

PROJECT CEPHS AND CHEFS – OCTOPUS, SQUID, CUTTLIFISH, SUSTAINABLE FISHERIES AND CHEFS

Brief Summary of achievement, results and highlights

WP6 (MARKET OPPORTUNITIES)

Action 1

New products: new liquid-smoked products were produced using the common octopus (*O. vulgaris*), the horned octopus (*E. cirrhosa*), as well and cuttlefish (*S. officinalis*). The quality, nutritional analysis and food safety of these new cephalopod products was investigated. Three ready-made meals were also developed with smoked cuttlefish: the cuttlefish rillette “AperoSeich’”, the ravioli “Seich’ioli” and the cuttlefish roll “Sea ’n Roll”.

Events for tasting these new products were organized in Portugal and France, in order to illicit consumer’s response.

An anti-fraud device was developed to quantify water addition to cephalopods, a common problem, which hampers consumer trust.

RESULTS AND HIGHLIGHTS

Smoked octopus and cuttlefish: Development of three liquid-smoked products: two from octopus (*Octopus vulgaris*, and *Eledone cirrhosa*) and one from cuttlefish (*Sepia officinalis*).

Tasting events: Events for tasting new products, where consumers rated the product.

Anti-fraud device: Development and calibration of an anti-fraud device to quantify water addition to octopus.

Action 2

New markets: Investigate the potential to expand cephalopods into new markets, identifying current markets and export opportunities (in- and outside the EU), and identify and map the existent strategies to enter these markets. This included participation in international seafood events – Seafood Expo North America (Boston) and Seafood Expo Global (Brussels) – presenting the octopus fisheries from the Algarve and Galicia to retailers and buyers, along with smoked octopus products. There was also a strong participation in national gastronomy and seafood events to promote the project and its results. This participation in national and international events contributed to put the Algarve and Galician octopus fishery in touch with

potential buyers interested in sustainable octopus products, and collect information from key actors in the value chain about priorities and actions for achieving sustainability in octopus fisheries and access to new markets. Information on available sustainable market initiatives (FIPs, ecolabels, rating schemes) was compiled and mapped, which was identified by key-actors as a requirement to access new markets. As part of this task, seminars and presentation were given at events, presenting the project and giving talks about sustainable octopus consumption, octopus seafood markets, developing educational activities for consumers (including for children).

RESULTS AND HIGHLIGHTS

International seafood events: Presenting to international retailers and buyers the octopus fisheries from the Algarve and Galicia, as well as smoked octopus products.

Octopus gastronomy festivals map: A map of octopus gastronomy festivals was prepared and distributed to inform the public about the many octopus gastronomy festivals in place in Galicia and Portugal.

Consumer education: A series of education events were organized aimed at increasing the public's literacy about the ocean and educating consumers (including activities with children), with the objective of educating consumers about cephalopods, sustainability and sustainable octopus consumption, etc.

"Glossy booklet": The work undertaken in this WP was used to develop the "glossy booklet". A booklet prepared in a user-friendly and visually attractive format aimed at the general public as well as fishery and value chain stakeholders (WP7). Booklet available at: <https://www.cephsandchefs.com/booklet/>

Policy Brief: The work undertaken in this WP contributed to develop the Policy Brief (WP7) aimed at fishery stakeholders, in particular managers, policy-makers and scientists. The brief is presented in a visually attractive and user-friendly format, and focuses on ten important current issues that limit or may limit achievement of sustainable cephalopod fisheries in the Atlantic area. The policy brief is available at: <https://www.cephsandchefs.com/policy-brief/>

Action 3

New initiatives: Three Marine Stewardship Council (MSC) pre-assessments were undertaken, for the Algarve octopus (Portugal), Lugo octopus (Galicia, Spain), Irish squid (Ireland). An Action Plan was developed for the Algarve octopus fishery, mapping the several actions needed to enter a Fishery Improvement Project (FIP).

RESULTS AND HIGHLIGHTS

Three cephalopod fisheries with pre-assessments: MSC pre-assessments were carried out for three cephalopod fisheries: the Algarve Octopus (Portugal), Lugo Octopus fishery (Galicia,

Spain), and the Irish squid fishery (Ireland). The pre-assessments are available at: <https://www.cephsandchefs.com/outcomes/work-package-6/>

One Action Plan: Development of an Action Plan for the Algarve octopus fishery, providing the fishing sector with a framework to implement a FIP. The Action Plan is available at: <https://www.cephsandchefs.com/outcomes/work-package-6/>

Sustainability toolkit: The work undertaken in this WP was used to develop the sustainability toolkit (WP7), which provides a roadmap towards sustainability, mainly focused on the steps which fisheries need to follow to achieve improved sustainability via a Fisheries Improvement Project (FIP) or via MSC certification / eco-labelling. The toolkit is presented in a user-friendly format, aimed at stakeholders, and is available at: <https://www.cephsandchefs.com/sustainability-toolkit/>

Action 4

Chefs' marketing: Participation and organization of a series of events with the aim to engage chefs who wish to use cephalopods (i.e., octopus, squid and cuttlefish), especially in Northern countries. These included: workshop, chefs' meetings to develop cephalopod recipes, cookery classes, traditional cephalopod recipes for chefs' training, many cephalopod preparation and cookery demonstrations, educational cephalopod videos, cephalopod preparation videos, one-minute cephalopod recipe videos, culinary lectures, participation in national and international culinary events, site visits by chefs to fish market and octopus commercialization companies, and participation in gastronomy meetings. This task also included the preparation of a recipe book which provides octopus, squid and cuttlefish recipes produced by chefs from Ireland, France, Spain and Portugal.

RESULTS AND HIGHLIGHTS

Chefs' training: A series of events were carried out with the aim of engaging chefs from Northern countries to use cephalopods (i.e., octopus, squid and cuttlefish), these included workshops, the development of new cephalopod recipes, cookery classes, cephalopod preparation and cookery demonstrations, educational videos, recipe videos, and participation in gastronomy meetings and events.

Recipe book: A variety of traditional and innovative cephalopods recipes were collected from chefs and culinary students in Portugal, Spain, France and Ireland. This resulted in several recipes posted on the project website, videos teaching consumers how to prepare cephalopod recipes posted on Instagram, and the selection of 20 recipes for octopus, squid and cuttlefish to produce a cephalopod recipe book (produced in WP7). The illustrated recipe book contains 20 recipes is translated into four languages (Portuguese, Spanish, English and French), and contains recipes developed by chefs from Portugal, Spain, Ireland and France. The recipe book is available at: <https://www.cephsandchefs.com/recipe-book/>
Other recipes are available at: <https://www.cephsandchefs.com/tag/recipe/>