

# Social communication and marketing of products from RAS aquaculture

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# Is RAS a solution for aquaculture challenges?

**New locations** => low water intake volume creates opportunities to establish farm in many new locations

**Environmental impact** => low water intake per 1 kg of production, filtration systems on output (but a higher carbon footprint, as higher energy requirement)

**Fish health** => reducing the risks associated with disease

**Fast growth, higher productivity** => optimized condition for higher productivity



# What is the main challenge for RAS production?

## Economis:

- Higher investment cost
- Higher energy cost

*(comparing ponds, flow-through farms, mariculture)*



Fot. Jurassic Salmon



# Is the consumer market a problem for RAS aquaculture?



Example one: Tilapia farm in Poland (Bońki). 10 million EUR investment. 4000 cbm of water. Production capacity: 1300 tons per year. Result: farm is closed („converted into a show farm of salmon”)

Fot. Global Fish



# Is the consumer market a problem for RAS aquaculture?



Example two: African catfish farming in Poland. Low investment cost. Low operational cost. High production efficiency => Relatively cheap product.  
But... market stabilization over the last 10-15 years

Fot. T. Kulikowski (1)



Simple answer for problems on consumer market

# Too expensive

**To a certain degree the right answer** (especially for cobia, shrimps, barramundi, salmon, tilapia from RAS farming)

but is the right answer for African catfish? Not sure..

...**not the only answer.**



# Why consumers are not interested in your product? (very general)

**Lack of Awareness** (*Consumers cannot purchase products they are not aware of*)

**Lack of Understanding** (If you asked your customers what the benefits of your product are, would they know?)

**Unnecessary** (Help educate consumers on why they need your product)

**Inaccessible** (Consumers cannot buy what is not available to them)

Source: <https://www.thebalancesmb.com/>



**Solution?**

**The right price of the product,  
consumers expect value-for-money**

**Social communication, promotion**





## Promotion challenges:

- define **main advantages** of the product
- define **communication threats**
- specify promotion **budget**
- make a decision: **generic promotion** of a fish species or **branding**
- make a decision: advertising activities stimulating purchases (**call-to-action**) or **long-term educational activities**



# Main advantages of the (RAS) product

Local production

Environmental friendly production

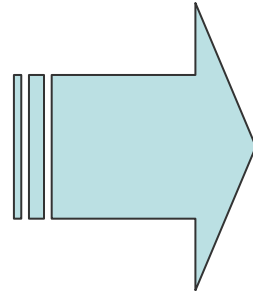
???

*(please give me your ideas)*



# Communication problems

- „Low” water volume
- "Industrial production"
- "Artificial conditions"



## Fish welfare

This is not in the spotlight of the consumer, but tends to be in the spotlight of the media...



Fot. T. Kulikowski



# Budget and activities

- **Promotion is an investment** (a rate of return must be assumed)

- **Promotion is expensive**

Promotion costs are high if it is to be effective. 1000 GRPs (reaching the consumer 10 times on average in the target group), with a broadly defined target group (25+), is an expense (in Poland) in the range of EUR 250,000-350,000 (!). And it will be recognised as a small campaign...

- Alternatives to a large nationwide advertising campaign: promotion aimed at a **narrow target group**, **PR activities**, **geographical limitation** of the promotion range (these are not solutions for a product sold on a large scale)



# Is there an alternative to good (individual) marketing?

- Yes, production of a **product that is known** and / or will receive **external promotional support**
- Known examples:
  - Trout
  - Salmon...



## If we produce a known product, but from RAS

- We don't spend on marketing
- But we operate in the same market as the competition (even if the competitor has lower production costs)

*For the consumer, trout is trout. Salmon is salmon.*

*As long as it does not know how it is produced  
=> **the production method makes no difference.***

*If he knows how it's produced  
=> **the production method doesn't really make a difference either.***



And if we want to get a **premium price**,  
**because** we produce **in RAS**

- Return to slide 12
- Good luck :-)





Łosoś Jurajski pochodzi z jedynej hodowli na świecie prowadzonej w czystej wodzie geotermalnej sprzed prawie 150 milionów lat.

Woda termalna pozyskiwana jest z głębokości ponad 1 km dlatego nie jest zanieczyszczona toksynami i innymi substancjami szkodliwymi dla zdrowia.

*tosoś jurajski*

PRODUKT POLSKI CONNOISSEUR seafood collection WYPRODUKOWANE Z RADOŚCIĄ PRZEZ CONTIMAX BEZ ANTYBIO TYKÓW

But miracles happen. An example of a rare partnership between processor (Contimax) and RAS farmer (Jurassic Salmon).

Has the RAS breeder obtained the premium price thanks to the promotion? Maybe...





# RAS Farming

New species

Known species

Consumer education, promotion

&

Cost optimization to establishment of right price

RAS Branding for premium price ???

or

The market price is known, cost optimization



*Thank you!*



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