



# PrimeFish project: Improving the Seafood Competitiveness

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 635761



A collection of marketing **successes and failures** of product **innovations** and marketing activities.

➔ [Industry study cases report](#)

The identification of the main **positive and negative drivers of seafood consumption** in the Spanish, Italian, French, German and UK markets.

➔ [Spanish consumption report](#)

Exhaustive **analyses** of the **value chains** of **salmon, seabass, seabream, trout, cod** and **herring** in Iceland, Faroe, Norway, Denmark, Germany, UK, Spain, Italy, Greece, Turkey, Canada, Vietnam.

➔ [Supply chain relations report](#)

**Development** of a mock-up of the software **PrimeDSS** (Decision Support Tool) **according to stakeholders' requirements** and needs.

➔ [PrimeDSS](#)

A report on the **development of prices and volumes** of seafood at worldwide, European and national level.

➔ [Report on the prices and volumes](#)

An **analysis and comparison** of the **productivity** developments of **demersal fisheries** in UK, Spain, Norway, Iceland and the Faroe Islands, **as well as the pelagic fisheries** in the UK, Denmark, Norway, Iceland and the Faroe Islands.

➔ [Report on the economic performance of European and Canadian fisheries](#)

EXPLORE

FORTHCOMING OUTCOMES

MANAGEMENT

Consumers' willingness to pay for innovative features in seafood products

"Boom and bust" cycles for **seafood prices**

Report on frequencies of **consumer purchase**

The fish consumption in **France and Finland**

**Market institutional analysis** and implications for competitiveness

**PrimeFish** has recently **approved its first evaluation** by the **European Commission**, in the 18<sup>th</sup> month of the project's life.

The project highly values the **communication** and **interaction** channels boosted with stakeholders of the seafood value chain (sectoral organisations, industries, producers and policy-makers).

Save the Date!!!  
PrimeFish Annual Meeting  
4-6th April 2017  
Barcelona



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