

Activities in the field of Agro-Food Marketing and Consumer Behaviour

Wim Verbeke

Department of Agricultural Economics
Faculty of Bioscience Engineering

Opportunities for cooperation between
ChinAquaNet and Ghent University

Ghent, August 31, 2007

Department of Agricultural Economics

Disciplinary fields

- **Agricultural economics, extension and sociology (Prof. J. Viaene)**
- **Farm management, agricultural policy and environmental economics (Prof. G. Van Huylenbroeck)**
- **Agricultural economics of developing countries and rural development (Prof. L. D'Haese)**
- **Agro-food marketing business-to-business and chain management (Prof. X. Gellynck)**
- **Agro-food marketing and consumer behaviour (Prof. W. Verbeke)**

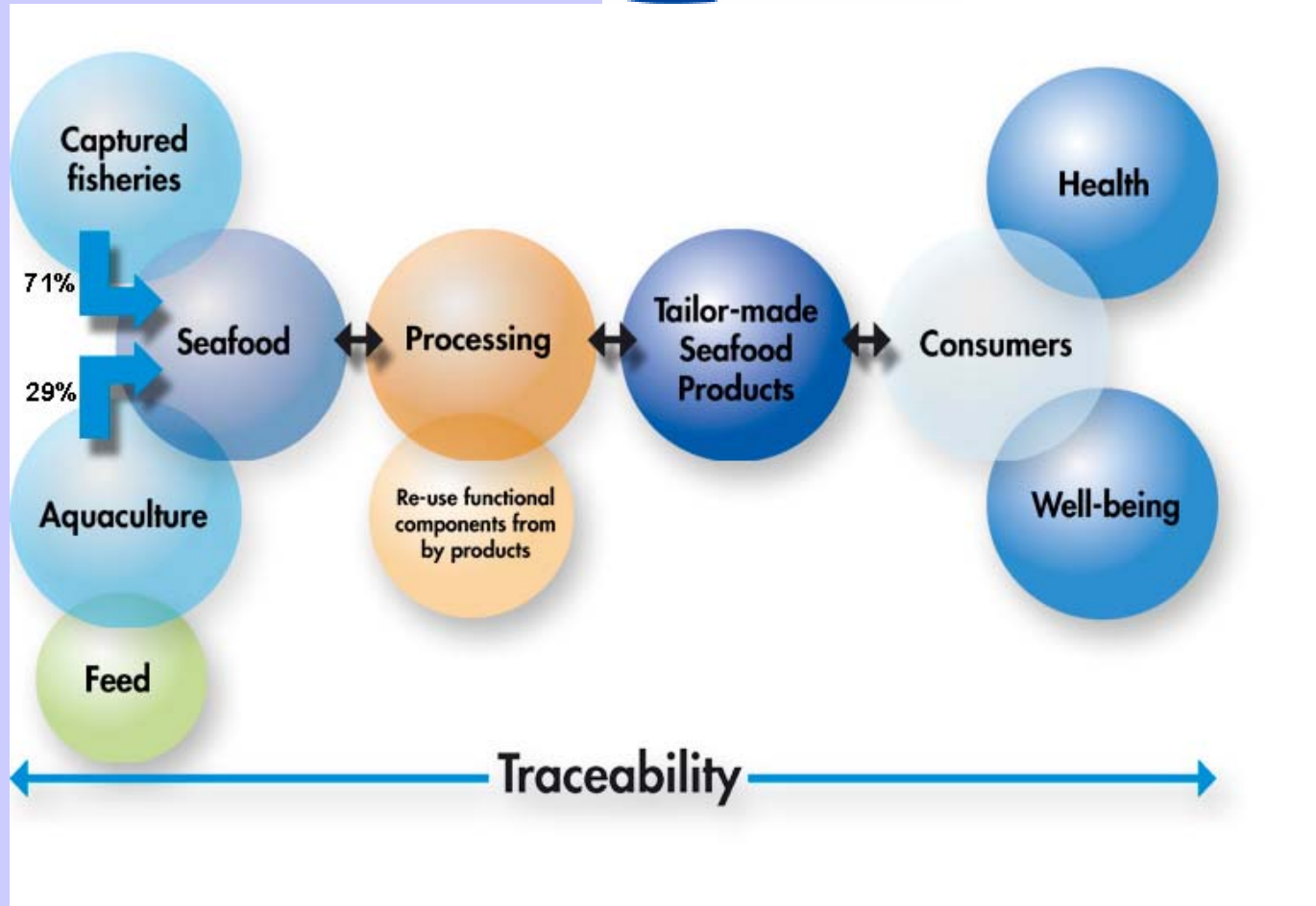
Department of Agricultural Economics

Disciplinary fields

- **Member of:**
 - **UGent Aquaculture R&D Centre**
 - **European Aquaculture Society**
- **Prominent involvement in aquaculture-related research in:**
 - **EC FP6 Integrated Project SEAFOODplus**
 - **EC FP6 Coordination Action CONSENSUS**



- Partner in Pillar 2 on Consumer issues
- Project leader SEA-INFOCOM



Consumption of fish (times per week)



At home versus out of home

	Belgium	Denmark	Netherlands	Poland	Spain
Home	0.88	1.12	0.69	1.05	2.12
Out	0.22	0.31	0.26	0.15	0.49
Sum	1.10	1.43	0.95	1.20	2.61

Consumption of fish (times per week)



Wild versus farmed fish :
Widespread confusion ...

	Belgium	Denmark	Netherlands	Poland	Spain
Wild fish	0.14	0.18	0.15	0.29	1.04
Farmed fish	0.22	0.12	0.19	0.26	0.62
Sum	0.36	0.30	0.34	0.55	1.66

**% of total fish
cons. reported**

32.7

21.0

35.8

45.8

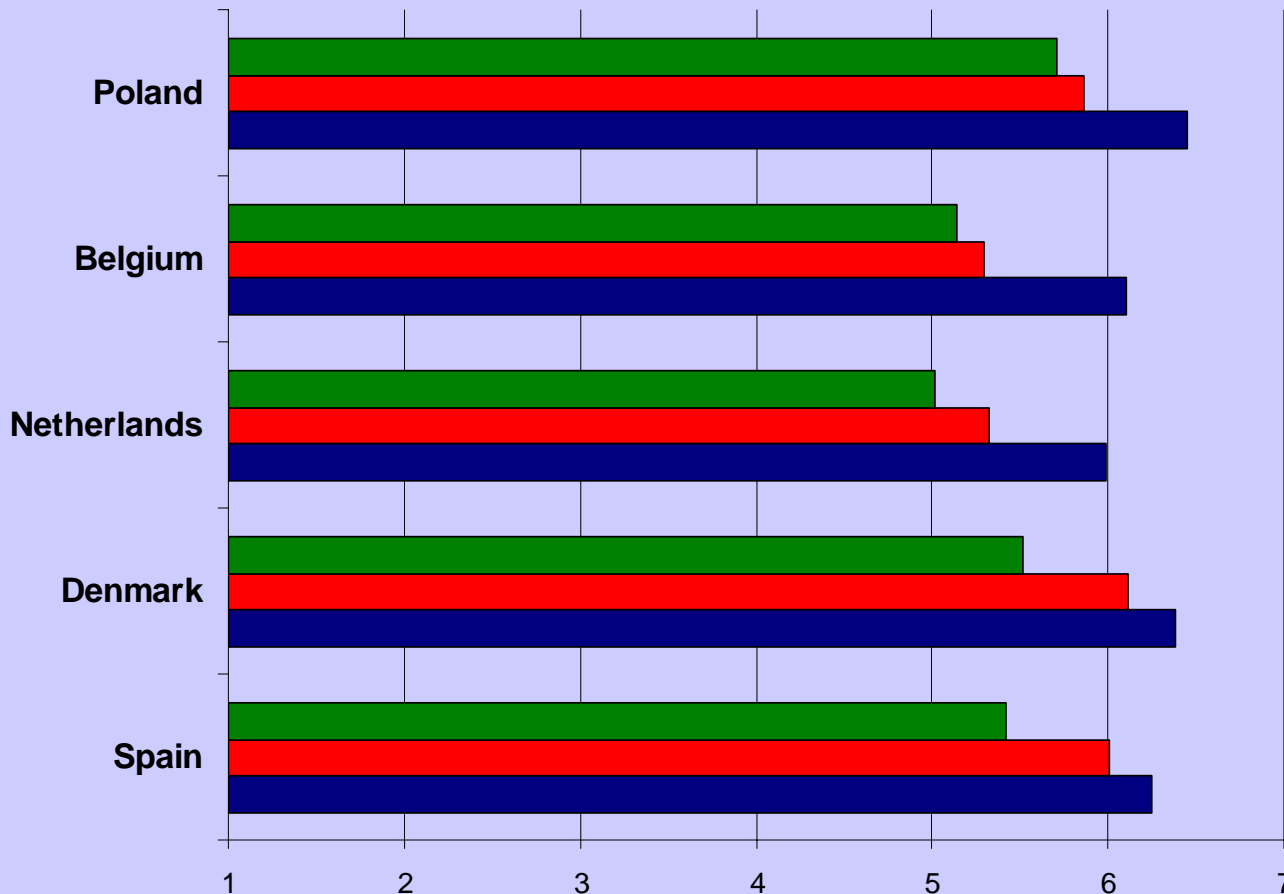
63.6

European consumers' perception of wild and farmed fish



Strong belief that eating fish is healthy

Slightly in favour of wild, especially in Spain and Denmark



■ Farmed fish healthy

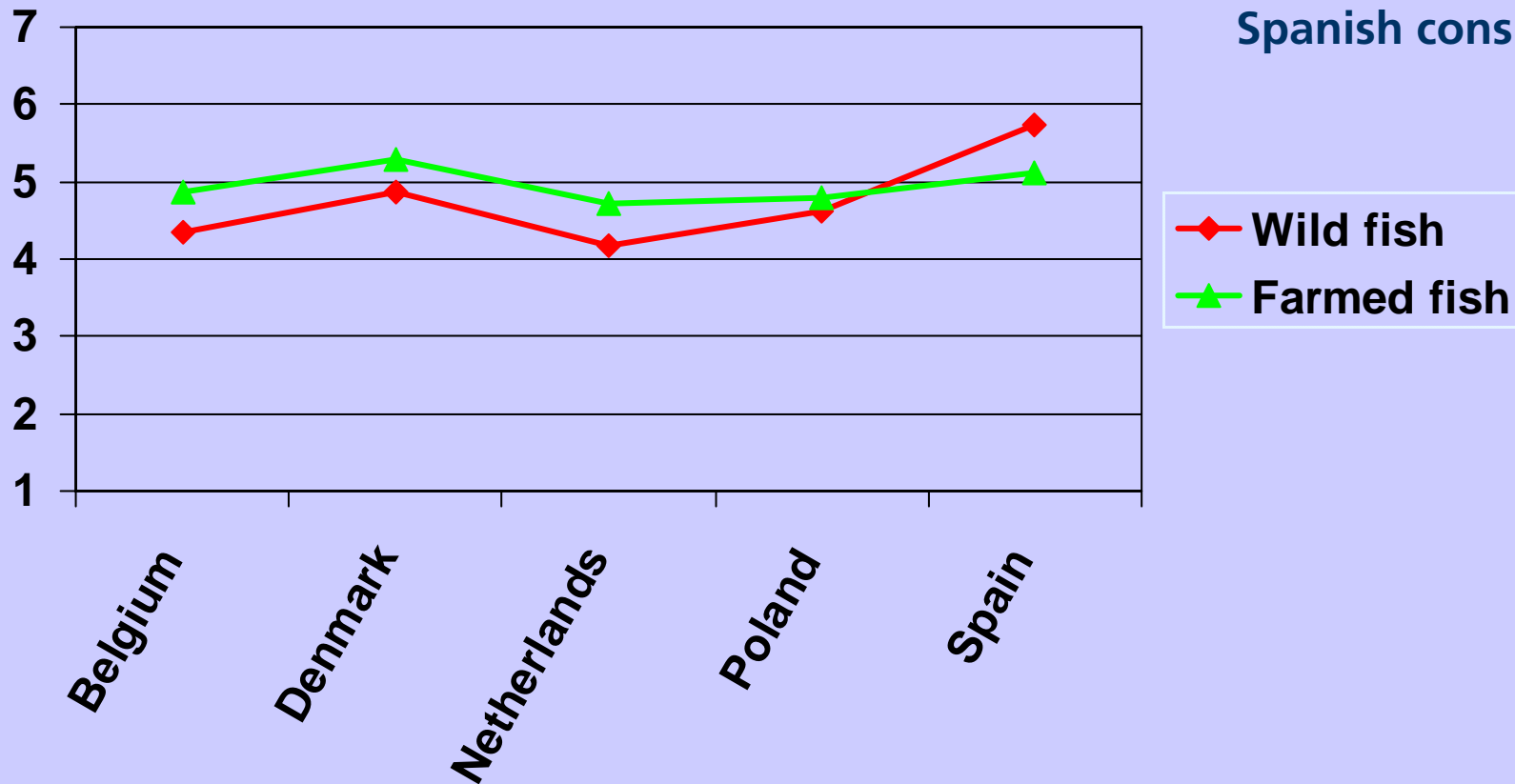
■ Wild fish healthy

■ Eating fish is healthy

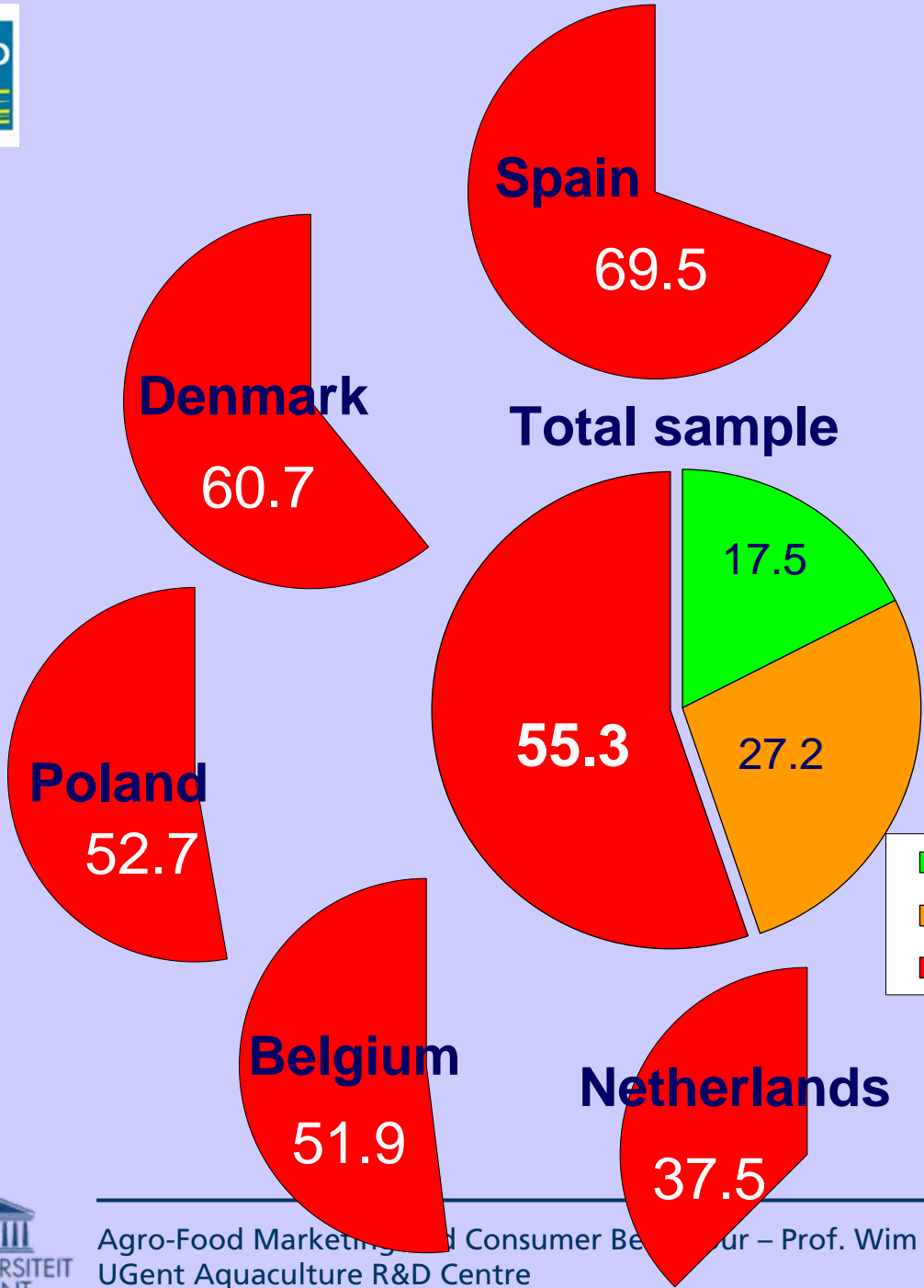
Perception of fish quality consistency



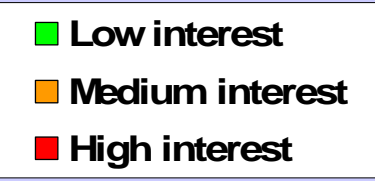
Perception in favour of farmed fish, except among Spanish consumers



European consumer's interest in farmed or wild origin of fish



Strong interest in farmed / wild by country (5 or more on 7-pt scale)



Paths for future research

- **Consumer issues:**
 - Acceptance of aquaculture production methods
 - Information needs and use of information cues
 - Role and potential of traceability
 - Emerging consumer interests: e.g. sustainability
- **Marketing issues:**
 - New product development
 - Communication issues
- **Management issues:**
 - Chain and quality management and industrial organisation
 - Competitiveness, profitability and international trade
 - Farm management