

PLANET FOOD

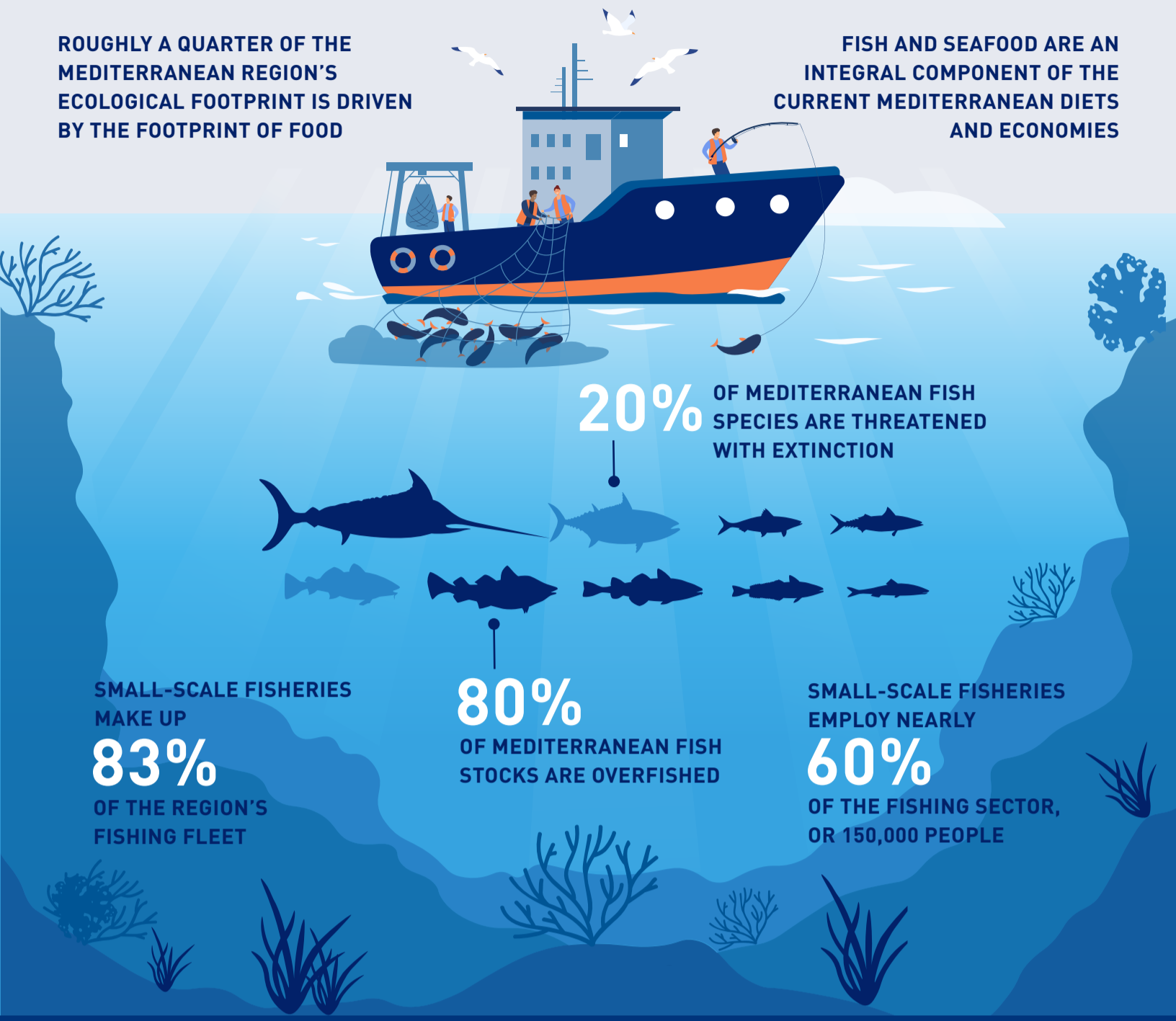


PEOPLE FISH

ARE THERE SHARED BENEFITS IN THE MEDITERRANEAN?

ROUGHLY A QUARTER OF THE MEDITERRANEAN REGION'S ECOLOGICAL FOOTPRINT IS DRIVEN BY THE FOOTPRINT OF FOOD

FISH AND SEAFOOD ARE AN INTEGRAL COMPONENT OF THE CURRENT MEDITERRANEAN DIETS AND ECONOMIES



A CLOSER LOOK AT CONSUMER VIEWS ON SEAFOOD IN CROATIA, ITALY, AND TURKEY

In surveying nearly 3,000 consumers in Croatia, Italy, and Turkey, we found:

FRESH FISH

SEA BASS | COD | SEA BREAM | SNAPPER

- ITALIANS AND CROATIANS PREFER TO BUY IN SUPERMARKETS AND FISH SHOPS WHILE TURKS PREFER TO PURCHASE DIRECTLY FROM FISHERS
- THE BIGGEST BARRIERS TO PURCHASING UNFAMILIAR SEAFOOD ARE PRICE, AND UNKNOWN FLAVORS AND COOKING METHODS
- TURKS AND ITALIANS ARE WILLING TO TRY NEW FISH AND SEAFOOD AFTER LEARNING ABOUT SMALL-SCALE FISHERIES
- OPINIONS ABOUT THE MOST IMPORTANT FACTOR FOR SEAFOOD SUSTAINABILITY (FISHING PRACTICES, SEASONALITY, AND FISH STOCK HEALTH) WERE INCONSISTENT

ITALIANS CONSUME A GREATER VARIETY OF FISH AND SEAFOOD SPECIES

FISHER AND CONSUMER CHOICES IMPACT THE HEALTH OF FISHERIES



SMALL-SCALE FISHERS

- BRING AN ASSORTMENT OF FISH SPECIES TO MARKET
- EDUCATE CONSUMERS ON THE IMPORTANCE OF THE FISHERS' SUSTAINABILITY PRACTICES



CONSUMERS

- SUPPORT THE LOCAL FISHING COMMUNITY
- TRY NEW RECIPES FOR FISH YOU HAVEN'T EATEN BEFORE
- EAT A WIDER VARIETY OF FISH AND SEAFOOD SPECIES

FISHER AND CONSUMER ACTIONS TOGETHER CAN



DECREASE THE FISHING SECTOR'S PRESSURE ON THE PLANET'S ECOSYSTEMS



INCREASE ECONOMIC OPPORTUNITY AND JOB CREATION IN LOCAL COMMUNITIES

SMALL-SCALE FISHERIES CAN GAIN A MARKET ADVANTAGE ONLY WHEN BOTH FISHERS AND CONSUMERS UNDERSTAND THE ROLE THAT FISHERIES PLAY IN SUSTAINABILITY