

CONSUMER AWARENESS AND PERCEPTIONS OF THE USE OF FISH PROCESSING BY-PRODUCTS IN BIO-FERTILISERS PRODUCTION.

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INTRODUCTION

The fertilisers market trend is to move towards sustainable and environmentally friendly products and avoid over-fertilization.

Bio-based fertilisers (BBF) could fulfil crop requirements including nitrogen, phosphorus, potassium, and, at the same time, supply with interesting and new compounds such as natural stimulants, giving alternative use to “wastes” and close the nature loop allowing us to be more sustainable and conservative (circular).

OBJECTIVES

SEA2LAND project promotes the production of large-scale fertilisers in the EU from own raw materials: fishery and aquaculture by-products.

Determining the variables that affect the acceptance of consumers and understanding the reasons of the consumers' behaviour related to food waste recycling in this way is of great importance to ensure the market uptake of biobased fertilisers (BBF) - treated products.

RESULTS

Motivations

THAT CONTRIBUTES TO RECYCLING AND REDUCES ENVIRONMENTAL IMPACT

55%

MAKE IT SAFER FOR YOUR HEALTH

51%

THAT THE QUALITY OF THE FOOD IS BETTER

48%

Barriers

THEY ARE PROBABLY MORE EXPENSIVE BECAUSE THEY ARE "GREENER"

53%

I DON'T REALLY KNOW HOW THEY ARE TREATED OR HOW THEY ARE PRODUCED

48%

IT IS NOT POSSIBLE TO DISTINGUISH THEM FROM EACH OTHER AT THE TIME OF PURCHASE

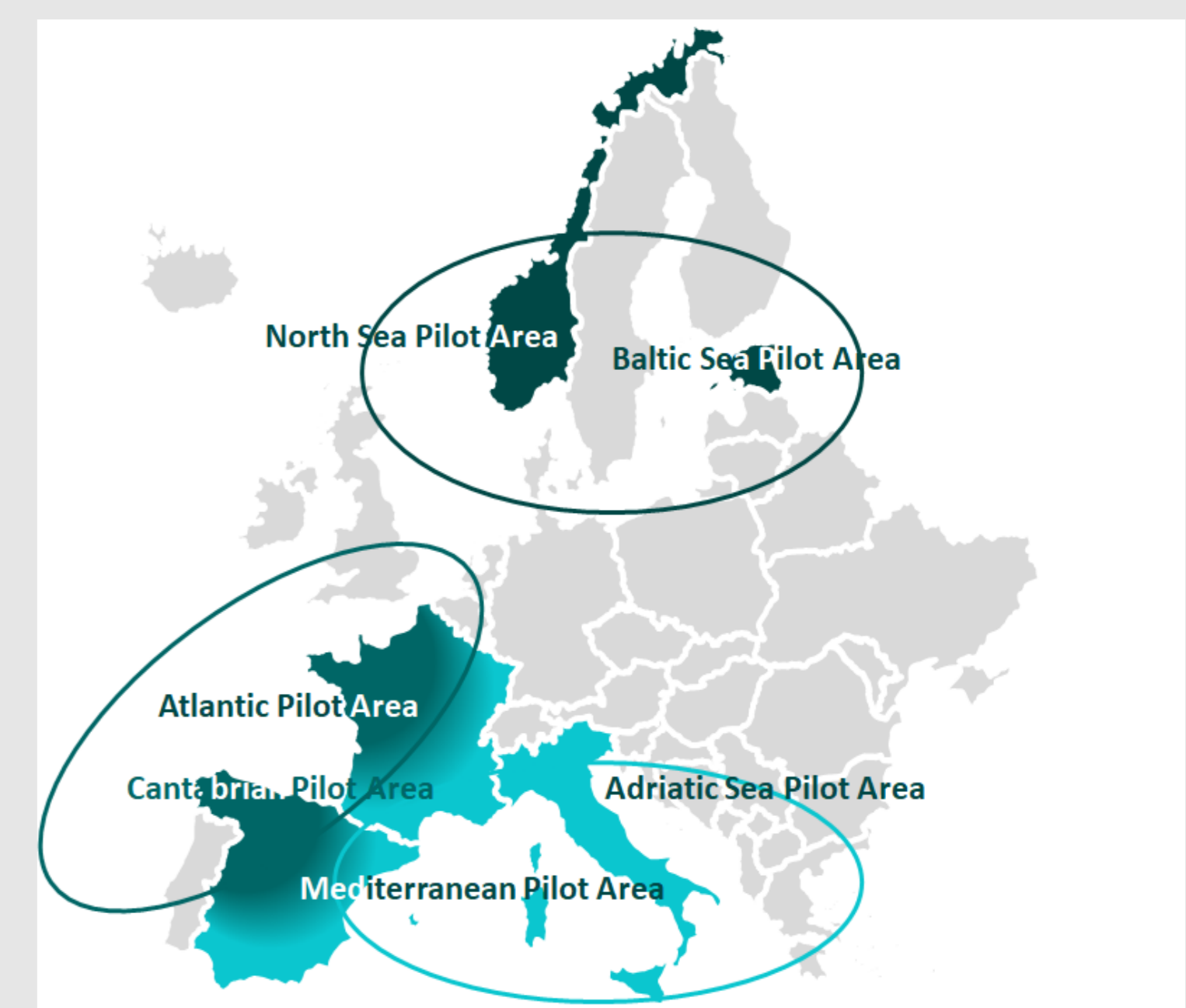
41%

MATERIAL AND METHODS

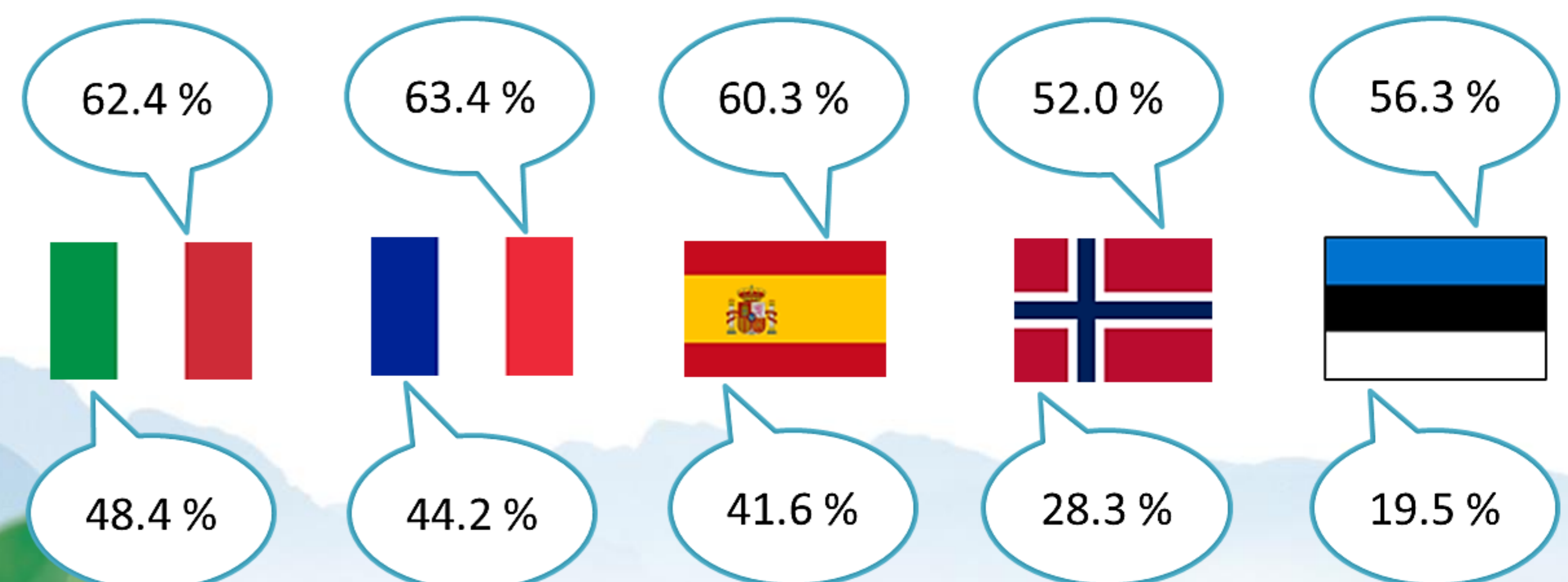
1,516 online surveys have been made in five European countries where the SEA2LAND pilots take place (at least 300 in each country): Spain, Italy, France, Estonia and Norway to people who make consumption decisions for their home (aged 18->65 & equal gender distribution).

The database for the recruitment of consumers and the collection of answers in the five countries were provided by GAIA Investigación y Consultoría.

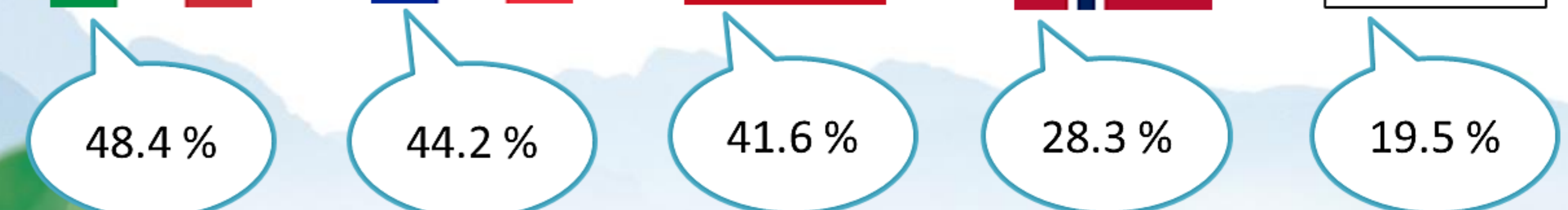
Consumers were asked about their perception, motivations and barriers towards bio-based fertilisers made from fish side-streams.



"I would be willing to consume products treated with organic fertilizers, obtained from fishery waste"



"I would be willing to pay more for a product treated with organic fertilizers, obtained from fishery waste"



CONCLUSIONS

The main topics to cover to ensure the uptake by the consumer should be:

1. An adequate transparent communication.
2. Correct labelling, product identification.
3. Demonstrate that they do not affect product safety and taste.
4. Producing them at a competitive cost that do not increase the price of the products.



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