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Is information about fish farming sufficient for European consumers ?

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Abstract

Our research focus on awareness and information needs about fish farming for consumers. In Finland, France and Spain, a quantitative study by online survey (415 – 420 people per country) in 2021 was performed.

Consumers have a fairly low knowledge of fish farming: 47% say they know “a little” about fish, 33% say they do not know it at all, and the fraction declaring they know it “well” or “very well” is 14% in Finland, 20% in France, 24% in Spain.

The analysis of existing sources of information about fish farming shows important differences between countries, TV playing a prominent role in France and somewhat in Spain, while in Finland the sources are multiple. Most respondents stated that the received information is ‘neutral’, more frequently in Finland (59%) and Spain (46%), less in France (34%). The second qualification is “mostly positive” in Spain (23%) and Finland (18%), while it is “mostly negative” in France (25%).

The information available on fish farming is deemed insufficient by most respondents (Finland 54%, France 61%, Spain 60%). Most respondents consider receiving information about fish farming would be useful. The total ‘very useful’ and ‘useful’ is 84% in Spain, 70% in Finland, 67% in France. Needed information include many topics, with various levels of interest for these topics according to countries, as vary also the preferences of consumers for channels of information.

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