PRODUCT-ORIENTED APPROACH IN MARKETING OF FISHERIES AND AQUACULTURE PRODUCTS

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A SHIFT FROM PRODUCTION-ORIENTED GROWTH TO MARKET-ORIENTED APPROACH

- Better understanding of markets and consumer preferences,
- Better exploitation of external linkages with customers and value-chain partners,
- Tailor offering products and services to those needs,
- Accumulation and deployment of consumer data.
- However, the data is often rather production than trade and market-oriented, and can be used to access past trends without predicting the future.
PRODUCT-ORIENTED APPROACH

Shift from traditional strategies of upstream activities to downstream activities

<table>
<thead>
<tr>
<th>Upstream activities</th>
<th>Downstream activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sourcing</strong></td>
<td></td>
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<tr>
<td>Production</td>
<td>Logistics</td>
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<tr>
<td><strong>Contract with lowest-cost suppliers</strong></td>
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<tr>
<td>Reduce costs/maximize scale and output</td>
<td>Optimize supply-chain and distribution efficiency</td>
</tr>
<tr>
<td>Change purchase criteria</td>
<td>Build trust</td>
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1. Identifying and segmenting target customers
2. Understanding consumer needs and preferences
3. Defining a competitive set and tailor offering to consumption circumstances
4. Accumulative advantages, evaluation and improvement

Source: Dawar, 2013
BOOSTING MARKETS – POSSIBLE MARKETING STRATEGIES FOR THE SECTOR

Coordinated marketing strategies focused on collaboration with B2B segment through cooperation with the industry stakeholders and the retailers for joint marketing actions.

PR and promotional activities oriented at final consumers choosing a narrow target group of decision makers, oriented at quality and product origin, providing them product and service solutions.

Joint communication concept has to be transferred through all value chain nodes in the sector stressing high quality, attractive image and safety of the products.
BOOSTING MARKETS – POSSIBLE MARKETING ACTIVITIES IN THE FRAME OF THE STRATEGIES

Joint campaigns with retailers and producers:
- in-store demonstrations,
- non-traditional shelf placement,
- Advertising,
- Exhibitions,
- Promotional materials.

Joint activities with producers:
- Highlight the image of the products in the activities like competition events, festivals, and other arrangements,
- Involvement of a network of public administration.

Attractive and modern information platforms for B2B stakeholders.

Training:
- Training of stakeholders in trade and B2B (retail and Ho-Re-Ca),
- Training of younger consumers and children involving mass-media.

Communication:
- Cooperation with the leading mass-media and B2B communication, press grants,
- Support dialog with press about all promotional activities for the Mediterranean and the Black Sea aquaculture products.

Attractive and modern information platforms for B2B stakeholders.

Joint campaigns with retailers and producers aimed at final consumers:
- Participation in various programmes,
- Printed and web-based materials,
- Relevant PR and tasting events.
Role of the association

- Codes of conduct: FAO, FEAP, API
- Principles of traceability, eco-compatibility, food and feed safety, animal welfare
- Labelling and Product Certification
- Implementation of International rules/laws
ITALY - API GMP ACTIVITIES

• API - Code of Good Farming Practice in Aquaculture

• Agreement Protocol for a transparent and guaranteed feeling of Italian aquaculture fish

• Certified Italian Aquaculture Product
Certified Italian Aquaculture Product

The Certified Product is accompanied by a conformity mark which is verified and controlled by an external accredited body.

(2008 - Consorzio Acquacoltura Italiana)

Certified Aquaculture Products are trout, sea-bass and sea-bream:

- farming phases
- hygiene and health - feeding - traceability

presentation on the market of fish

- freshness - morphologic characteristics -
- nutritional and organoleptic characteristics - food safety –
- more information for the consumer
SPAIN

Marketing of fisheries and aquaculture product

Government
- Participation in fairs and exhibitions for producers,
- Advertising and promotion campaigns on TV, radio,
- Training of children and adults,
- Support for creation of denomination of origin.

Associations
- Creating quality standards,
- Coordinating purchases and sales,
- Organising fairs, exhibitions, conferences, etc.

Producers
- Private certification for retailers,
- Denominations of origin,
- Promotional material for final consumers.
SPAIN

ESAGUA/ATRUGAL

- The marketing strategy included a set of promotional activities, directed at various sales channels. **Modern retail buyers**: the aim was to increase sales of trout for home consumption. **Traditional fish mongers and traders**: the main distributors of trout in the segment of direct sellers. **Retailers and fishmongers**: training about main nutrition facts and diet benefits of trout. **Ho-Re-Ca sector**: collaboration with the restaurants started with restaurant chefs for inclusion of trout in their menus.

- At the next stage, trout was promoted as a high-class cuisine involving top-chefs recommendations, and was advertised in prestigious newspapers and magazines. The main focus of the campaign was that trout was marketed as a brand, and emphasized quality and trust, reinforcing consumer perception that trout must be present in one’s diet on a regular basis.

Source: truchadelrio.es
SPAIN

• The Inland Aquaculture Organisation “OPAC”

- Promotional campaign included a series of cooking shows on TV. The flavor, nutritional value, the freshness and the competitive price of rainbow trout were highlighted. The promotion led to increased sales, and retailers communicated the result to producers that trout went up from a top-25 product to a top-10 product.

TURKEY

Mission
- Serving people Turkish seafood as the unique supply for healthy diet and delicious taste in sustainable, traceable and convenient frames

Aims
- Supporting Turkish seafood sector with promotional activities,
- Increasing brand awareness of Turkish seafood

Objectives
- Exhibitions
- Social networking
- Digital marketing
- PR activities

Stakeholders:
- Turkish Exporters Assembly,
- Ministry of Economics, General Directorate of Exports,
- Aegean Exporters’ Associations,
- Istanbul Exporters’ Associations,
- Mediterranean Exporters’ Associations
TURKEY

Domestic consumption campaign

Aim: To increase the fish Consumption in Turkey by penetrating it into Turkish Cuisine

Target audience: Primarily kids and young parents, then all family members

Messages:
For kids: fish is interesting, delicious and makes you grown and strong

For parents: Fish is healthy, consist of quality nutrients, safe, economic, convinience and easy-to-cook

Source: Seafood Promotion Committee in Turkey
## TURKEY

Problems raised during the campaign, solutions and tools

<table>
<thead>
<tr>
<th>Problem</th>
<th>Reason</th>
<th>Solution</th>
<th>Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why we do not eat fish?</td>
<td>Don’t know how to cook</td>
<td>Give tips, and Modern Consumption or cooking recipes</td>
<td>Cook Book, Blogs, V Blogs</td>
</tr>
<tr>
<td></td>
<td>Don’t know enough about Fish (species, safety, )</td>
<td>Create informative sources</td>
<td>Websites, Informative Videos, Story Books</td>
</tr>
<tr>
<td></td>
<td>It Smells</td>
<td>Inform about the options of ready to cook / ready to eat fish</td>
<td>Websites, Blogs, Editorials, Public Service Audience</td>
</tr>
<tr>
<td></td>
<td>Bones are dangerous</td>
<td>Inform about the options of processed fish or instruct how processing the fish</td>
<td>Cook Book, Blogs, V Blogs</td>
</tr>
</tbody>
</table>
CONCLUSIONS

• Among the first steps to be taken is to improve data collection and analysis at each step of the value chain,

• Successful coordinated marketing strategies and activities will need first to identify the communication channels best suited to the message and the relevant audience,

• Increasing fish consumption also depends on the collaboration between the different stakeholders in the fisheries and aquaculture sector at the local, national and international level,

• Collaboration and capacity building of all stakeholders should be improved to overcome obstacles and encourage market-driven growth in the sector.