

Mr.Goodfish3.0



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Mr.Goodfish3.0: Empowering Sustainable Seafood Choices

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From Mr.Goodfish to Mr.Goodfish3.0



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Mr.Goodfish, a European programme

Initiated in **2010** by **3** aquariums

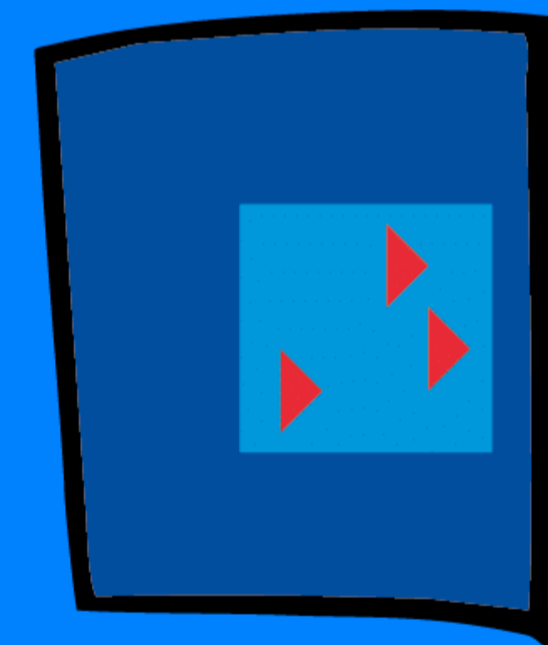


nausicaá



**ACQUARIO
DI GENOVA**

Ti emoziona per natura.



**AQUARIUM
FINISTERRAE**



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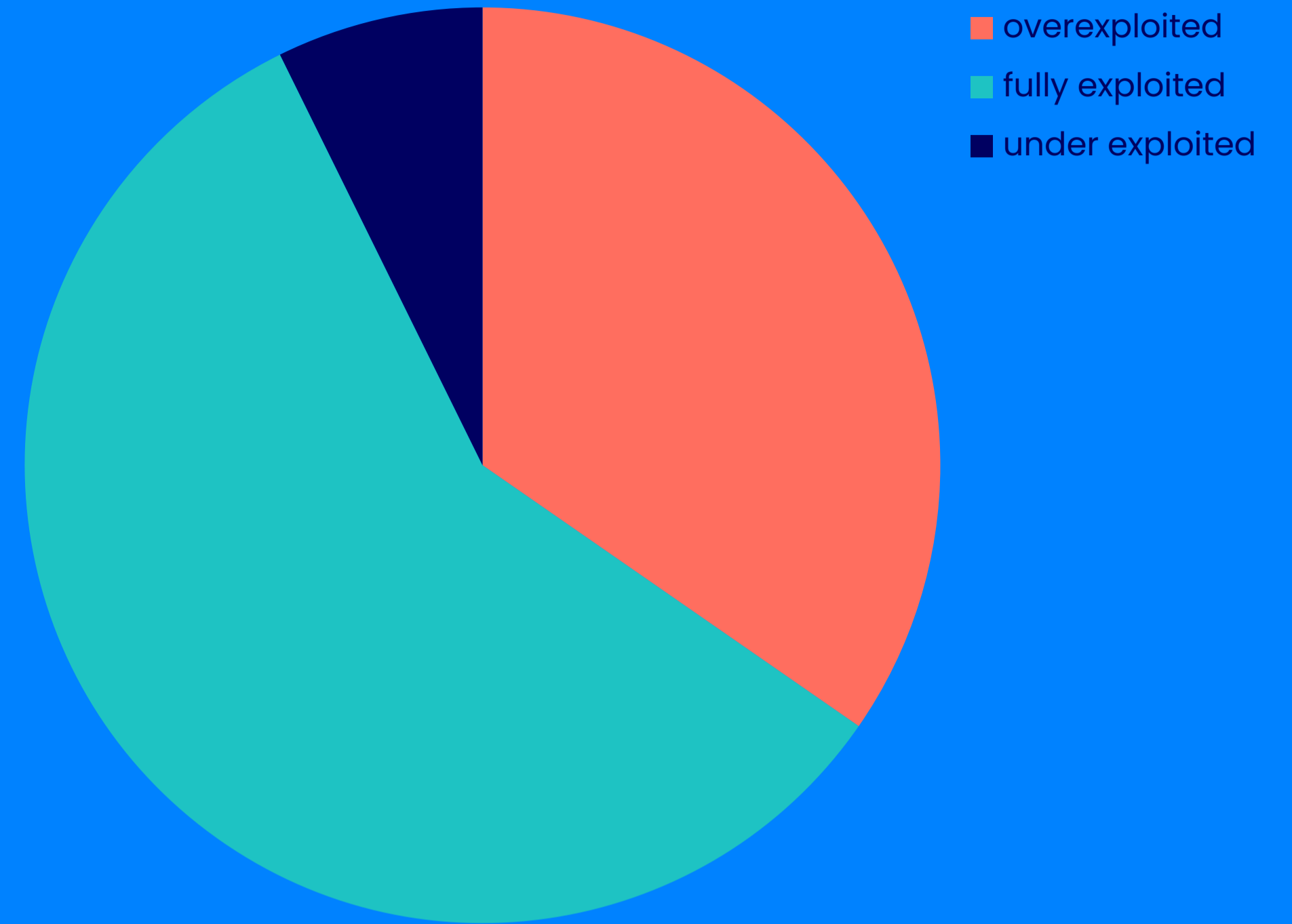


Why Mr.Goodfish ?

Global observation of seafood stocks at global level (FAO, 2024):

37,7%

- Overexploited stocks
- **50,5%** fully exploited
- **11,8%** under-exploited



Reduce human pressure on vulnerable stocks by changing the practices of fishing industry and consumers



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OK How ?

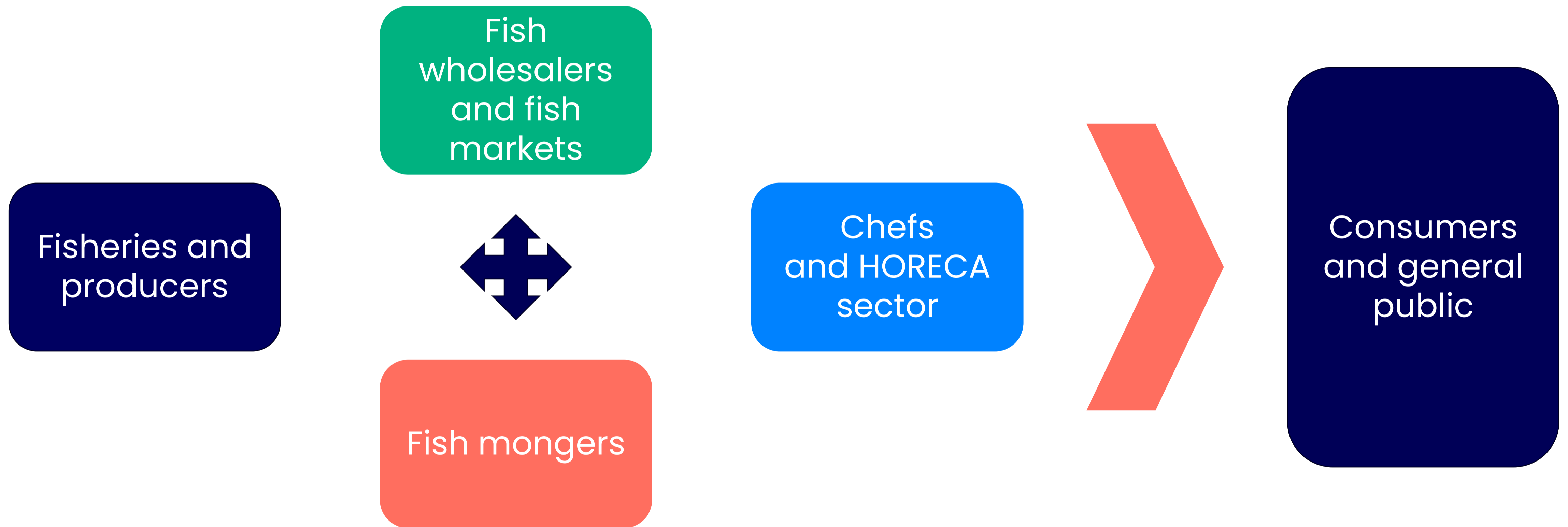
INNOVATIVE APPROACH

Raising awareness among seafood consumers **when they feel the most concerned** – at the restaurant, the supermarket or at fishmongers’.

A **positive attitude**: no banning but promoting sustainable alternatives to professionals and to the public at large.



Work hand in hand with the entire seafood value chain



Our criteria – Wild fish

State of the resource

Species must come from **stocks that are in good enough condition** to allow them to be exploited on a long-term basis and that are judged as such by specialists.

Size

The minimum recommended size at **first sexual maturity**.

Season

The recommended seasons are those **outside the species' peak reproduction** period(s).

Our criteria – Aquaculture

Feed

Breeding practices

Environmental impact

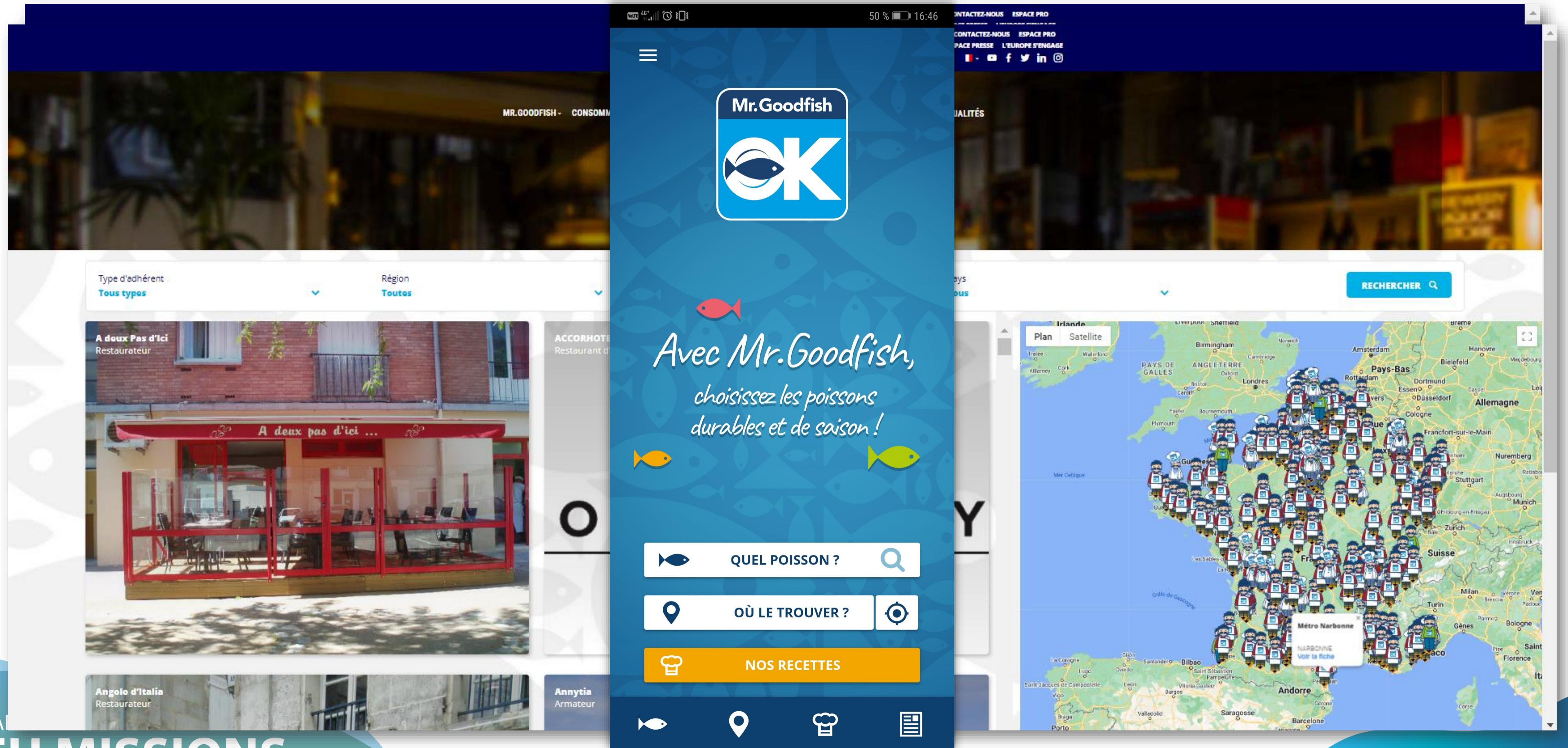
- Listing of existing labels/certifications such as:



- Validation of the criteria adopted by the committee
- Creation of specifications for each species



OK A website and a mobile app



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About the project Mr.Goodfish3.0

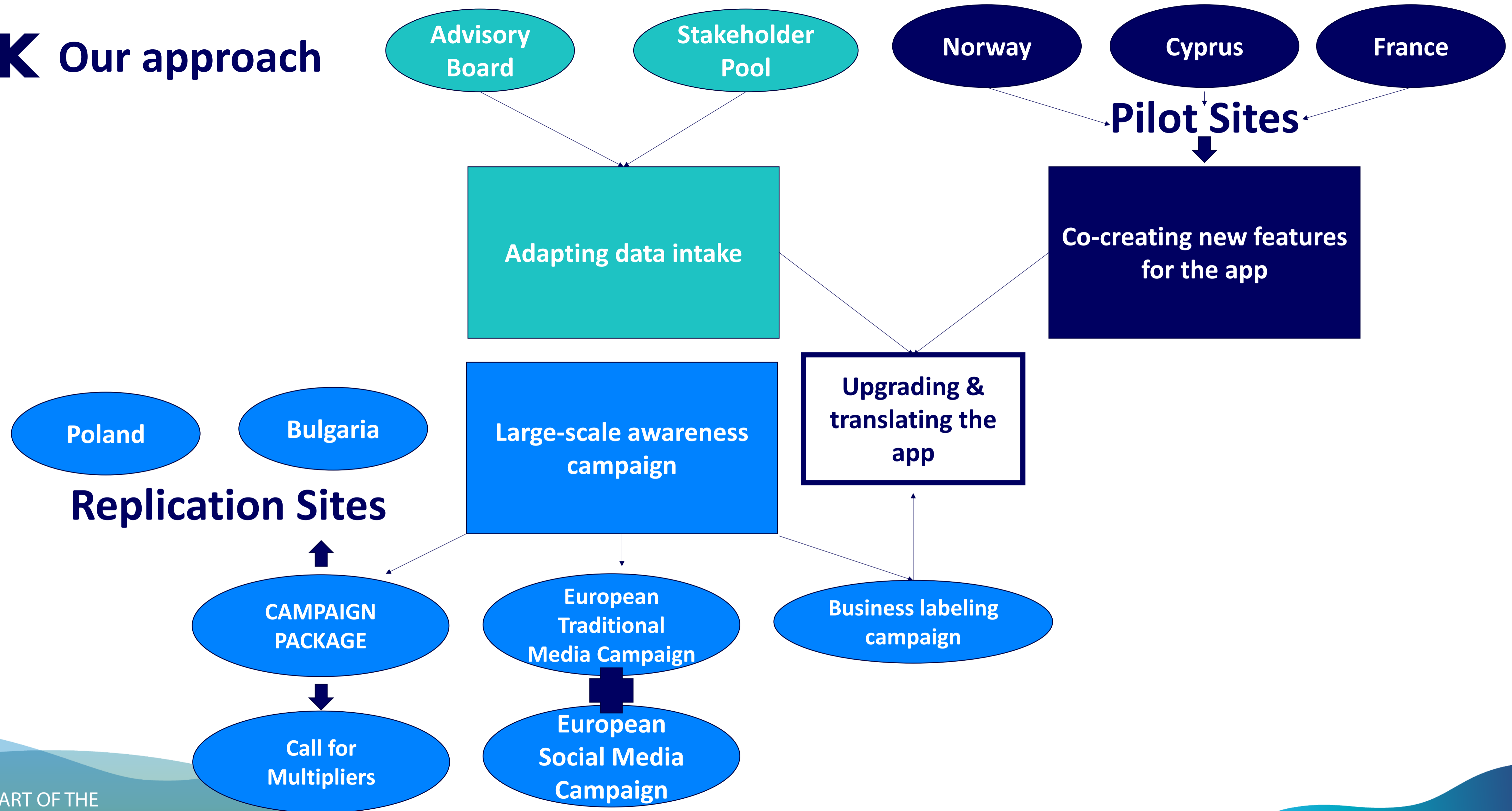
- From 1st May 2024 to 30 April 2027
- Horizon Europe grant: 2 million EUR
- Coordination & Support Action (CSA)
- Call HORIZON-MISS-2023-OCEAN-01-10: “Choose your fish: a campaign for responsible consumption of products from the sea”



Our goal

- To develop the Mr.Goodfish programme in other European countries
- To prepare recommendations for all major EU sea basins, freshwater and aquaculture
- To upgrade the app and website with new functionalities for professionals and consumers
- To make the app available in all EU languages
- To roll out a large-scale European awareness campaign

OK Our approach



Synergies with other EU-funded initiative

- Taste the Ocean
- Our sister project VERIFISH
- Mission Ocean & Waters collaborative platform (in particular for communication)
- EU4Ocean coalition
- FOOD2030 Project Collaboration Network
- ... and many more to come

Mr.Goodfish3.0



*“Choose the right fish
at the right season!”*

→ **Contact us**

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Ecsite – The European Network of Science Centres &
Museums

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