



Prizefish Webinar  
Friday 1<sup>st</sup> October  
2021 - 2.30 p.m.



**Emilia-Romagna Region**

is pleased to invite you to the Webinar:

# VALORIZATION OF QUALITY AND SUSTAINABILITY OF ADRIATIC FISHERIES

## JOINT CAPACITY BUILDING AND CROSS-BORDER TRAINING EVENT

(in presence at Sala Vanvitelli – Mole Vanvitelliana, Banchina  
Giovanni da Chio 28 – Ancona)

14.30 – Welcome Speech and introduction

Uriano Meconi, *ASSAM*

Piergiorgio Vasi, *Emilia Romagna Region*

Alessia Cariani, *University of Bologna, Project Coordinator*

Paolo Rotoni, *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**

Francesco Cavarro - *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 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>

The registration will be closed on 1<sup>st</sup> October 2021 at 3,30 p.m.

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

Per info e contatti:

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