



ALLIANCE™

[.https://www.globalseafood.org](https://www.globalseafood.org)**Responsible
Seafood**
ADVOCATE

Aquafeeds

Consumers skeptical of insect and algae in salmon feed, study finds

3 June 2024

By Responsible Seafood Advocate

Nofima research unveils consumer reservations about insect and algae-based salmon feed, emphasizing the need for greater awareness

New research from food research institute Nofima reveals that consumers are hesitant about the use of insects and algae in salmon feed, highlighting the need for increased consumer education.

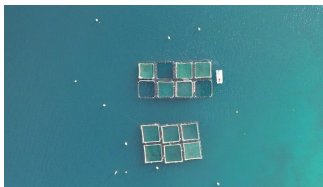
“The respondents loved eating salmon, but did not know much about the fish,” said Katerina Kousoulaki, a senior scientist at Nofima. “Many of the surveyed consumers had a positive attitude towards using algae in fish feed, but did not think that insects were a natural food for the salmon. My impression is that we need to educate the consumers.”

Kousoulaki is leading [a project to create a sustainable salmon feed from algae and insect meal](https://nofima.com/projects/millennial-salmon/) (<https://nofima.com/projects/millennial-salmon/>). In the future, the salmon industry will require a greater diversity in sustainable raw materials which are beneficial to both salmon and the environment than current options, and microalgae and insects are promising raw materials. However, it turns out that consumers know very little about Norwegian salmon.



Nofima research reveals that consumers are hesitant about the use of insects and algae in salmon feed, highlighting the need for increased consumer education. Photo credit: Joe Urrutia/Nofima.

Study: Communicating positives about aquaculture can convert ‘naysayers’ into supporters



Researchers discover that messaging about the potential positive impact of aquaculture on the environment can persuade consumers.



Global Seafood Alliance

“If you ask people what salmon eat in the wild, many will answer ‘algae’ and ‘shrimp,’” said Kousoulaki. “However, salmon don’t eat algae, and they don’t eat much shrimp, either. They mainly feed on fish, and upriver, on insects.”

Market expert Sandra Bretagne is a leading partner in the consulting company Insightquest, which conducted the consumer survey using focus groups with French consumers on behalf of Nofima and Auchan. She is confident that consumers can accept salmon being fed more insects and algae – but it will take time and focused communication efforts.

“We need to start the communication on a very basic level,” said Bretagne. “Consumers have little knowledge about industrial processes.”

@GSA_Advocate (https://twitter.com/GSA_Advocate).

Author



RESPONSIBLE SEAFOOD ADVOCATE

editor@globalseafood.org (<mailto:editor@globalseafood.org>).

Copyright © 2024 Global Seafood Alliance

All rights reserved.