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**NOTE**

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From: General Secretariat of the Council  
To: Delegations

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Subject: Background note on EU Aquaculture campaign: an important EU sector,  
working with passion  
- Information from the Commission

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Delegations will find attached information from the Commission on the abovementioned subject, which will be presented under ‘any other business’ at the meeting of the Council (Agriculture and Fisheries) on 24 March 2025.

# **EU AQUACULTURE CAMPAIGN: AN IMPORTANT EU SECTOR, WORKING WITH PASSION**

## **INFORMATION NOTE**

On 25 March 2025, the European Commission will initiate a comprehensive EU-wide communication campaign to enhance public awareness and understanding of the value of aquaculture within the Union. This campaign will be available in all EU languages<sup>1</sup>. It aims to highlight the significant contributions and strategic advantages of developing aquaculture, as outlined in the EU's strategic guidelines for sustainable and competitive growth of the sector.

Under the rallying title "EU aquaculture. We work for you with passion," this initiative will showcase the dedication of aquaculture producers and their commitment to sustainable aquaculture and high-quality products. The campaign will focus on nine aquaculture species: mussels, trout, clams, sea bream, oysters, carp, salmon, meagre, and seaweed. It seeks to engage citizens through videos, educational content, and immersive experiences such as a social media road trip to EU aquaculture sites, illustrating the journey from "farm to plate."

The primary objectives of this three-month campaign are to heighten awareness and support for EU aquaculture by turning the spotlight on the producers and their roles in sustainable food production, reinforcing food security, and supporting local economies. This is aligned with the Commission's priority of sustaining our quality of life: food security, water and nature.

The campaign recognises challenges such as the lack of social acceptance of the establishment of aquaculture activities in local communities, and the insufficient awareness of the benefits of aquaculture production in the EU, as well as of the strict conditions under which aquaculture activities take place in the EU (in terms of food safety, animal health or environmental protection). These have contributed hindering the growth of aquaculture in the EU since 2018, despite global increases. By targeting citizens aged 25-45, who are essential for the sector's development, the campaign aims to promote understanding of the benefits and conditions for advancing aquaculture in the EU. The ultimate objective is to highlight aquaculture's positive impact on society and food security, while enhancing community connections to this critical industry.

A diverse array of campaign assets has been developed, including video testimonials from EU aquaculture ambassadors representing various species and farming techniques, engaging social media content, and an influencer-led exploration of aquaculture sites in several Member States. A targeted social media campaign, along with a dedicated website, will further support dissemination efforts. We would like to thank those Member States that have contributed to the preparation of this communication campaign, as well as those that have already been in contact with the Commission for planning its dissemination at national level.

We invite Member States to amplify this campaign by producing localised content, engaging with national media, recruiting influencers, organising public events, and using available templates for additional advertising. Your active participation and support will be crucial in leveraging this opportunity to strengthen the public's perception and acceptance of aquaculture, thereby securing its future growth and sustainability within the EU.

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<sup>1</sup> Except Gaelic