

Elaboration of a guide for the consume of fresh fish coming from Catalan auction for young people

Objective

Achieve the fact of transmitting that making specific actions in the consume choosing of fresh fish at traditional platforms, will result in a repercussion and impact in the environment, in the economic sector and in the fair commerce. To achieve that, we will use sector strengths, as well as work on motivating consume of auction fresh fish.

Strengths of the fish market

- ✓ The elaboration of campaigns for the promotion and diffusion of a product
- ✓ The incorporation of fish in the Mediterranean diet habits, the prestige of the fish in gastronomy, the Catalan way of cooking and the nutrition values of this product. Freshness and quality of the product is also very valued. Summarizing: a healthy matter.
- ✓ Sector's capacity of increasing his added value in society, with the incorporation of new commercializing systems, auction offer diversity and coast fish brand

	Factors treated to develop the guide
Decreasing sector	Fishing sector and fresh fish consume are on a decreasing way. We can link this up with a prize raise, what makes fish more complicated to acquire for the consumer.
Prizes	We can break down the factors related with prize: <ul style="list-style-type: none"> - Application of the law of supply and demand. - Farmed fish or wild fish. - Fishing method and kind of ship used. - Annual temporality - Biodiversity
Sustainable fishing	Sustainable fishing is an essential issue if we want to preserve the wellness of our seas and oceans. How can we identify it? Thanks to the MSC label for sustainable fishing; as well as the sea where the fish comes from and the kind of art used for fishing. Correct management of fish reserves implies that fishing politics must have a scientific basis and have a good biological knowledge about the fish reserves condition .
Mediterranean diet	<ul style="list-style-type: none"> - Eating fish at least two or three times per week. - Fish can be easily and quickly cooked (grilled, boiled, at the oven...).
Nutritional profile and health benefits	<ul style="list-style-type: none"> - High content in quality protein, with a very high biological value. - The fats that compose the fish are polyunsaturated fatty acids, where OMEGA 3 (EPA and DHA) stands out. It has lots of beneficial health properties
Buying fish tools	We can find different online platforms that can provide fresh fish to the consumer, with a very little effort.

Auction fish!
Proximity
warranty



MSC Label.
Sustainable fishing
warranty

Conclusions

- ✓ Fishing is a complex productive system with many uncertainties. Despite the numerous scientific studies and data existing in this sector, there's a lack of transparency that doesn't allow them to be transmitted to society.
- ✓ Consumer must look for a reliable method that complies with fishing regulations, and this implies requiring the establishments a correct labelling.
- ✓ Young society has a knowledge deficit about the fishing sector. They do not imply nor take responsibility for sustainable fishing, the disappearance of traditional fishing and the overexploitation of species.