



# New sensory methods ensuring authenticity and fostering Mediterranean fish



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## INTRODUCTION

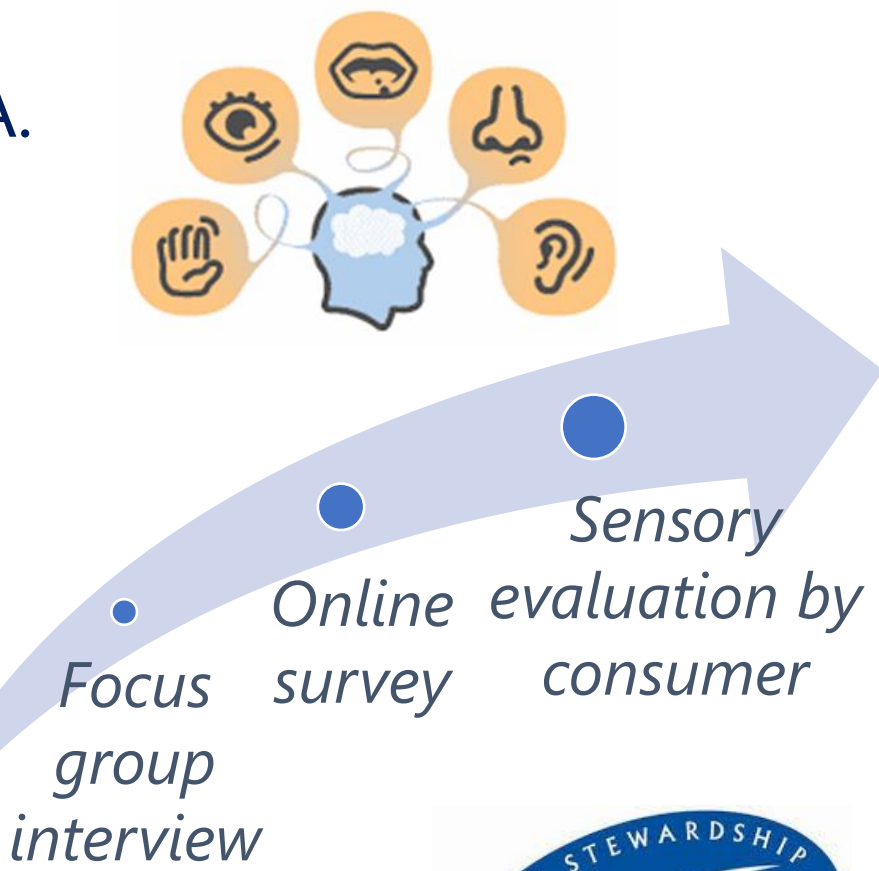
Fishing offers an important income and commercial opportunities in Italy and in the coastal countries of the Mediterranean Sea. However, there are still several issues related to the authenticity and traceability of fish products. Illegal fishing happens every second in our seas, including overfishing, human rights abuses, and frauds. Moreover, to date, a standardised protocol to assess fish quality does not exist. These events lead to a reduction of fishing sustainability and fish stocks into the sea (Petrossian, 2015). As a result, fishery faces declining trust among consumers.

The PhD is part of SUREFISH, an European project funded by PRIMA.

## AIM

The core aim of the PhD project is to foster Mediterranean fish by ensuring authenticity and improving consumer trust. This passes through the following sub-objectives:

- develop and optimize descriptive sensory methods to evaluate peculiar sensory properties of Mediterranean fish authenticity and quality;
- investigate on consumers' fish behavior through multidisciplinary approaches.



**The project is already started with an online survey!**

**Scan it!**



**Table 1- Gantt diagram**

Activity Months		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
A2	Validation of analytical sensory methods*																								
A3	Study of hedonic methods and drafting of consumers questionnaire**																								
A4	Consumer test																								
A5	Study of the effect of implementing innovative solutions on consumer response																								
A6	Data processing and thesis writing																								

\*This activity will be carried out at Antiche Cascine S.p.a. Food Company

\*\*This activity will be carried out at Nofima research institute

## PARTIAL REFERENCES

Petrossian, GA, (2015). Preventing illegal, unreported and unregulated (IUU) fishing: A situational approach. *Biol. Conserv.*, **189**: 39–48.