

Traditional Nordic seafood products do not have an attractive image for young consumers. An increase in seafood consumption by developing new Nordic fresh seafood product concepts might contribute to healthiness. An analysis of the attitudes of the targeted consumer groups to seafood products will provide a better understanding of their needs for new seafood product concepts.

FOCUS

A Nordic project MmmmSeafood, with in total 9 participants from Norway, Denmark and Iceland, started in June 2007 with focus on the development:

- of innovative fresh seafood product concepts for families with young children and young adults in order to stimulate the consumption of healthy high quality seafood at home and in at out-of-home situations
- of targeted communication strategy for increasing seafood consumption by families with young children and young adults

MmmmSeafood is one of the six New Nordic Food projects sponsored by the Nordic Innovation Centre.

STAGES

Stage 1

Voice of consumers and experts in the seafood chain

Expert consultations with stakeholders

Expert consultation meetings will be held in Norway and Iceland. Fishermen, fish auctions, seafood processors, retailers etc. are invited to discuss in a focus group setting various issues (e.g. image of seafood by consumers, segmentation consumers, what are the trends, marketing and communication, bottlenecks in product development).

Focus groups with families and young adults

Focus groups meeting will be held in Denmark, Iceland and Norway with persons responsible for food shopping and cooking in families with young children and with young adults. The aim is to understand the barriers for seafood consumption among the target consumer groups. Topics to be covered in the meetings are e.g. food (fish) choice, foodshopping, decision making, children and cooking, barriers for seafood consumption, convenience.

Interviews with canteen managers

The experiences with young consumers seafood demands among catering companies, canteen managers of schools, Universities etc. will be mapped. Topics to be discussed are menu choice, young consumers and healthy eating, serving seafood.

Stage 2

Idea generation

In this stage the MmmmSeafood team will brainstorm about new product ideas, narrow down the product ideas, carry out a SWOT analysis and select a few new seafood concepts taking into account the outcome of Stage 1.

Stage 3

Testing seafood concepts by consumers

The seafood concepts will be tested among the consumer target groups in a series of 'build-test-feedback-revise' iterations. The feedback will be used to develop the next more complete concept for a consumer test and so on.

MmmmSeafood partners

A multidisciplinary team (consumers science, sensory science, culinology, seafood technology, marketing, nutrition) composed of various partners from Norway, Denmark and Iceland is in charge of MmmmSeafood.



- **Matis**
Sensory science, seafood product quality
- **Fylgifsakar**
Seafood product developer and seafood retailer
- **Public Health Institute**
Nutrition, health
- **Municipality Reykjavik**
Education
- **Business School of Arhus**
Consumer science

- **Nofima Marine**
Consumer science, seafood quality, process and product development
- **Norwegian Seafood Export Council**
Seafood marketing
- **Tank Design**
Product design
- **Nofima Food**
Food product development, industrial gastronomy and processing

