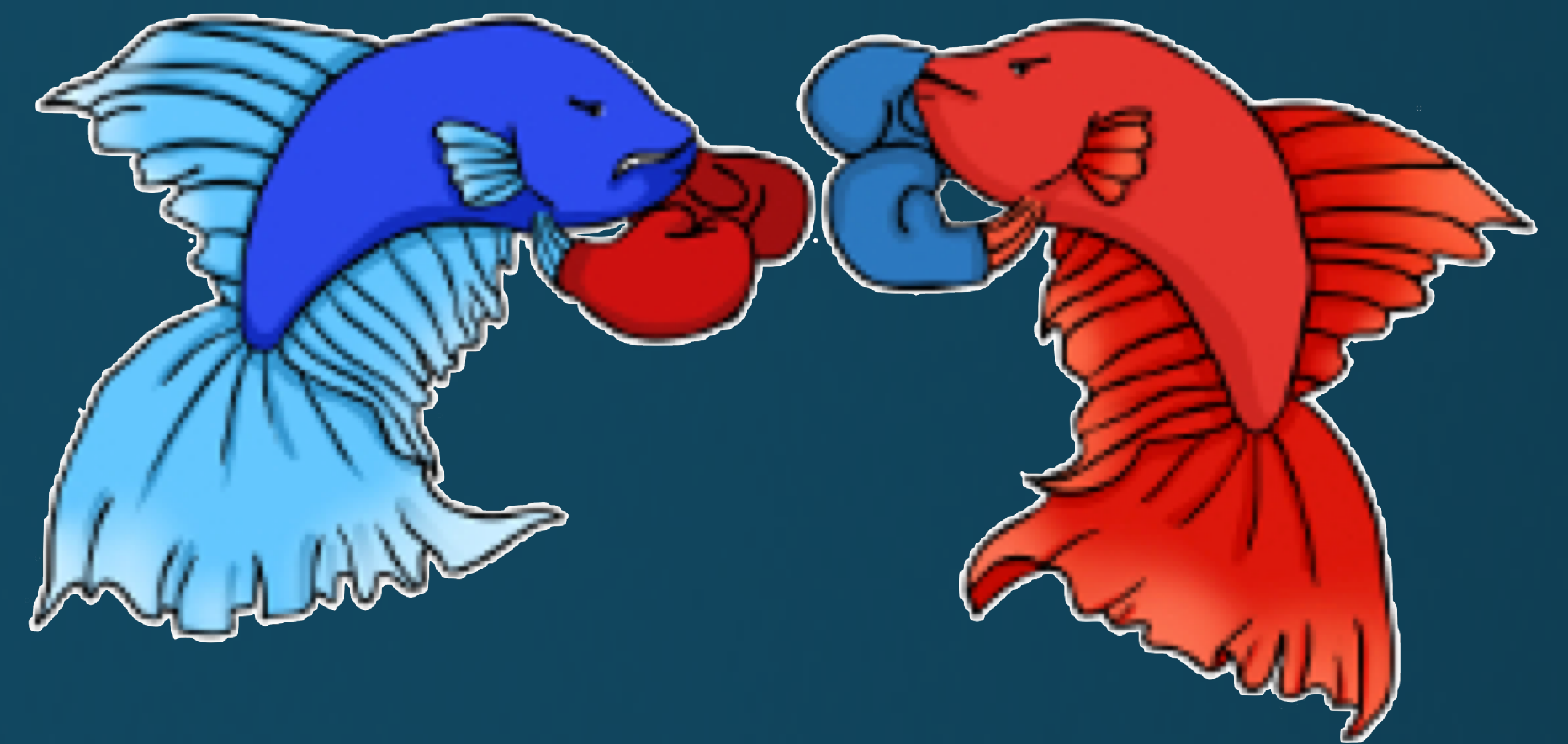


# FARMED OR WILD FISH: WHICH ONE SHOULD I CHOOSE?

When buying fish, the “choice-making” process is highly influenced by cultural background.

## Objectives

- Understand the consumer beliefs.
- Contrast them with the scientific data.
- Make suggestions to improve the “choice-making” process.



***better taste***

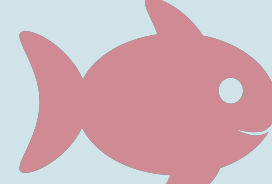
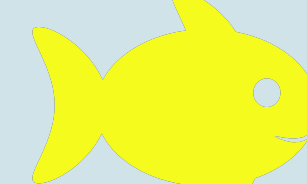

***less fat***

- Consumers think that wild fish has... ***healthier composition*** ... than farmed fish.

***more heavy metals***

***more parasites***

- Does scientific data agree with these statements?

	SENSORY ANALYSIS	NUTRITIONAL COMPOSITION	SAFETY AND HEALTH RISK
<b><i>Methodology</i></b>	<ul style="list-style-type: none"><li>- Sensory Profile</li><li>- Consumer acceptability</li></ul>	<ul style="list-style-type: none"><li>- Fat content</li><li>- Fat composition</li><li>- AI and TI indices</li></ul>	<ul style="list-style-type: none"><li>- Mercury content</li><li>- Presence of <i>Anisakis simplex</i></li></ul>
<b><i>Results</i></b>	<ul style="list-style-type: none"><li>- Minor differences with trained specialists</li><li>- No preference with consumers</li></ul>	<ul style="list-style-type: none"><li>- Farmed fish has more fat</li><li>- Farmed fish has healthier fat composition</li></ul>	<ul style="list-style-type: none"><li>- Higher levels of mercury in wild fish</li><li>- Absence of <i>A. simplex</i> in farmed fish</li></ul>
<b><i>Agreement</i></b>			

- Consumers need to be educated, specially regarding the sensory differences and the nutritional composition.

## Conclusions

- Major differences exist between species, feed (farmed fish) and geography/season (wild fish) rather than the method of production.
- The consumers need to be educated to rebuild their inner beliefs.
- The objective should not be confrontation, but the information of the consumers.