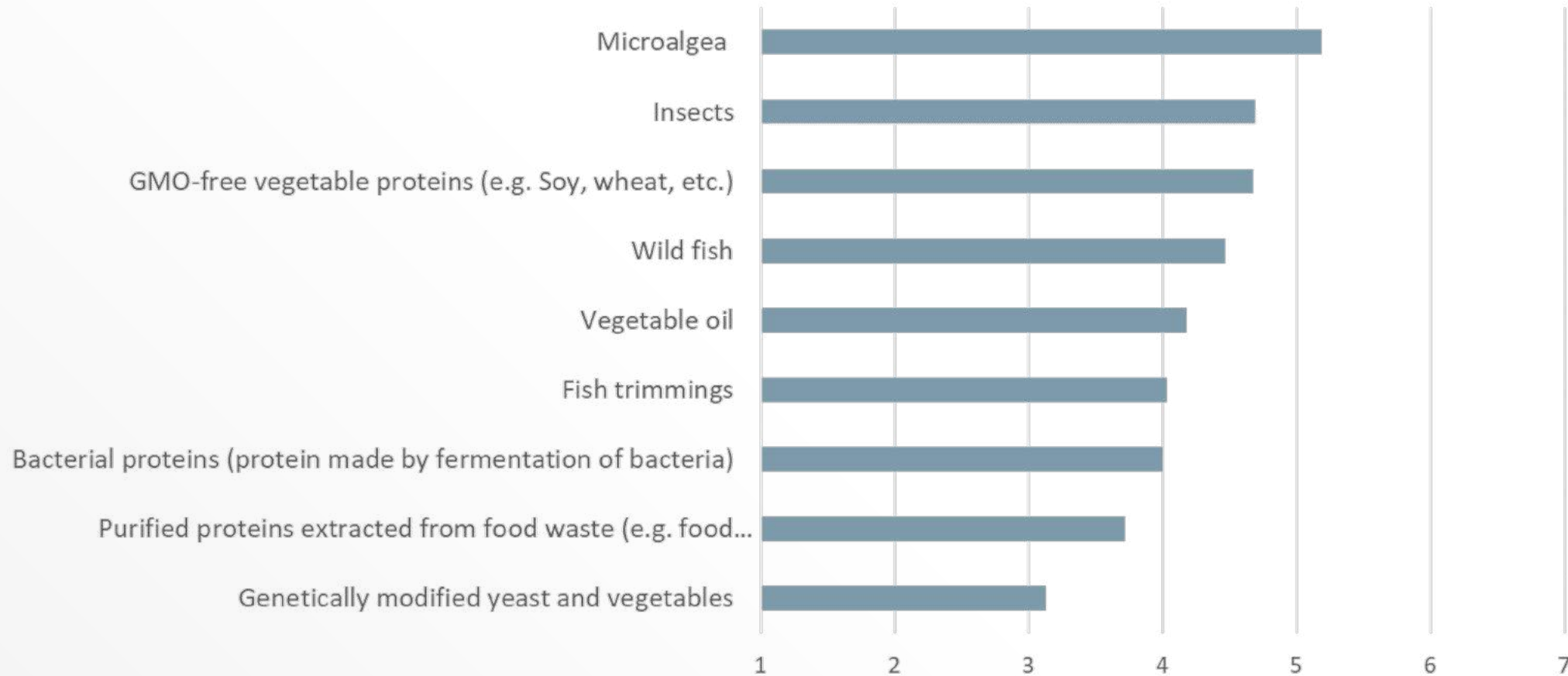


Acceptance

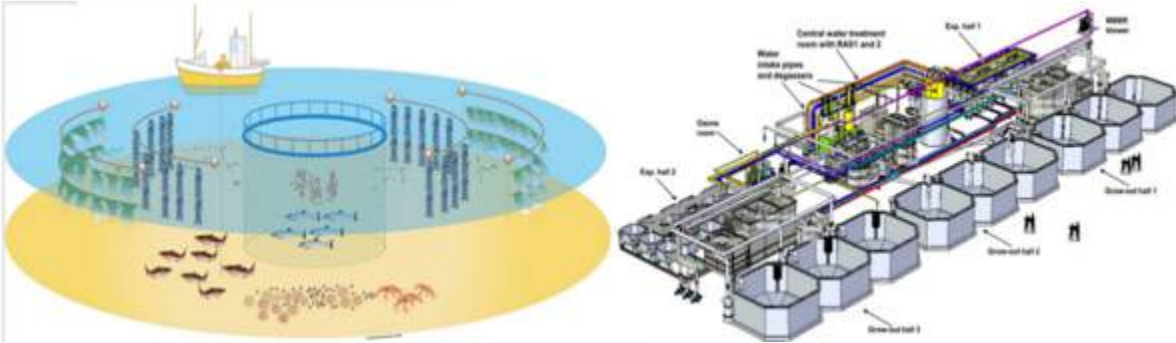


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Acceptance of feed ingredients



Experimental survey



Sustainable aquaculture in Europe is growing in full control of new feed sources and water quality to deliver high quality fish #EUaquaculture #futureEUaqua #sustainability

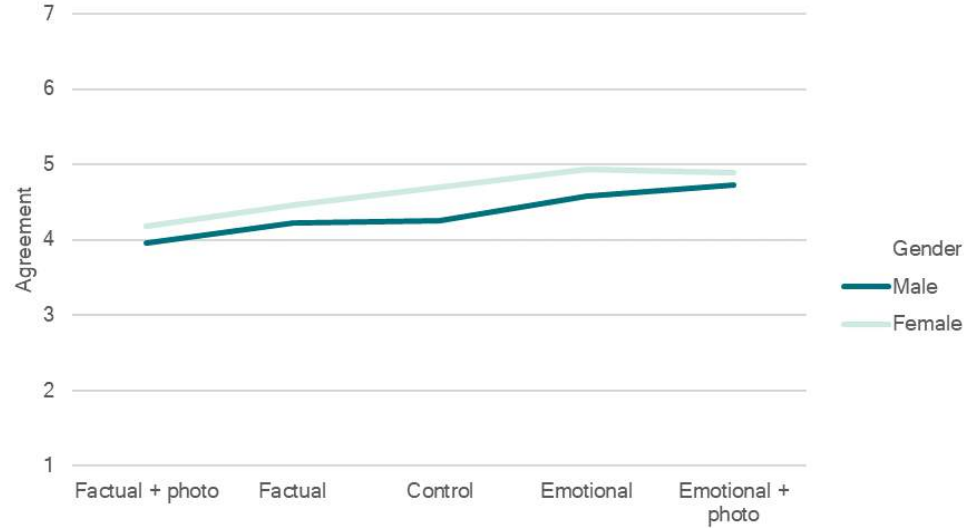
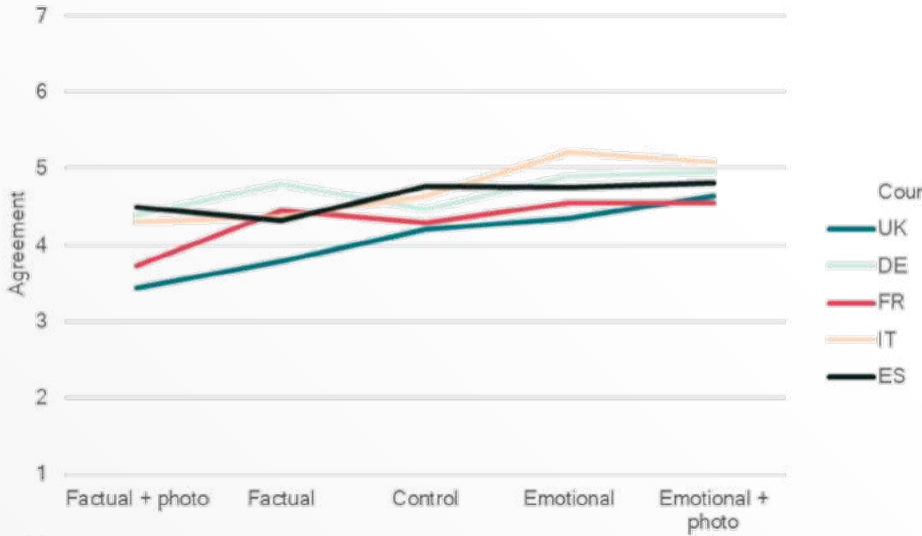
Sustainable aquaculture in Europe is making sure that we and our children can enjoy tasty and healthy fish in the future #EUaquaculture #futureEUaqua #sustainability

Sustainable aquaculture in Europe is growing with focus on new feed sources, water quality, fish quality and welfare #EUaquaculture #futureEUaqua #sustainability



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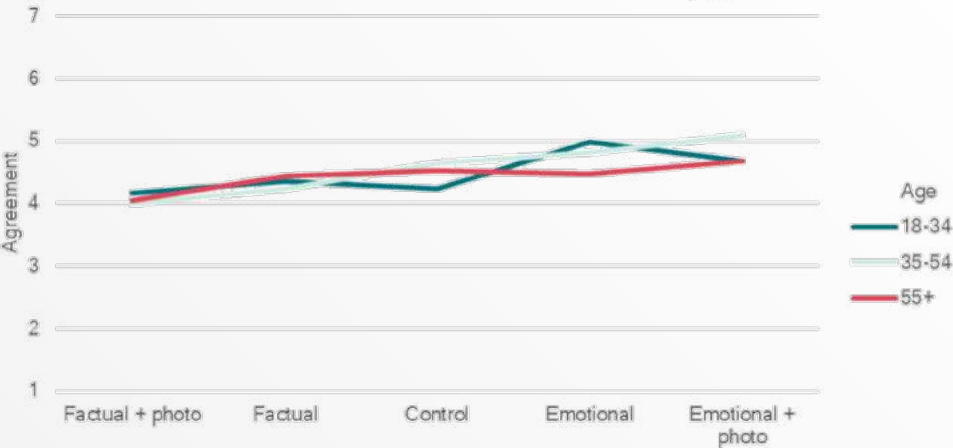
Experimental survey



- Europe:
- UK
 - France
 - Germany
 - Spain
 - Italy

2,500 consumers

500 participants from each country



Differences in **liking** of the five social media posts



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The «So what?» slide

Listen to the target market and understand consumer demands, especially those that they might not understand yet either

→ **Be the first one to know**

Translate consumer insights to optimal quality and product characteristics in NPD

→ **Be the first one to dare**

Open up and be proud and transparent about production, processing and product quality

→ **Be the first one to show off your work**

- **Profit and sleep well at night 😊** -



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NEVIÐ 





Stovnað 1992

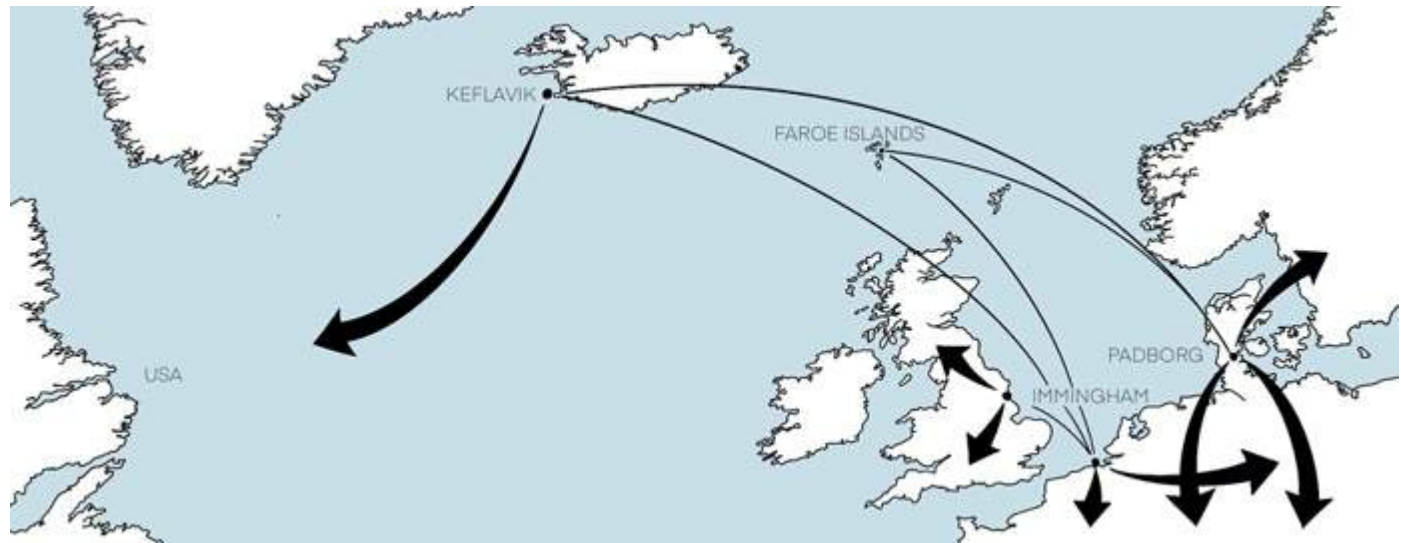
Dóttirfeløg / lutafeløg:

- Geo Natural Fish GmbH 2009–2011 (50%)
- NEVID aps 2011–(100%)
- Unifar ehf 2010- (100%)
- Primafisk sp/f 2020– (50%)



Málið er at vera ein fiskaheilsøla:

- Rávørugrundarlag
- Vøruúrval
- Veitingartrygd
- Fraktloysnir
- Góðsku
- Gjaldføri
- Samskiftisførleiki





NEVID



TROPISK RÄKA, JÄTTERÄKA, TIGERRÄKA



*Penaeus indicus, Penaeus monodon, Penaeus spp,
Heterocarpus reedi, Metapenaeus ensis, Pleoticus muelleri*



HALLEFLUNDRÅ



Hippoglossus hippoglossus



HAVSABBORRE



Dicentrarchus labrax



UER, KUNGSFISK



Sebastes norvegicus, Sebastes mentella



HAVSKATT



Anarhichas lupus, Anarhichas spp



WWFs råd

ÄT GÄRNA

- om MSC-certifierad
- om KRAV-certifierad

VAR FÖRSIKTIG

- om fiskad med långrev eller garn i Barents hav eller Norska Havet
- om fiskad med garn eller långrev i Skagerrak, Kattegatt eller Nordsjön
- om fiskad med långrev eller trål vid Island
- om fiskad med långrev vid Färöarna

LÅT BLI

- om fiskad med bottentrål i Nordostatlanten (undantag Island)
- om fiskad i Nordvästatlanten, oavsett fångstmetod

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