


Partners



 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 727315




www.medaid-h2020.eu

-  medaid-h2020@iamz.ciheam.org
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MedAID

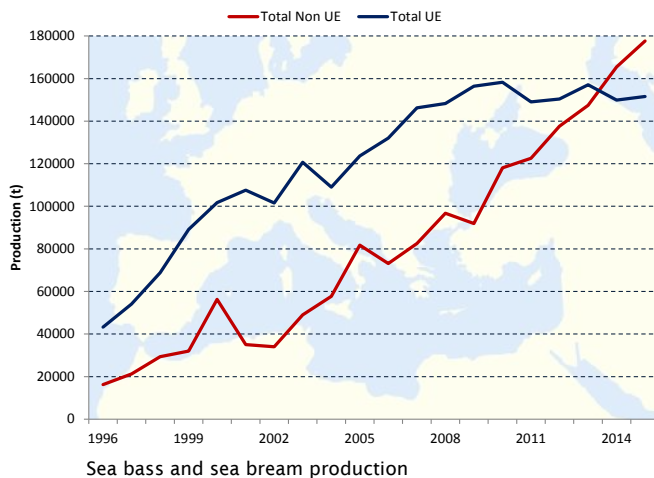
Mediterranean Aquaculture Integrated Development is a four-year project (2017-2021) financed by the Horizon 2020 Research and Innovation programme of the EU. MedAID's main goal is to enhance the competitiveness and sustainability of the Mediterranean marine aquaculture sector, focusing on the two main species farmed, sea bass and sea bream.

Why MedAID?

Marine aquaculture in the European part of the Mediterranean has experienced a halt in development that reflects a similar situation in neighbouring countries. This is the result of poor competitiveness, related to multiple factors throughout the production cycle and the value chain.

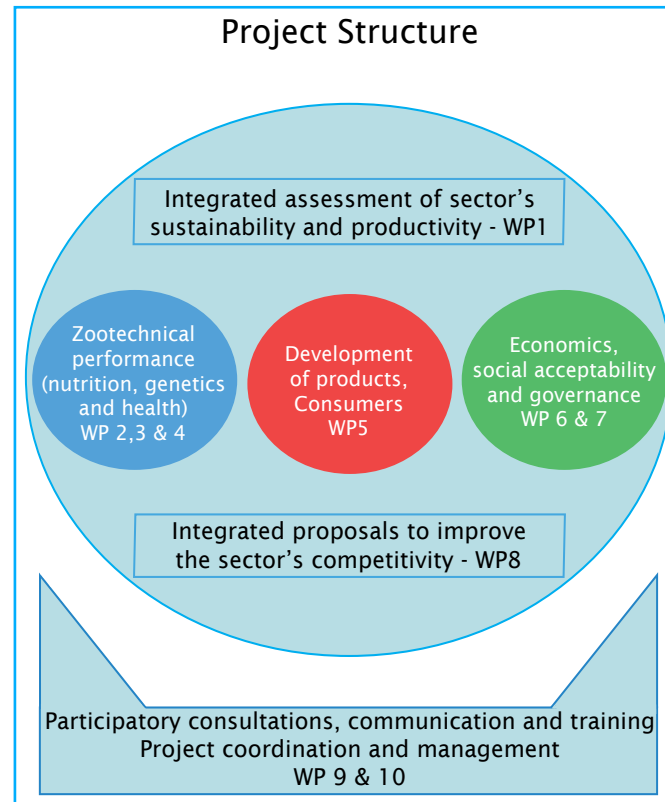
There are doubts as to whether this low productivity is due to a lack of breeding programmes, low feed yield, inappropriate health management or a combination of these and other factors, such as competition from other sectors for the use of coastal zones, or low public perception of the aquaculture sector. The lack of commercial strategies and limited knowledge of consumers and their preferences for new products have also been pointed to as possible explanations.

All these factors, as well as a complex administrative context, suppose a great challenge for aquaculture, which **MedAID** seeks to overcome.



Objectives

- To enhance the competitiveness and sustainability of the Mediterranean aquaculture sector throughout the value chain.
- To increase the technical productivity and economic performance of the sector.
- To achieve more responsible consumption and build a social reputation.



The objectives will be reached by:

- Making an integrated assessment of the sector so as to identify the main challenges conditioning sustainability.
- Generating innovative knowledge of the technical, environmental, economic and social issues that are currently faced by the sector.
- Developing tools to improve the performance of the production systems, create added value products, and draw up socially responsible business plans.

Impacts

The project will provide integrated solutions for the main technical industrial bottlenecks throughout the value chain.

MedAID will combine applied biological and socioeconomic science to improve the industry's competitiveness, and will provide strategies to optimise the production, marketing, business, image and governance of the aquaculture sector.



Consortium

MedAID is made up of a consortium of 36 partners from 13 countries across the Mediterranean region and Europe, with different profiles that will interact with each other to provide applied research results and recommendations for improving zootechnical performance, business plans and governance. The project is coordinated by the Mediterranean Agronomic Institute of Zaragoza (IAMZ-CIHEAM) with the collaboration of IRTA.

