



## Italy - Croatia Programme 2014/2020

Friday 1st of October 2021

Vanvitelli Room - Mole Vanvitelliana  
Banchina Giovanni da Chio 28  
Ancona



# VALORIZATION OF QUALITY AND SUSTAINABILITY OF ADRIATIC FISHERIES PROJECT PRIZEFISH, ADRISMARTFISH

## JOINT CAPACITY BUILDING AND CROSS-BORDER TRAINING EVENT

### 14.30 - Welcome Speech and introduction

Uriano Meconi, ASSAM

Piergiorgio Vasi, Emilia Romagna Region

Alessia Cariani, University of Bologna, Project Coordinator

Paolo Rtoni, Italy Croatia JS Project manager

Moderator of the capacity building: Valentina Tepedino, director of the Eurofishmarket journal

### 14.45 - 16.00 Session I

#### "Quality and certification of the fishery products"

- **The certification scheme ARFM (Adriatic Responsible Fisheries Management) developed within the Prizefish Project.**

Giuseppe Scarcella - CNR-IRBIM Ancona

Giulia Sandalli - CNR-IRBIM Ancona

- **The ARFM chain of custody standards for the entire chain sustainability** Eva Merloni - Area Europa, University of Bologna

- **Case Study, the Producers Organization Bivalvia and the MSC certification** Mauro Vio - PO Bivalvia director

■ **Valorisation of the sustainability of Small-Scale Fisheries, the EU certification label of the AdrismartFish project**

Francesco Cavraro - *Ca' Foscari University of Venice*

■ **“QM label - Marche guaranteed quality” applied to the fishery chain”**

Silvia Palladino - *ASSAM, Representatives of the Ancona Fish Market*

**16.00 - 16.15 Coffee break**

**16.15 - 17.45 Session II**

**“Marketing, value chain and innovation of the Adriatic fishery products”**

■ **Innovative technologies tested in the project:**

- Raising the quality of raw materials entering the processing facility, Omega 3 case.
- Upgrade of processing technology – gaining more from raw material, Istria case  
Ivan Matijašević – *Omega 3*

■ **Prototyped innovative products tested and results, training on the technologies used:**

- Chilled sardine filets, prolonged shelf life by MAP (with novel gas mixture)
- Ready-to-cook calms with enhanced shelf-life and quality using high pressure treatment (HHP)
- Fish and Shellfish Burger with enhanced shelf-life and quality using high pressure treatment (HHP)

Pietro Rocculi - *University of Bologna - Department of Agricultural and Food Sciences*

■ **Consumers analysis and competitive positioning of eco-innovative Adriatic products** (results of PRIZEFISH project)

Luca Mulazzani - *University of Bologna - Department of Agricultural and Food Sciences*

■ **The APP of the Prizefish project for the valorisation of the Adriatic fisheries**

Uriano Meconi - *ASSAM*

**17.45 - Discussion and conclusions**

**18.30 - Cooking show with Adriatic products**

Info-desk of the project PRIZEFISH and Adri.SmArt.Fish will be present during the Tipicità in Blue Initiative

The event will be available on-line (Zoom platform) and in presence with limited seating capacity. Translation services will be provided in english, italian and croatian language with the cooperation of Emilia Romagna Region.

**Registration to receive the zoom link:**

<https://www.eventbrite.it/e/prizefish-1-october-2021-tickets-177190059237>

Places to attend in presence are limited upon invitation due to Covid-19 restrictions.

For info & contacts:  
frittelloni\_cristina@assam.marche.it  
perretta\_francesca@assam.marche.it