



SUREFISH – SECTION 1 AGROFOOD VALUE CHAIN 2019

**Fostering Mediterranean fish ensuring
traceability and authenticity**



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FOSTERING MED FISH ENSURING TRACEABILITY AND AUTHENTICITY



Qualitative research to generate both intrinsic and extrinsic fish attributes which potentially affect consumer preferences



3

Years



1.813.193,75

Project budget



Economic analysis to quantify the effect of both intrinsic and extrinsic variables on consumer preferences and purchase intention.



5

Mediterranean Countries



Sensory evaluation with a panel of 50 consumers to evaluate the effect of intrinsic attributes on consumer acceptability and, fish freshness and authenticity perception



13

Partners



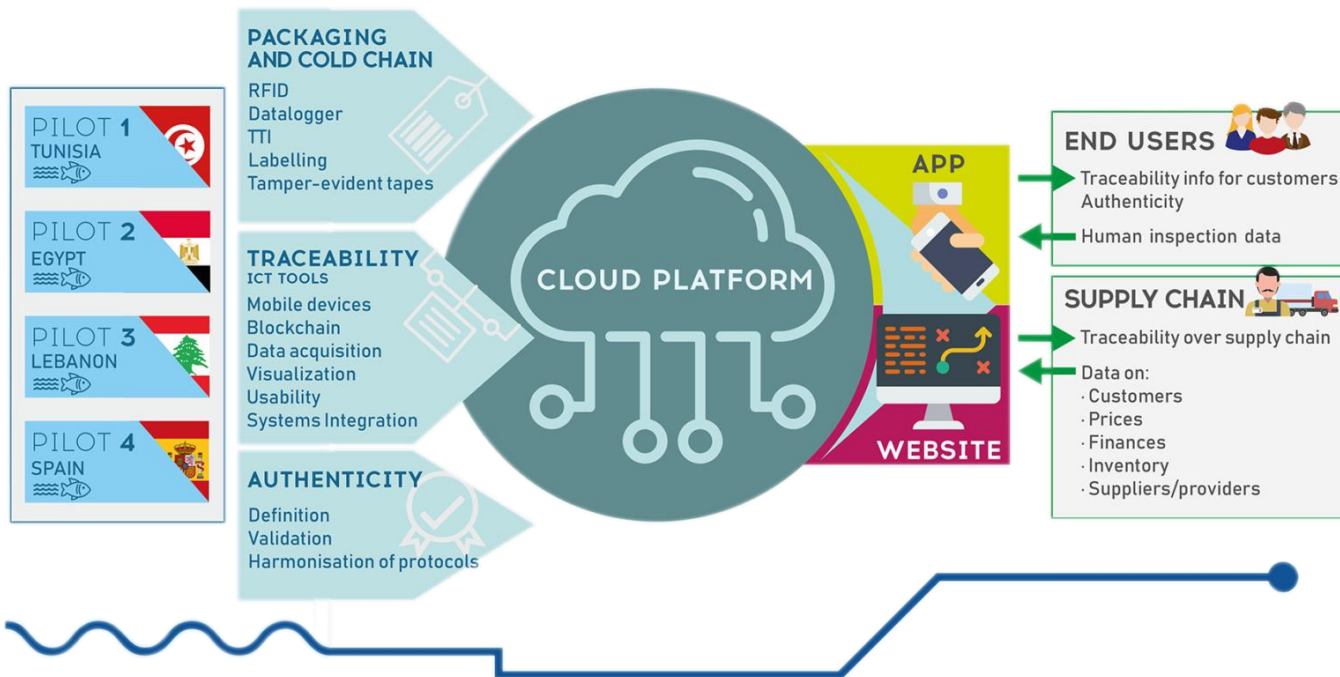
4

Demo sites



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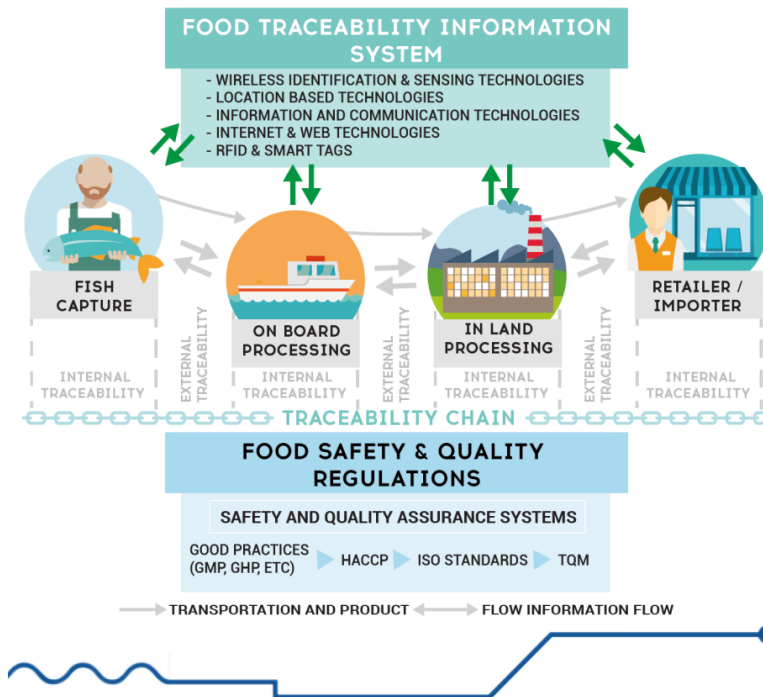




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- 1 Species substitution**
- Mislabelling of fish to conceal the geographical origin**
- 3 Farmed fish vs wild fish**
- Undeclared use of food additives**
- 5 Previously frozen fish sold as fresh**





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enco
engineering & consulting



DIPARTIMENTO di
AGRARIA

CNTA



Ingenieria y Control
Electrónico, S.A.

RESEARCH CENTER
ITENE



The SUREFISH project is part of the PRIMA Programme supported by the European Union under the Grant Agreement number 1933 Call 2019 Section 1 Agrofood IA

