



HAL
open science

Is information about fish farming sufficient for European consumers ?

Catherine Mariojous, Terhi Latvala, Rafael Gines, Laurent Muller

► **To cite this version:**

Catherine Mariojous, Terhi Latvala, Rafael Gines, Laurent Muller. Is information about fish farming sufficient for European consumers ?. Coast - The 19th French-Japanese Oceanography Symposium, Oct 2023, Caen, France. <hal-04489390>

HAL Id: hal-04489390

<https://hal.inrae.fr/hal-04489390v1>

Submitted on 5 Mar 2024

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.



HAL Authorization

Is information about fish farming sufficient for European consumers ?

Catherine MARIOJOULS ⁽¹⁾, Terhi LATVALA ⁽²⁾, Rafael GINES ⁽³⁾, Laurent MULLER ⁽⁴⁾

- (1) AgroParisTech, UMR SAD-APT, Paris-Saclay University, France
- (2) LUKE, Finland
- (3) University Las Palmas Gran Canaria, Spain
- (4) INRAE, UMR GAEL, France

catherine.mariojouis@agroparistech.fr

Keywords: fish farming, consumers, information

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.

This research is part of the EU H2020 programme AquaIMPACT.