

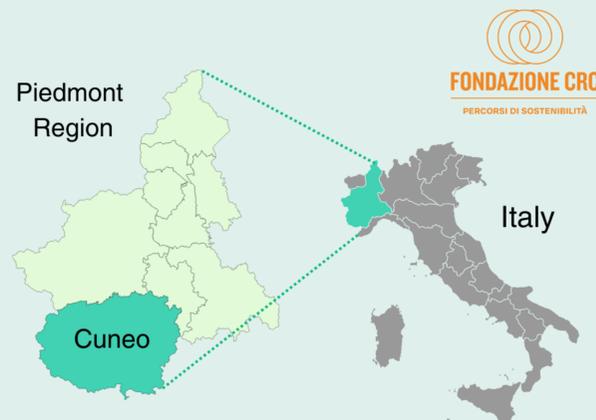
CONSUMER PERSPECTIVES ON SUSTAINABLE TROUT FARMING: PROMOTING THE CUNEO (NORTH ITALY) AQUACULTURE SUPPLY CHAIN

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The trout farming sector in Cuneo represents a vital part of Northern Italy's agricultural heritage and local economy. However, despite its high nutritional value and low environmental footprint, local aquaculture often faces gaps in consumer perception and market awareness.

The ORISONT TRUTA Project was established to bridge this gap and to transform the local trout supply chain into a model of sustainable consumption by fostering a deeper dialogue between science, producers, and the community.



PROJECT GOALS



Identify Consumption Patterns: Capture real-world data on preferences and perceptions from households and the HoReCa (Hotel/Restaurant/Catering) sector.



Enhance Food Awareness: Educate the public on the nutritional benefits, food safety, and environmental sustainability of Cuneo trout.



Promote Local Stewardship: Connect citizens to their freshwater ecosystems and the "farm-to-fork" production chain.



Support SDG 12: Align local production with UN Sustainable Development Goals for responsible consumption.

THE ORISONT TRUTA APPROACH

Surveys:

Targeted data collection from household purchasers and restaurant patrons.



For the Adults:

Guided tours that demystify trout production, covering everything from disease management to processing and plate presentation.



Interactive Experiences:

Show-cooking events and panel tests designed to translate quality metrics into sensory experiences.



For the Next Generation:

Workshops focusing on macro-invertebrates as bioindicators of the health of freshwater ecosystems.



EXPECTED IMPACT & FUTURE DIRECTIONS

The project will culminate in a comprehensive toolkit for producers, educators, and policymakers. Expected outcomes include:

- 1) Informed Consumers:** a measurable shift toward local, sustainable protein choices.
- 2) Policy Support:** solid data to help local government support the aquaculture sector.
- 3) Environmental Stewardship:** a community that recognizes the link between healthy rivers and healthy food.