

#TasteTheOcean
like never before



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DG MARE - 20/09/23





Today's menu

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



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Objectives of the campaign

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

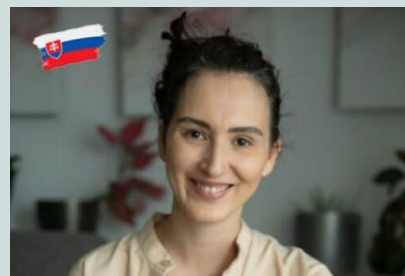
Help consumers make informed food choices

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

Show who is behind our food



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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

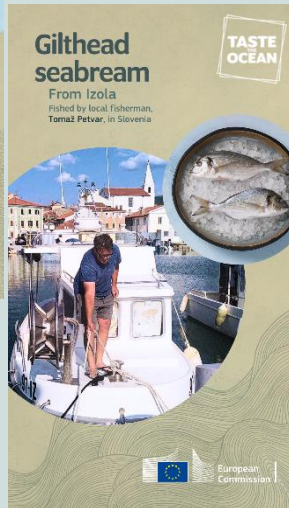
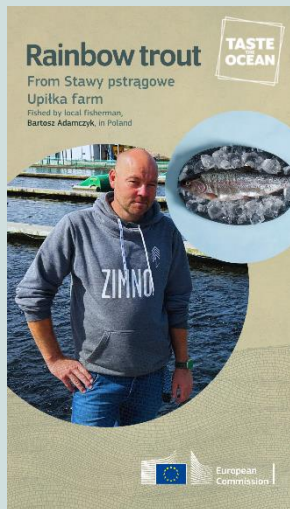
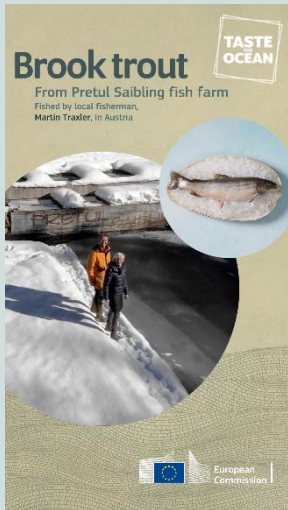


Rainbow Trout

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



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Planning



Launch
18 September

Paid campaigning
Instagram
Week 3 to 4

Paid campaigning
Facebook & Twitter
Week 1 to 2

End
15 October



*Influencers campaign 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



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

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We are here to answer your questions!
Thank you for your attention!



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