

# PROJECT CEPHS AND CHEFS – OCTOPUS, SQUID, CUTTLEFISH, SUSTAINABLE FISHERIES AND CHEFS

## Brief Summary of achievement, results and highlights

### WP5 (VALUE CHAIN: FROM PRODUCERS TO CONSUMERS)

#### Action 1

**Describe the value chain:** This activity summarises the non-monetary values of common octopus (*Octopus vulgaris*) stakeholders regarding actions for improving sustainability along the common octopus value chain in Galicia and Asturias. USC conducted a stakeholder workshop in March 2020 with those working in the business and fishing communities, and representatives of the environmental non-government (ENGO), public administration and scientific communities in Asturias and Galicia known to be knowledgeable about common octopus management in the region. Deliberative group sessions enabled stakeholders to identify sectoral priorities as well as learn more about different sectors' perspectives, knowledge and values through networking. Our main research objective was to analyse environmental, social and economic aspects of the common octopus value chain in Asturias and Galicia from the perspective of stakeholder values. Our aims were to: identify and explore priorities for actions that could increase the sustainability of activities carried out by actors in Asturias and Galicia; and better understand perceptions about impacts like foreign imports and eco-labelling on the common octopus value chain. The outcomes can inform stakeholders and policymakers about increasing the sustainability and competitiveness of Asturian and Galician common octopus products in the Atlantic area.

#### RESULTS AND HIGHLIGHTS

A report in Spanish describing the results of a stakeholder workshop conducted in Santiago de Compostela (Spain) in March 2020 to explore and analyse potential actions for sustainability that could be taken by common octopus value chain actors is available here: <https://www.cephsandchefs.com/outcomes/work-package-5/>

#### Action 2

**Assessment of seafood market drivers:** This activity describes the results of a review of scientific literature published in English to compile available evidence about market drivers and associated indicators that impact on global cephalopod markets. We developed an a priori protocol to define our search and analysis parameters. We examined cephalopod food

systems, including value and supply chains and associated market drivers, to better understand how the major forces influencing the catch, trade and consumption of cephalopods are linked to their ecosystem services and identify important knowledge gaps and recommendations. The results can inform the transformation towards sustainable food systems.

## RESULTS AND HIGHLIGHTS

A key deliverable was a dataset of cephalopod market drivers which we summarise and provide as an online Google Sheets spreadsheet: 'Cephs and Chefs Market Drivers Dataset': <https://www.cephsandchefs.com/outcomes/work-package-5/>

### Action 3

**Retailer and consumer survey:** This activity describes a literature review conducted on seafood consumption and consumer preferences for seafood around the globe. The results from this literature review contributed to design the consumer survey. A questionnaire was designed, and a market research company (Kantar, Marktest Group) contracted to collect the information. The survey collected information from a total of 3,517 respondents from seven EU member-states countries (i.e., France, Germany, Ireland, Italy, Portugal, Spain and United Kingdom). These countries were selected due to being located in the INTERREG Atlantic Arc (France, Ireland, Portugal, Spain and United Kingdom) and because of their different cultural habits and traditions in terms of seafood consumption. Italy and Germany, were included in the survey because of the important consumption of cephalopods in Italy (being the most important market for Spanish and Portuguese exports of octopus), and the high prevalence of environmentally aware consumers in Germany, making it an interesting market for sustainable products. The consumer survey collected information about patterns of seafood consumption, preferences for cephalopods products, drivers and barriers of consumption, attitudes towards sustainable products, openness to new products and presentation forms (ready meals, processed food, fresh food), and the demographic and socioeconomic characteristics behind these patterns and preferences. UAVR also carried out a survey of global retailers, in major seafood events (e.g., Seafood Expo North America, Seafood Expo Global), to understand needs to enter new markets and interest in new products.

## RESULTS AND HIGHLIGHTS

Report of consumer preferences and attitudes. With the replies from 3500 consumers from 7 EU member-states, identifying patterns of seafood consumption, preferences for cephalopods products, drivers and barriers of consumption, attitudes towards sustainable products, openness to new products, and the demographic and socioeconomic characteristics behind these patterns and preferences.

Report available at: <https://www.cephsandchefs.com/outcomes/work-package-5/>

## Action 4

**Identification of strategic development gaps:** This activity gathered from a global literature review and expert opinion from within the CephS and ChefS project, as well as from WP5 Action 1 about key strategic development gaps and identified barriers to commercialize or certify sustainable catches. We identified 4 targeted groups (policy, science, industry and society) and provided actions for consideration for each of them. We primarily focused on European Union cephalopods fisheries, but other relevant examples for the cephalopod sector and/or the EU cephalopod markets were also included.

## RESULTS AND HIGHLIGHTS

A key deliverable was a database with the strategic development gaps available here: <https://www.cephsandchefs.com/outcomes/work-package-5/>

## Action 5

**Atlas:** This activity involved developing a webtool to enable researchers, stakeholders and members of the public to obtain specific information about cephalopods. This included global consumption habits (e.g. retailer and consumer survey), maps depicting trends in catch, trade, consumption and production of cephalopods, and a multisite search tool to search relevant information about cephalopods and other related information in multiple leading websites. It also includes a case study providing information about the Galician (Bueu and Ribeira) (Spain) common octopus fishery and characteristics of the common octopus value chain.

## RESULTS AND HIGHLIGHTS

A key deliverable was the development of the webtool which is available here: <https://webtool.cephsandchefs.com/>