



Algemene gegevens	
TKI-Nummer	AF-14013
Titel	Diversify
Topsector (A&F of T&U)	Agri & Food
Projectleider (onderzoek)	Gemma Tacken
Contactpersoon overheid	Gieta Mahabir
Status (lopend of afgerond)	Lopend
Type onderzoek (F, T of V)	Fundamenteel en toegepast
Werkelijke startdatum	1 december 2013
Werkelijke einddatum	30 november 2018
Korte omschrijving inhoud	DIVERSIFY identified a number of new/emerging finfish species, with a great potential for the expansion of the EU aquaculture industry. DIVERSIFY focuses on meagre (<i>Argyrosomus regius</i>) and greater amberjack (<i>Seriola dumerili</i>) for warm-water marine cage culture, wreckfish (<i>Polyprion americanus</i>) for warm- and cool-water marine cage culture, Atlantic halibut (<i>Hippoglossus hippoglossus</i>) for marine cold-water culture, grey mullet (<i>Mugil cephalus</i>) a euryhaline herbivore for pond/extensive culture, and pikeperch (<i>Sanders lucioperca</i>) for freshwater intensive culture using RAS. These species were selected based both on their biological and economical potential, and to cover the entire European geographic area and stimulate different aquaculture types. In collaboration with a number of SMEs, DIVERSIFY will build on recent/current national initiatives for species diversification in aquaculture, in order to overcome the documented bottlenecks in the production of these species. The combination of biological, technological and socioeconomic research planned in DIVERSIFY are expected to support the diversification of the aquaculture industry and help in expanding production, increasing aquaculture products and development of new markets.

Highlights
<p>Ondanks dat vis maatschappelijk een positief imago heeft en visconsumptie door overheden en maatschappelijke organisaties wordt gestimuleerd, valt het nog niet mee om een nieuwe vissoort in de markt te introduceren. Zo werden in Duitsland, Frankrijk, Italië, Spanje en het Verenigd Koninkrijk 2482 nieuwe visproducten in de markt geïntroduceerd. Echter het betreft meer producten van dezelfde vissoorten: zalm, forel, pangasius en tonijn en weinig nieuwe vissoorten. In het project Diversify is het doel 5 nieuwe vissoorten in de markt te positioneren.</p> <p>Op http://www.diversifyfish.eu vind u meer informatie over het project</p>

Opgeleverde producten

De output waaraan LEI Wageningen UR in 2015 een substantiële bijdrage heeft geleverd: (deliverables, wetenschappelijke papers en congrespublicaties):

Deliverables:

- Reinders, M., Tacken, G., Krystallis, A., Grigorakis, K., & Keller, M. (2015). Deliverable 27.6: List of critical success factors for market acceptance. Scientific Report. FP7-KBBE-2013-07, DIVERSIFY 603121.
- Banovic, M., Krystallis, A., Reinders, M., Guerrero, L. (2015). Deliverable 29.2: Report on the segmentation analysis based on consumer value perceptions about the selected species in the five countries investigated (value-based segmentation task). Scientific Report. FP7-KBBE-2013-07, DIVERSIFY 603121.
- Alexi, N., Grigorakis, K., Guerrero, L., Krystallis, A., Banovic, M., and Reinders, M. (2015). Deliverable 28.2: List of ideas for new product development. Scientific Report. FP7-KBBE-2013-07, DIVERSIFY 603121.
- Banovic, M., Krystallis, A., Reinders, M., Tacken, G., and Guerrero, L. (2015). Deliverable 28.1: Report with results of focus groups with consumers and experts regarding ideas for new fish products. Scientific Report. FP7-KBBE-2013-07, DIVERSIFY 603121.

Scientific articles:

- Banovic, M., Krystallis, A., Guerrero, L., and Reinders, M.J. An exploration of European consumer perceptions towards new aquaculture product ideas using projective and creative techniques. Article under review Appetite, submission date 27 October 2015
- Reinders, M.J., Banovic, M., Guerrero, L., and Krystallis, A. Perceived Consumer Value towards new farmed fish species: A psychographic segmentation in top-five EU markets. Article in preparation for British Food Journal, planned submission date begin 2016

Conference presentations

- Reinders, M., Krystallis, A., Guerrero, L., and Banovic, M. CUSTOMER VALUE PERCEPTIONS TOWARDS NEW FARMED FISH SPECIES: A EUROPEAN CONSUMER SEGMENTATION. Abstract and oral presentation at Aquaculture Europe 2015 Conference at Rotterdam, the Netherlands, 20-23 October 2015
- Banovic, M., Reinders, M., Guerrero, L., and Krystallis, A. THE TIME IS RIGHT FOR FISH PRODUCT INNOVATION: AN EXPLORATION OF EUROPEAN CONSUMER ATTITUDES TOWARDS SUSTAINABLE NEW FISH PRODUCT IDEAS. Abstract and oral presentation at Aquaculture Europe 2015 Conference at Rotterdam, the Netherlands, 20-23 October 2015.
- Krystallis Krontalis, A., Banovic, M., Guerrero, L., Reinders, M. (2015). Perceived Consumer Value towards new farmed fish species: A psychographic segmentation in top-five EU markets. Paper presented at EAAE-AAEA Joint Seminar "Consumer Behavior in a Changing World: Food, Culture, Society", Napoli, Italy.

Artikel in vakblad

- Tacken, G., Dagevos, H., and Machiel Reinders, FISH INNOVATORS: EUROPEAN CONSUMERS WITH AN INTEREST IN FARMED FISH, in: Aquacultuur, juli 2015