

## INFORMATION FOR THE PRESS

# FAO AT AQUAFARM FOR A RESPONSIBLE AQUACULTURE

January 22, 2020. Consumers are increasingly aware of the impact of choices that are inevitably influencing several sectors, including that of food production. **The GFCM - General Fisheries Commission for the Mediterranean (FAO)**, the most important international body dealing with agri-food, fishing and aquaculture, **organizes during Aquafarm a workshop to discuss and share examples of good practices that encourage a responsible development of aquaculture.**

Euromonitor International has published a report (at the beginning of 2019) in which the main consumption trends that will emerge in the coming years are analysed. **The conscious and knowledgeable consumer has a purchasing preference for products derived from activities with a low environmental impact** and pays attention to their geographical origin. The same study shows that 55% of generation Z (born between 1995 and 2010) and 65% of millennials (born between 1981 and 1995) are aware that they can contribute positively to the reduction of the environmental impact on the world in which we live.

**These consumer choices urge companies to respond promptly modifying the production, supply chain and product offer itself.** For industry associations, it means assisting companies in this change by working together in transmitting correct information to the consumers and to the public opinion.

This will be precisely the focus of the conference ***Aquaculture farmers and farmer organizations: promoting good practices to boost responsible aquaculture organized by FAO / GFCM on the occasion of AquaFarm 2020 on February 20, at Pordenone Fiere Exhibition Centre.***

"It is very important for us to host FAO / GFCM" declares **Renato Pujatti**, President of Pordenone Fiere, "A further confirmation that AquaFarm is a central reference point for the Italian, European and all-Mediterranean aquaculture sector."

**The first part of the conference** will be dedicated to good practices that make aquaculture an increasingly responsible activity, to the importance of cooperation between aquaculture operators and related associations, to understanding the dynamics that influence public perception of aquaculture products. **The second part** will examine the sharing of advancements, both internationally and nationally, and of experiences that have led to an increase in the social responsibility of companies. Responsibility that becomes an important link in the value chain of the aquaculture and fishing sectors and a strength for breeders to face the main challenges related to markets, competition, regulations, environment, animal health and welfare, social recognition of aquaculture and economic development.

The full programme of conferences is available at this link:

<http://www.aquafarm.show/programma-2020/>

Data Source Euromonitor 2019: <https://go.euromonitor.com/white-paper-EC-2019-Top-10-Global-Consumer-Trends.html#download-link>

*AquaFarm to be held on February 19 and 20, 2020 at Pordenone Fiere Exhibition Centre. The event will take place simultaneously with Novelfarm international exhibition-conference dedicated to technologies and the research work of the revolutionary sector of agriculture in a controlled environment. More information on AquaFarm and Novelfarm, on how to participate as an exhibitor and on the evolution of the agenda and thematic events programmed at the Fair, are available on the websites of the two events: <http://www.aquafarm.show/en/> and <http://www.novelfarmexpo.it/en/>.*

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