

Communicating aquaculture across the North-Atlantic : preliminary results of a survey



Denis Bailly • University of Brest, AMURE
(ResponSEable, H2020)

A collaborative Landscape Analysis Survey of Aquaculture Outreach Efforts by Galway Agreement



- Part of trilateral Galway Agreement
- **Ocean Literacy** and **Aquaculture** are two priority themes
- Participating organizations include: the Atlantic Ocean Research Alliance (AORA), Sea Grant, NOAA, Department of Fisheries and Oceans (DFO) the International Council for the Exploration of the Sea (ICES).

And EU H2020 programmes,

RESPONSEABLE



Protecting the ocean: *our* collective responsibility, *our* common interest
-Supporting the development of cost effective ocean literacy in Europe

Improving the competitiveness of the European fisheries
and aquaculture industries

SEACHANGE

Survey Goals and Objectives

The **objective** of the **survey** was to answer following questions about aquaculture outreach in the United States, European Union, and Canada:

- Who** is sharing information about aquaculture?
- What** is the context in which they are sharing information?
- How** are they sharing information? What channels are they using to share this information?
- What** tools and resources are most useful to various stakeholder groups to share this information?

Survey distribution

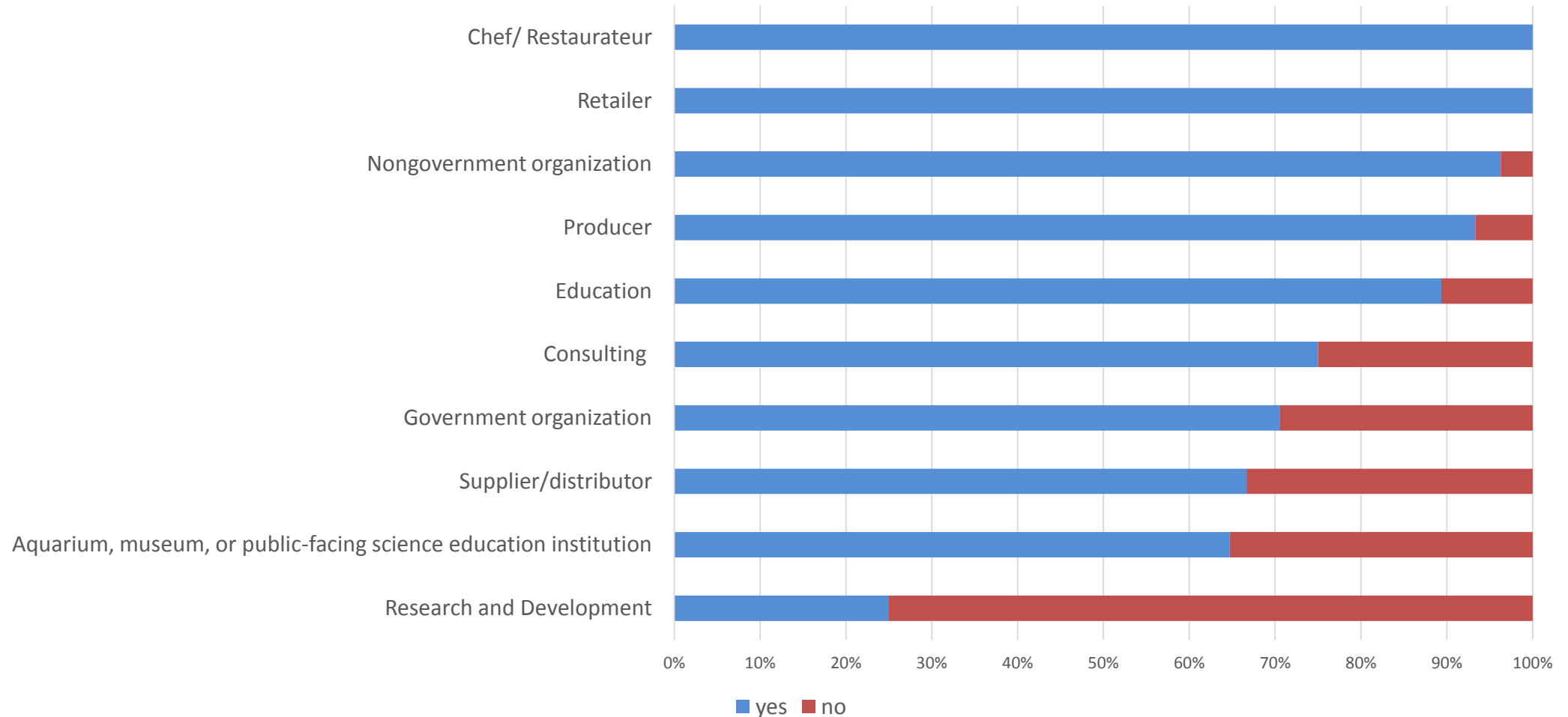
- ✓ The survey online in **4** languages: English, French, Spanish, and Portuguese.
- ✓ Target participants for the survey included academic and research institutions, aquariums and museums, NGOs, producers, buyers, retailers, distributors, and chefs and restaurants
- ✓ Total of 150 responses: 18 Countries, 10 Organization Categories

Participation

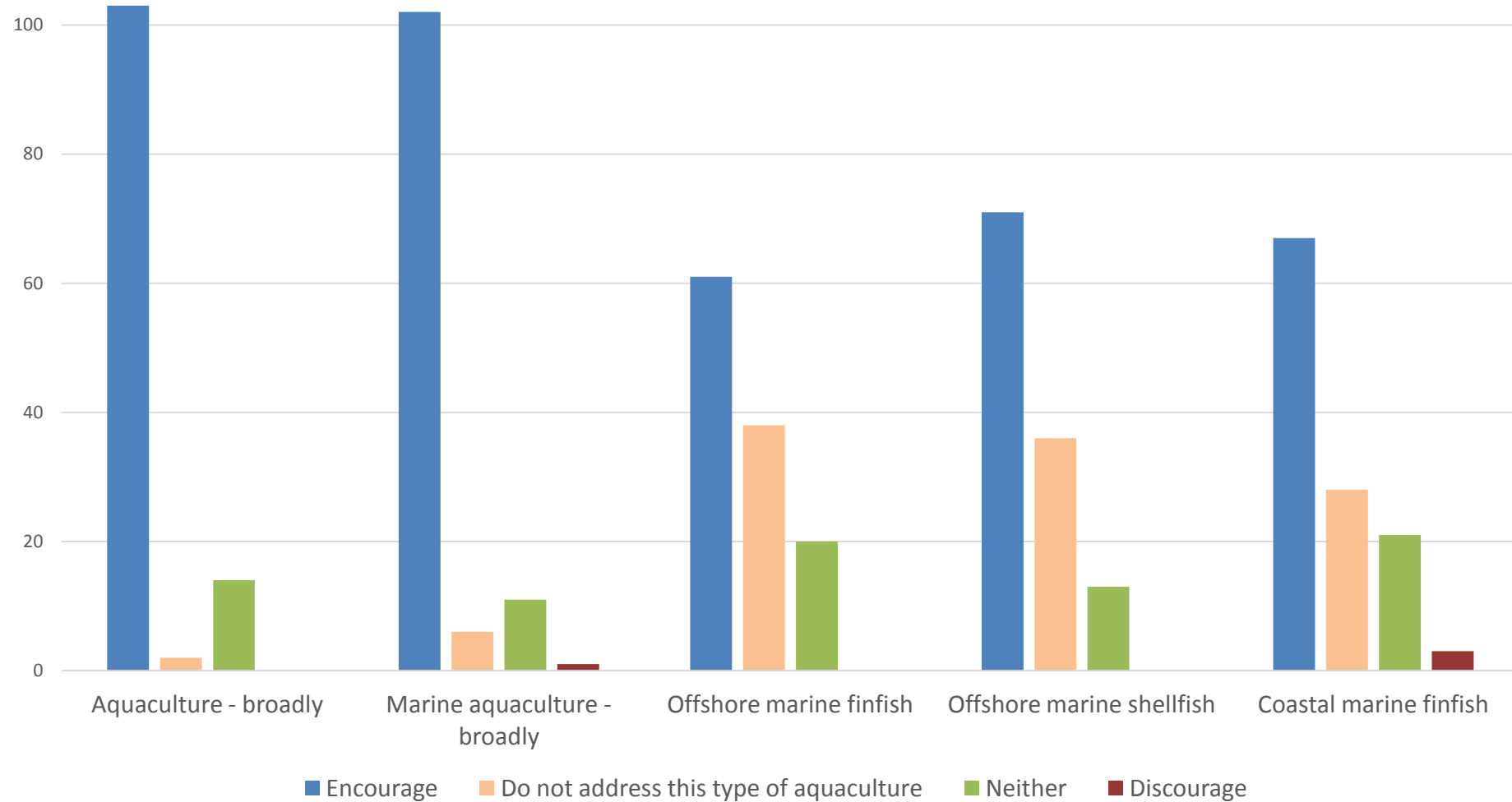
Organization Categories	Total
Aquarium, museum, or public-facing science education institution	17
Chef/ Restaurateur	4
Consulting	12
Education	47
Government organization	17
Nongovernment organization	27
Producer	18
Research and Development	4
Retailer	1
Supplier/distributor	3
Total	150

Does your institution engage the public with messaging about aquaculture?

Yes 125 - No 25



Please indicate the tone of messages your organization uses for the following types of aquaculture.

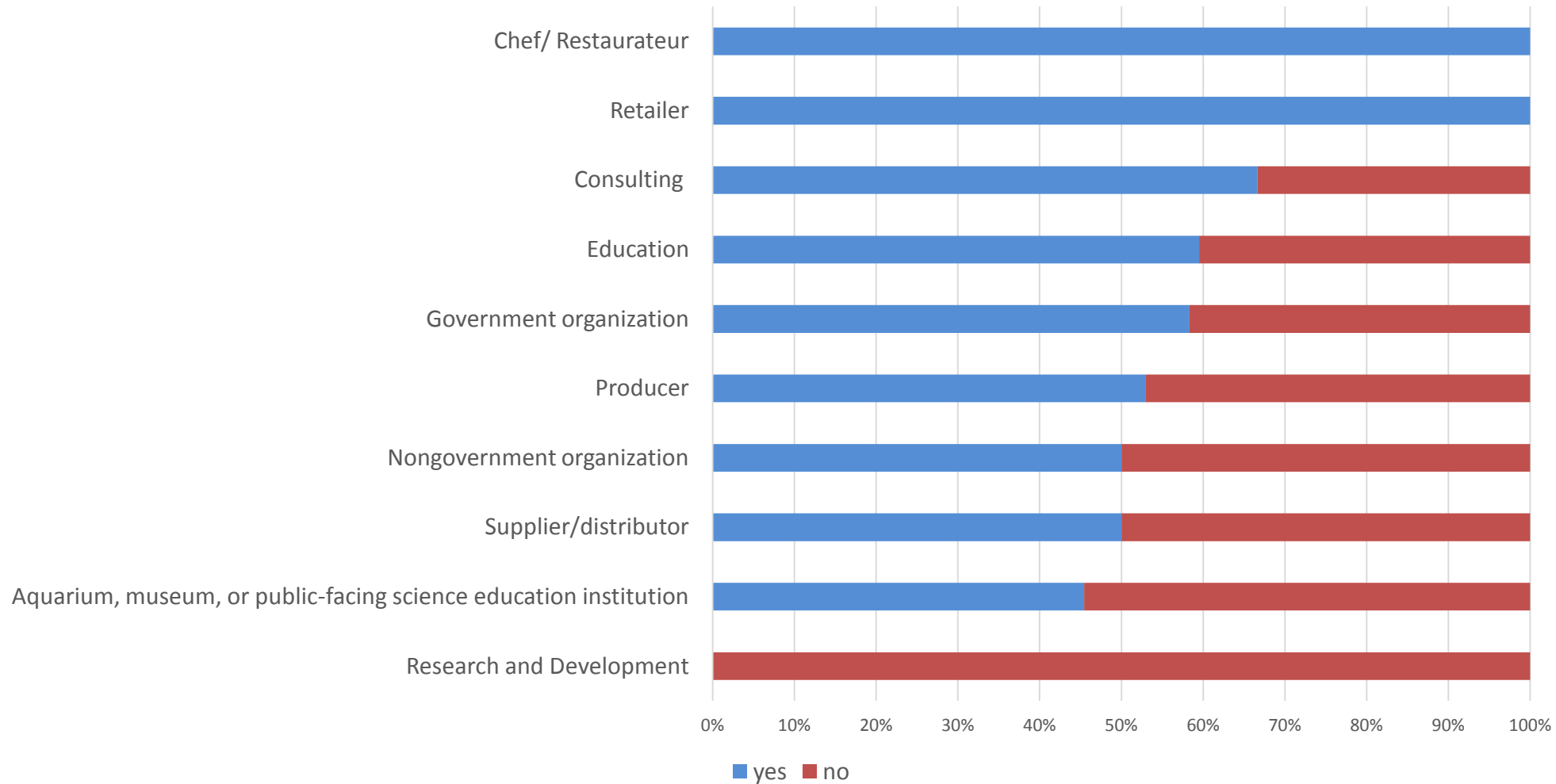


Key Takeaways

Information about aquaculture is being presented to the public by **diverse** stakeholder groups.

The general trend in terms of **tone is positive or neutral** for the various types of aquaculture production.

Are there information gaps that need to be filled in order for your institution to educate the public about marine aquaculture?

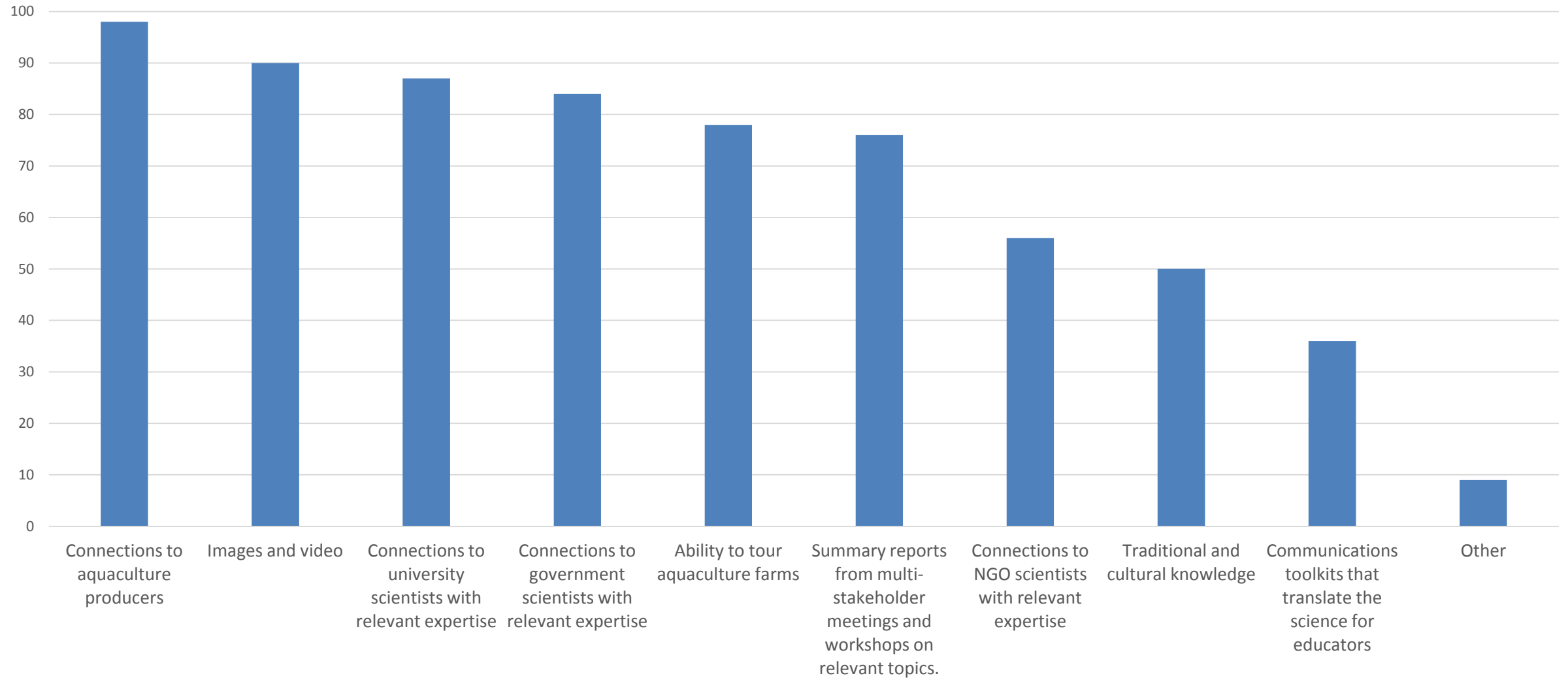


Key Takeaways

There are perceived **information gaps** among some stakeholder groups, particularly in regards to **marine aquaculture, finfish aquaculture, fish and human health, and fish feed.**

Future efforts should investigate what the **information gaps** are for all stakeholders, particularly **chefs, restaurateurs, and retailers.**

What communication tools and resources are most helpful to you?



Key Takeaways

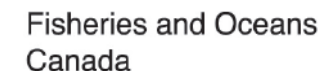
Connections to farmers and farm site visits and Images and video are the most helpful communication tools.

We need to **connect university and government scientists to groups** that are trying to engage their audiences.

Landscape Analysis Survey of Aquaculture Outreach Efforts

Participants

Jonathan MacKay • Denis Bailly • Ivan Conesa-Alcolea • Tara Donaghy
Paula Keener • Bertrand Le Gallic • Ana Noronha • Michael B. Rust
Cynthia Sandoval • Anne Stewart • Kimberly Thompson • Wojciech Wawrzynski



Thank You!



Summary of key Takeaways

- **Information about aquaculture** is being presented to the public by **diverse** stakeholder groups.
- The general trend in terms of **tone is positive or neutral** for the various types of aquaculture production.
- There are perceived **information gaps** among some stakeholder groups, particularly in regards to **marine aquaculture, finfish aquaculture, fish and human health, and fish feed**.
- **Connections to farmers and farm site visits** and **Images and video** are the most helpful communication tools.
- We need to **connect university** and **government scientists** to **groups** that are trying to engage their audiences.
- Future efforts should investigate what the **information gaps** are for all stakeholders, particularly **chefs, restaurateurs, and retailers**.