

#TasteTheOcean  
like never before



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DG MARE - 20/09/23





# Today's menu

- Campaign presentation
- How you can help
- Questions & Answers

# Objectives of the campaign

**Encourage consumers in the EU to buy and enjoy sustainable fish & seafood**



**Help consumers make informed food choices**



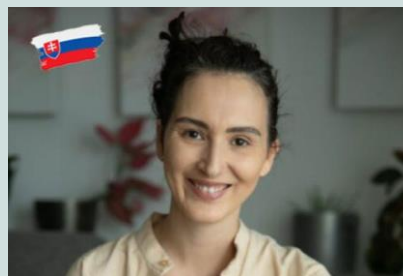
**Inspire people to have a green approach to fish & seafood, with the help of local chefs**

**Show who is behind our food**



European  
Commission





9  
chefs,  
countries,  
recipes.

\*Featured in season 3: Austria, Germany, Hungary, Latvia,  
Luxembourg, Malta, Poland, Slovakia and Slovenia





Brook Trout



Plaice



Carp



Gulf of Riga Herring



Rainbow Trout



Red Mullet



Rainbow Trout



Gilthead  
Seabream

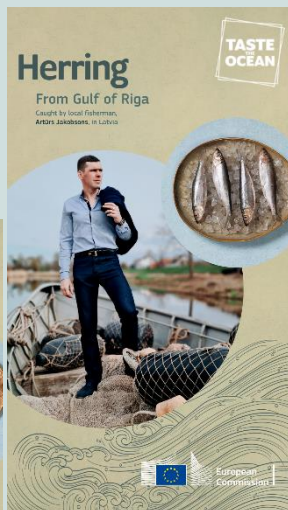
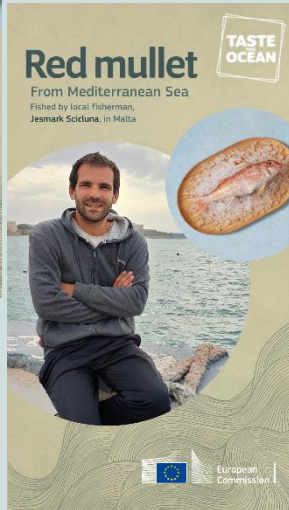
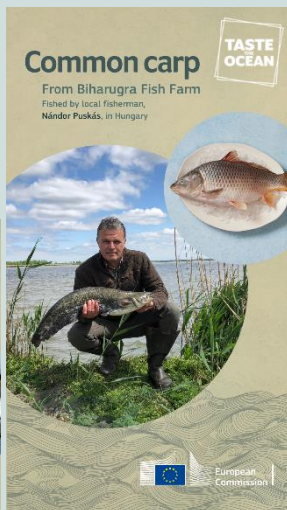
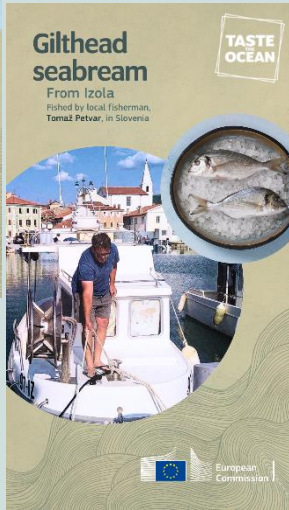
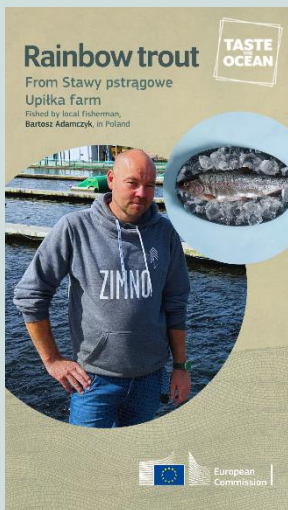
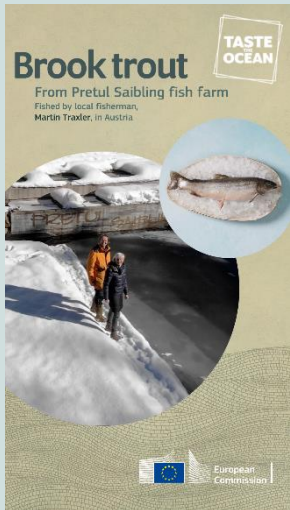


Rainbow Trout

Wild or  
farmed,  
the EU  
sustainable  
seafood  
tastes  
delicious.



# EU fishers & aquaculture producers, putting sustainability at the heart of their work





# Campaign material

-  9 video recipes
-  Social media focus (Facebook, Instagram, X)
-  Website (tips, information, and recipes)
-  Profiles of fishers & aquaculture producers
-  Roll-out in 9 Member States, with the support of EC Representations & influencers
-  Content for all EU countries

# A sneak peek

Brook trout with carrot, velouté, hazelnut crumble





# Planning



Launch  
18 September

Paid campaign  
Instagram  
Week 3 to 4





Paid campaign  
Facebook & Twitter  
Week 1 to 2

End  
15 October



\*Influencers campaigning ongoing until mid-October

# Collaboration

-  support the #TasteTheOcean campaign on social media (tag DG MARE), the campaign assets [are available here](#)
-  help consumers make informed choices
-  run campaigns sponsoring seasonal products or link with existing campaign (can be also done after October)
-  make fresh, local products more visible
-  information material on the content of seafood labels

# DG MARE accounts & contacts



@EU\_MARE



@EUMaritimeFish



@ourocean\_eu



Campaign website: [https://taste-the-ocean.campaign.europa.eu/index\\_en](https://taste-the-ocean.campaign.europa.eu/index_en)



Do you want to know more? We are just one email away:

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European  
Commission





**We are here to answer your questions!**

**Thank you for your attention!**