



CASE STUDIES FOR DEVELOPING A MARKETING CONCEPT FOR FISH PRODUCTS (2005)

CASE STUDY 10

Consumer concerns

Many marketing activities by producers only focus on the next step in their distribution chain, and they often do not consider the end consumer. Unfortunately this is often true for other handlers in the system, and although it is the consumer who pays for the final product, their views and concerns are often disregarded. The fish industry as a whole is surrounded in mystery, and it only comes to the forefront when there is a media campaign against it. As has been seen all too often this is too late to save a price fall.

To try and counter act this, the industry needs to become more proactive in allaying consumer fears, and addressing them in their production and handling procedures. To assist in this a study was undertaken to identify consumers concerns with regards to salmon in 2002 and the following 10 points of salmon were identified:

- **Country of origin**
- **Genetic Stock – non GM**
- **Type of feeds used – details of feed sources – sustainable fish stocks – non GM – no dioxins or contaminants, etc.**
- **Use of medicaments – antibiotics etc. and with-drawl controls**
- **Use of finishing feeds – pigmentation and sources (natural/artificial)**
- **Harvesting methods which are animal sensitive**
- **Processing & handling systems that meet hygiene requirements and assure quality and freshness – HACCP**
- **Environmental sustainability and sensitivity**
- **Ethical production which considers animal welfare**
- **Management sensitivity to the workers and working conditions**

All of these issues will now become part of traceability, but it is important that the consumer is not confused, and that they understand that fish is very definitely safe to eat. A well disciplined marketing approach can make a brand stand out just by being transparent, and this is also what consumers need as an additional survey indicated.



- Open & Honest Business Practices – 94%
- Clear & Effective Communication – 93%
- Provide best value in products & services – 83%
- Visibly demonstrate care & concern for employees 83%
- Do a better job of understanding their needs – 65%
- Show clear leadership in the industry – 65%

Golin/Harris Trust 2002

Is your marketing plan only looking at the sales price, or are you developing an image that can meet consumer concerns which could lead to better image and prices?