



DIGITAL PREVIEW
25 MARCH 2021

www.aquafarmexpo.it/en www.novelfarmexpo.it/en

The behaviour and fish consumption patterns of Italians during the lockdown: a survey highlights critical issues and emerging opportunities

The presentation of the survey carried out by CREA on behalf of the Italian Fish Farmers Association at the centre of the AquaFarm digital preview on 25 March

March 16, 2021. The pandemic is in the midst of a new phase and it is time for the operators of the production chain to draw object lessons, the basis of every future strategy, and measures of compensation both in terms of product innovation and commercial practices.

Some staples: the pandemic crisis has been and still is a crisis of demand, supply has never been lacking; the HoReCa sector was, and is, the sector that suffered the greatest impact, not only for the total locking of operators in certain periods, but also for the change in the attitude of consumers, 48% of whom significantly or totally reduced the attendance of restaurants; about half of consumers have increased their domestic consumption of fish products, which have come to occupy the third position in the ranking of growing foods after pasta and vegetables the channel of home deliveries has increased; the popularity of farm products has grown with the arrival of new buyers; the attention to the origin of the product and the request for greater immediacy in information has increased.

These are in essence the results of the research commissioned by API to the specialized company CREA on "Aquaculture and Covid-19: what is the impact on consumption?", Which also contains other important and sometimes surprising insights. For example, the closures due to the emergency have caused, among certain categories of Italians, variations in the methods of preparing fish at home and the research reveals an increase in the complexity and sophistication of the recipes in a "gourmet" share of 10%. Additionally, the preference for Italian products has reached 82%, because they are perceived as of higher quality, based on a series of equally important parameters: more sustainable, safer and more controlled, fresher.

The results of the CREA Marketing Consulting research will be presented by **Susi Tondini**, founder and CEO of the company, and will represent the starting point for the topics discussed during the **AquaFarm digital preview**, which will be held **on the morning of 25 March**. **Fabio Gallo**, host of the Linea Blu television program, will introduce the institutional interventions of the President of Pordenone Fiere, **Renato Pujatti**, of the **MP Filippo Gallinella**, President of the XIII Agriculture Commission of the Chamber, who will illustrate the activities of the Parliamentary Commission for the future of Italian



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aquaculture, **Riccardo Rigillo**, Director General Maritime Fishing and Aquaculture (PEMAC) of the Ministry of Agricultural, Food and Forestry Policies, and **Stefano Zannier**, Councilor for agri-food, forestry and fish resources and the mountains of the Autonomous Region of Friuli Venezia Giulia. The morning will continue with the round table attended by **Pier Antonio Salvador**, President of API, **Giuseppe Prioli**, President of AMA, **Fabio Massa**, International Senior Aquaculture Expert, **Renata Briano**, former MEP, chef and food blogger, **Giacomo Bedetti**, CEO of Orapesce, **Gianluca Tesolin**, Chief Executive Officer of Bofrost * Italia SpA, in addition to the **MP Filippo Gallinella** and **Riccardo Rigillo**.

The morning will end with the presentation of the new project of the event dedicated to micro and macroalgae, AlgaeFarm, a sector of increasing importance for aquaculture as a source of feed ingredients and other useful substances. The initiative will be illustrated by **Lucia Prosdocimo**, project manager of the event, while **Alberto Bertucco**, President of AISAM - Italian Association for the Study and Applications of Microalgae, will discuss the state of the art of research in Italy, and **Liliana Rodolfi**, professor of University of Florence, will outline the main characteristics of the microalgae market and its applications.

In the afternoon, the digital preview of **NovelFarm** will follow, the international event become a reference for soilless cultivation sector, vertical farming and agritech. The digital preview is free to access in both Italian and English, upon registration on the site.

AquaFarm digital preview: <http://www.aquafarmexpo.show/en/aquafarm-digital-preview/>

NovelFarm digital preview: <http://www.novelfarmexpo.it/en/novelfarm-digital-preview/>

AquaFarm is the international exhibition-conference dedicated to **aquaculture and sustainable fishing industry**. **NovelFarm** is the most important Italian event entirely dedicated to the **new cultivation techniques**, to soilless and vertical farming. This year is complemented by **AlgaeFarm**, an event dedicated to technologies and applications in **algae cultivation**.

More informations:

AquaFarm www.aquafarmexpo.it/en/

NovelFarm www.novelfarmexpo.it/en/

AlgaeFarm: [link to the dedicated page](#)

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