



**ECO-innovation**  
WHEN BUSINESS MEETS THE ENVIRONMENT

**CIP Eco-innovation  
Pilot and market replication projects  
Call 2012**

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## **Presentation of products to distributors D5.6**

**Ecoponics  
Contract ECO/12/332783/SI2.656985**

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The aim of deliverable 5.6 is to present our products through different leaflets and events to distributors and consumers.

### Breen presentations and events

Breen has organised food-events inviting several groups to visit their sites and taste their products receiving in feedback information about consumers acceptance towards the products and opinion towards the methodology.

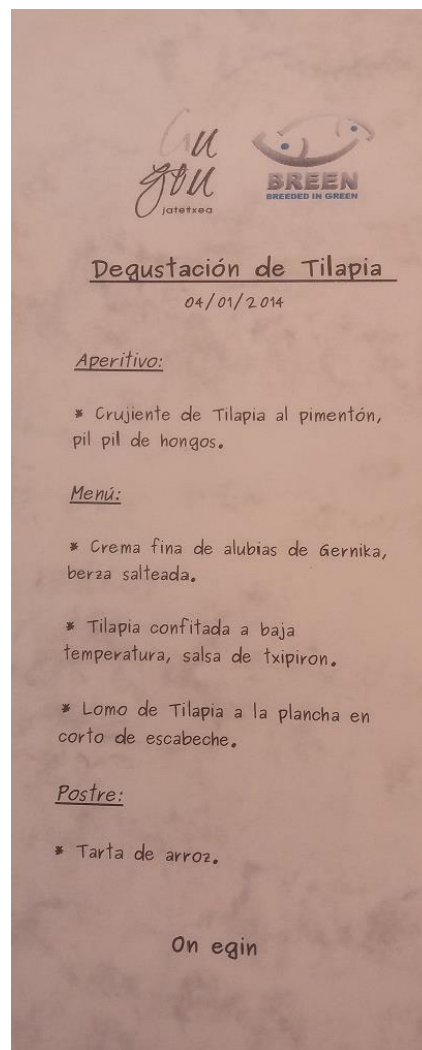
The first food taste was organized in the facilities of Breen in November 2013 for a group of 25 people. The visit included a tour to the aquaponics facilities to show the functioning of the aquaponics system and how the vegetables and the fish were produced.

The second formal food taste visit was organized in the Restaurant GuGeu, on January 4th 2014. A menu was prepared with tilapia for 50 people from the Ner group.

The third food taste was organized in the Restaurant Elcano de Getaria, October 25th, 2015. In this event there were in total 15 participants from authorities of the Basque Government and potential future customers. The focus was on tilapia tasting.

The fourth taste was realized in collaboration with the company Azti, who selected 80 consumers of different profiles, with the aim to obtain a study of acceptability of the aquaculture tilapia of different types by consumers of the Basque Country. The used method was the Acceptability and Intention of Purchase. The Applied Regulation: Standard UNE for Sensory Analysis.

The main results of the tilapia taste test were that the majority preferred the black tilapia, the silver tilapia became second and the pinkish in third place. The consumers found all three types of tilapia to have a good conformity, pleasant texture, a good smell and taste.





The companies Aroa, Uvesco and other potential customers for the end products such as of catering and trades of ecological products (Suhari, Ausolagun, Lurlan, Lur denok) have been invited to visit Breen. Further to the special tasting events to announce the Breen aquaponic system and the production, possible future customers such as distributors, investors and people from the Basque government authorities have been invited to visit the aquaponics facilities. The technology behind the aquaponic system is explained, the guests visualize the whole process and experience the products, different types of vegetables and the tilapia.

When the production is distributed to the fish markets, informative posters about what the tilapia is and suggestions on how to prepare and consume it will be included. The shop keepers will also receive a specific training course on tilapia, about how to process, clean and cut it to prepare and present it to consumers.





**Products from Breen's Aquaponic system**







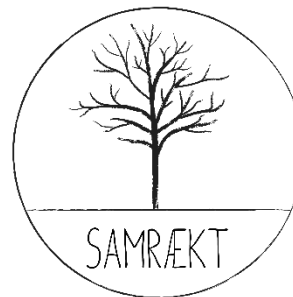
### **Svinna presentations and events**

The show case units set up in January 2014 in the Iceland Ocean Cluster in Reykjavik have been open for visitors receiving information about the technology and the products. A few taste tests have been done in the ocean cluster house and at the farms Akur and Laugarmyri. The responses have been positive. At the first tasting some of the people were sceptical towards the tilapia grown in the closed circular system as Icelandic people

are used to flow through aquaculture systems with water of almost drinking quality. Furthermore, a few individuals had problems in the beginning eating the vegetables due to some negative thoughts of waste water from the fish. At later stages no such comments have been received, only positive comments both on the quality and the environmentally friendly technology.

The next steps for enlargening the production are planned in collaboration with the greenhouse farmer in Laugarmyri, Skagafjordur, North Iceland. The plans have been presented for the local stores, hotels, the aquaculture department of Holar University College in Skagafjordur, the Environment and Food agencies in Iceland and the local municipality representatives. The feedback has been very positive. Moreover, discussions have started with other potential partners to start an urban visiting centre with a restaurant in Reykjavik and a large scale aquaponics production related to a geothermal power station.

A logo based on the english Word aquaponics was made in 2014. During 2015 the Icelandic translation samrækt became the main word used in domestic presentations and articles. A new logo based on the Icelandic word Samrækt was designed and all marketing material made during the last months of the project are based on this. Enclosed are some examples of posters, brochures and a video made.



### **IGFF presentations and events**

From the end of 2014 to the end of 2015 various shorter and longer term sales were made of the products from IGFF test plant to various types of consumer outlets. Herbs were oriented towards a local group of the KBHFF CSA for several months, and herbs were similarly delivered to an outlet in the dense and mutioriented residential district of Norrebro in Copenhagen. The delivering was made for testing sales, consumer preferences on quality appearances and price, delivery and packaging requirements as well costs on transport and time. A consumer report (Delivery 3.4) has been made in relation to a questionnaire made with the KBHFF CSA and its 1.500 members.

The fish species of Red Tilapia and Silver Tilapia were sold to customers of an african community event, making it possible for a one-day-sell it-all since africans are accustomed to eat and enjoyt the flavor of Tilapia. The Pike perch were delivered to a restaurant for testing meat quality, optimal plate size if prepared as a whole fish, and the optimal size for the 'cooking chef' if valuable cutting portions was on the menu.





**IGFF Cherry tomatoes red and yellow for quality and taste testing (Photo: Paul Rye Kledal)**



**IGFF testing Red Tilapia under net avoiding jumping out (Photo: Paul Rye Kledal)**

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