



Food and Agriculture
Organization of the
United Nations



General Fisheries Commission
for the Mediterranean
Commission générale des pêches
pour la Méditerranée

mipaaft

ministero delle politiche agricole
alimentari, forestali e del turismo



Farmers organizations' role in aquaculture : Italian experience

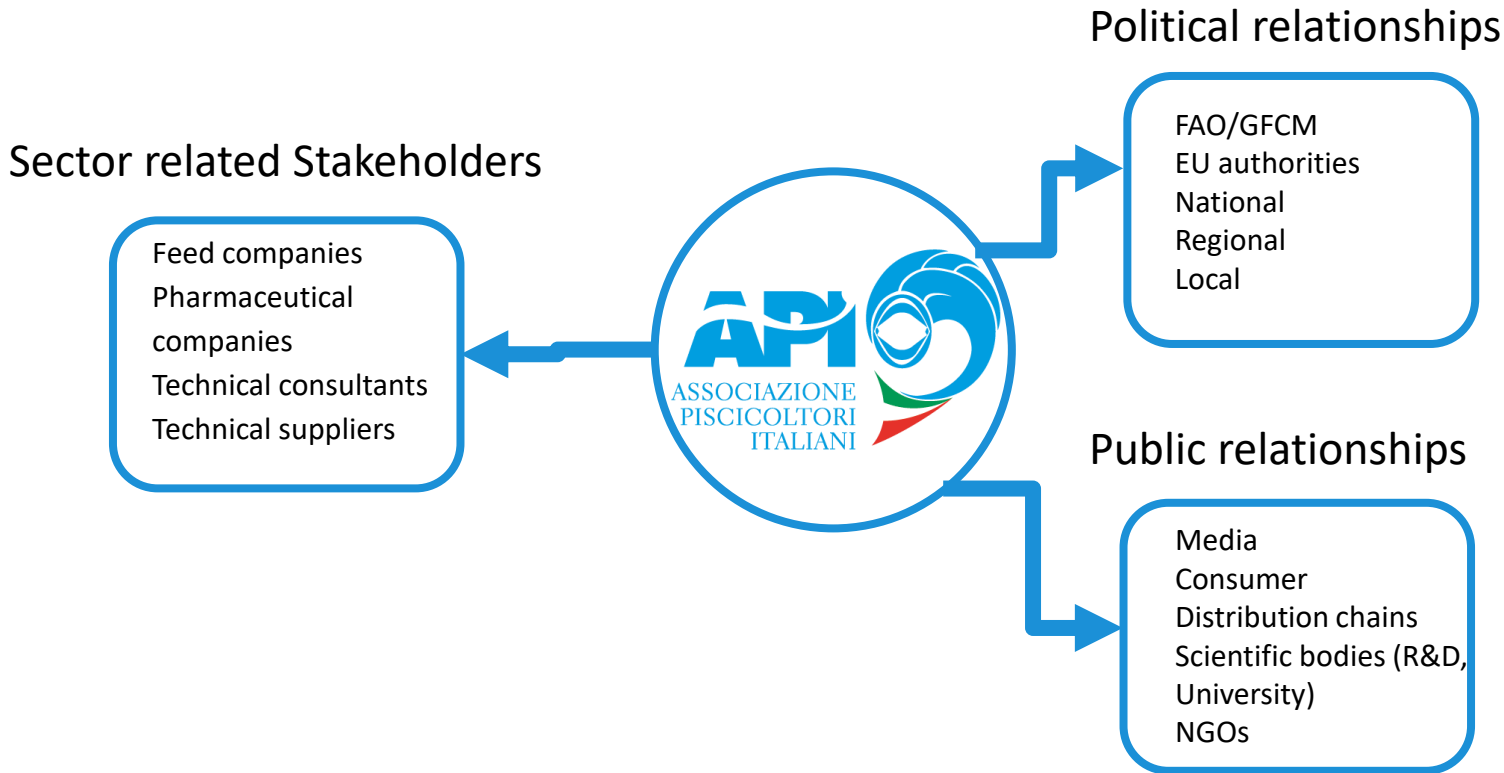
*Andrea Fabris - Director
Italian Fish Farmers Association*

AQUAFARM 2020 – 20 February 2020

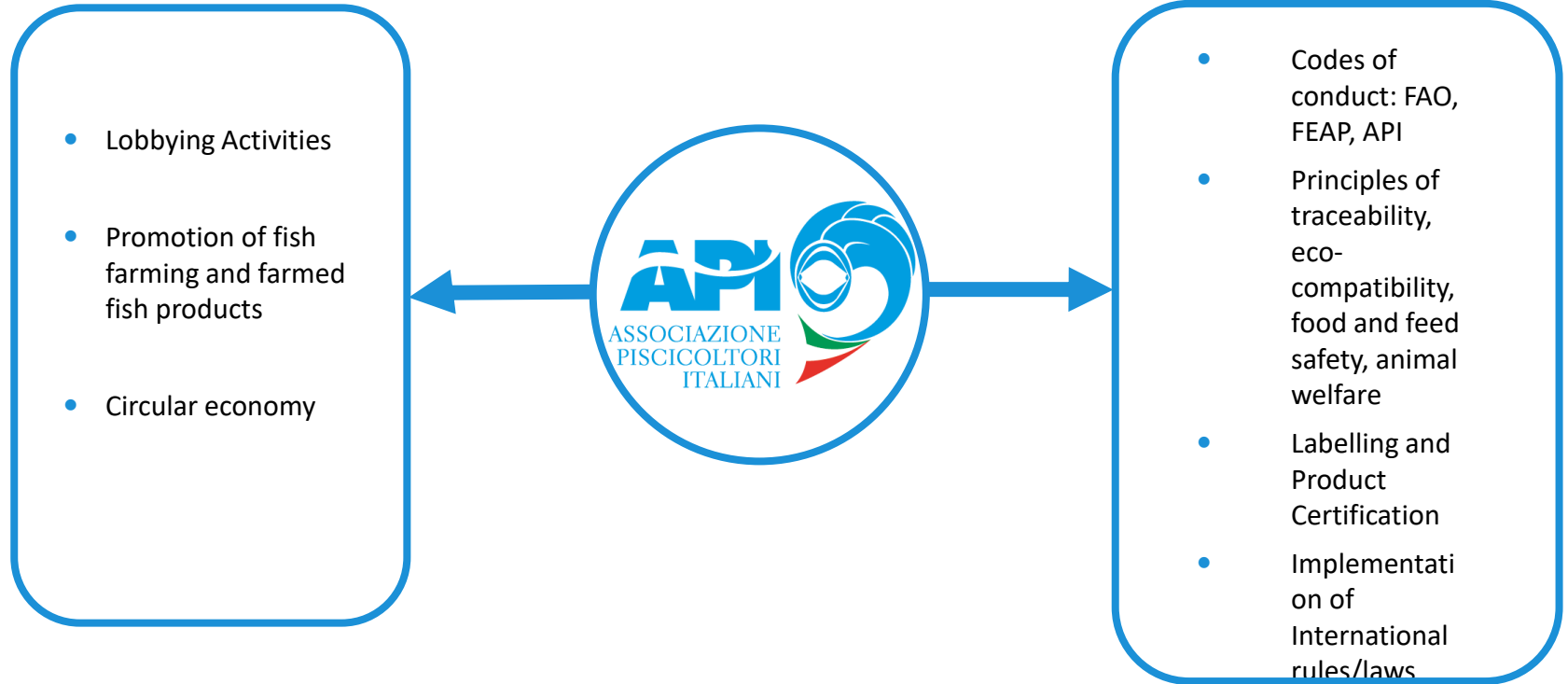
Associazione Piscicoltori Italiani (Italian Fish Farmers Association)

- Created in 1964
- Has +/- 330 members
- Over 800 farming units
- Over 90% of total Italian fish farming production
- Trout, Seabass, Seabream, Eel, Sturgeon, Cyprinids, Catfish, Meagre, Striped bass, etc.
- Extensive (lagoons and ponds) and intensive farms (inland and off-shore)

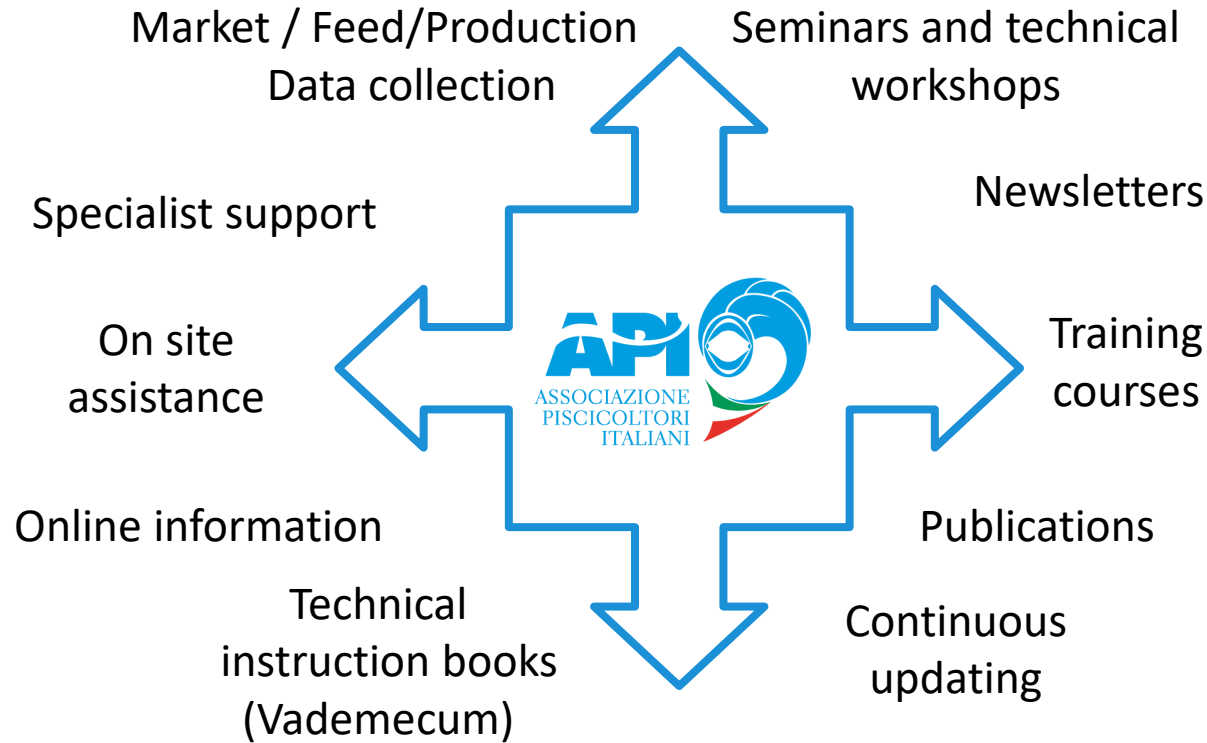
Contacts



Role of the association



Activities to members : IN



HOW API WORKS - IN

CONSULTING AND HELPING ACTIVITY to Italian fish farms

Financial assistance; Fiscal and tax assistance;

Processing, labelling and marketing of aquaculture products - traceability;

Food Safety ; Organic Aquaculture;

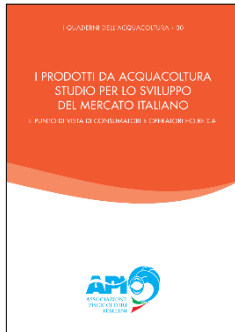
Quality and Certification of Aquaculture Products;

Water intakes and discharge; Waste - Animal By-products;

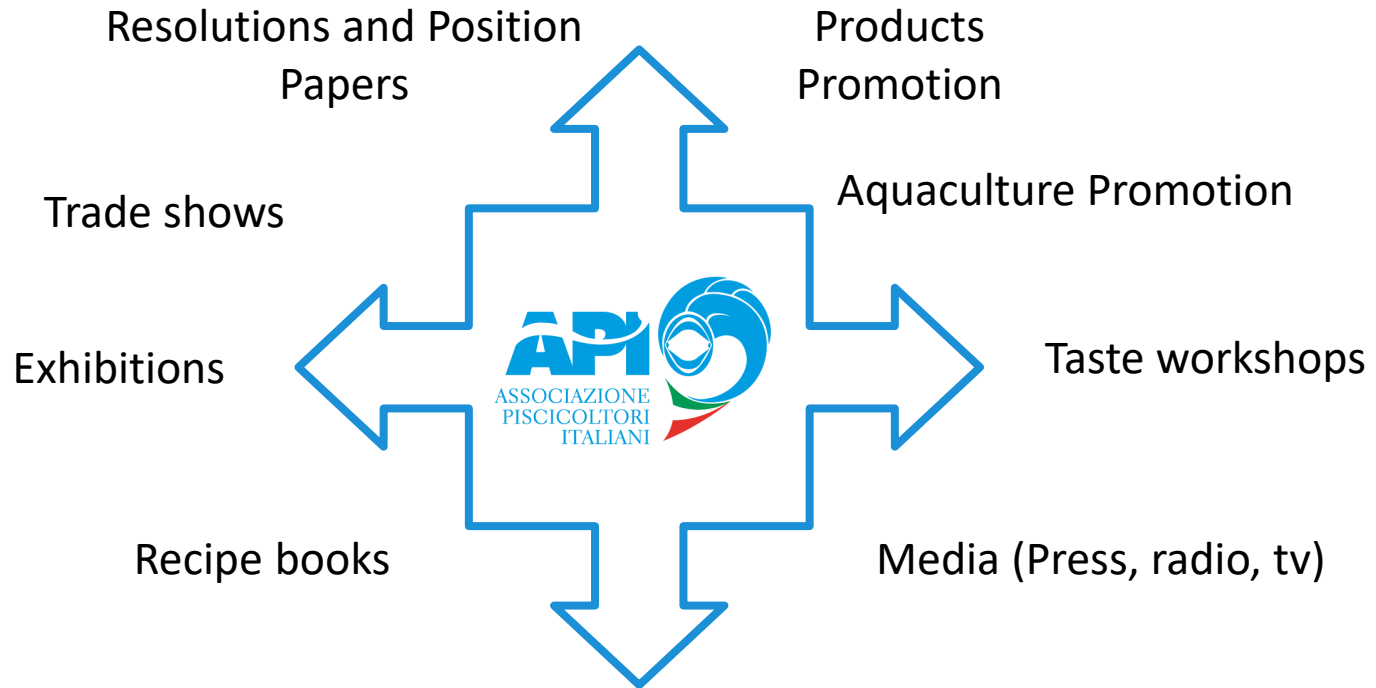
Health Directive Therapeutic treatments and veterinary legislation;

Fish Welfare: farm, transport, stunning and slaughter

Activities to members : IN



Activities public : OUT



HOW API WORKS - OUT

- Organisation of congresses, meetings, shows and seminars;
- Information via website , monthly review, letters;
- API stand, participation to shows;
- Advertising and promotional campaigns on tv and radio – press and P.R. activity;
- Production and publication of dossiers and booklets;
- Resolutions and Position Papers
- Monitoring of retail prices and market of aquaculture products;
- Monitoring national consumption of fish feed
- Monitoring national and regional aquaculture products

Activities public : OUT



CONSUMERS ARE INFLUENCED BY...



10 YRS ANNIVERSARY



www.api-online.it

... OR A BIT CONFUSED...



Deblagodkjent



GLOBALG.A.P.



www.api-online.it

IMPORTANCE OF THE LABEL FOR CORRECT CONSUMER INFORMATION

Regulation (EU) N. 1379/2013 on the Common Organization of the Markets in fisheries and aquaculture product establishes that the following **mandatory information must be provided to the consumer**, among others:

- (a) *the **commercial designation of the species and its scientific name**;*
- (b) *the production method, in particular by the following words "...caught ..." or "...caught in freshwater ..." or "**...farmed ...**";*
- (c) *the **area where the product was caught or farmed**, and the category of fishing gear used in capture of fisheries,*

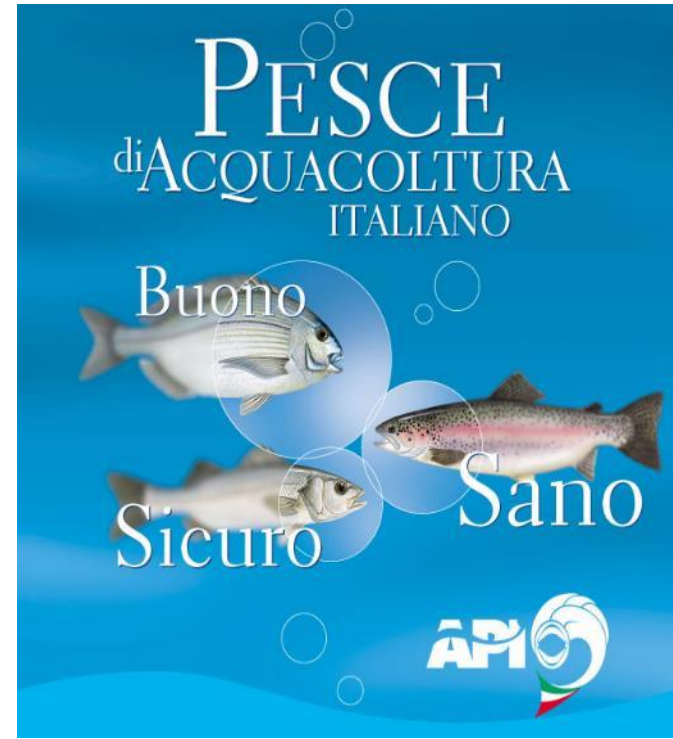
ALSO AND ABOVE ALL IN THE HO.RE.CA.!!!



HOW CAN THE FARMER INFORM THE CONSUMER ON:

- Food safety
- Traceability
- High nutritional and organoleptic quality
- Freshness
- User friendly - easy to prepare
- Environmental, social and economic, sustainable

All our products meet the
"EU standards and rules"



HOW CAN THE FARMER INFORM THE CONSUMER: AN EXAMPLE

FARMED FISH: WHAT DO THEY EAT?



AQUACULTURE AND FOOD SAFETY

FARMED FISH: READ THE LABEL!

AQUACULTURE AND ENVIRONMENT



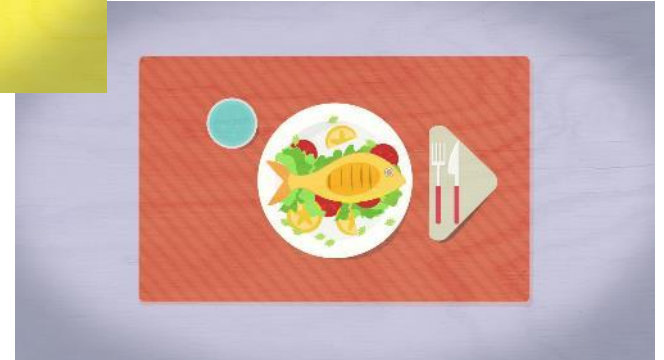
AQUACULTURE AND FISH WELFARE

HOW CAN THE FARMER INFORM THE CONSUMER: AN EXAMPLE



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