

Nordic Association of Agriculture Science (NJF)
Continuous international scientific conference
“Challengers of Economics, Education and Society Development in the Nordic – Baltic Countries and beyond” organised by Section of Economy, Education and Society Programme for the virtual seminar on **October 5th, 2022 (Wednesday)**
12:00 to 13:30 Central European time (13:00 to 14:30 Eastern European time)
The link for joining the conference event presented at the end of this programme

Presentation 1

Title: The most effective information channels for the audience of fishery sector in Latvia

Speaker: Agnese Hauka, Latvia University of Life Sciences and Technologies

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Annotation: One of today's biggest challenges is effective communication - how to provide your message to the chosen target audience. The Latvian Action Program for the development of fisheries 2023-2027 envisages the promotion of new business opportunities in the fisheries sector, to promote innovation, skills and knowledge development, encourage cooperation and promote the development of fishing communities. In order to achieve these goals, the involvement of the fishing community will be important, thus reaching out to those living in coastal areas and working in the industry. In order to understand what the most effective communication channels are for those working in the fishing industry – aquaculture and fish processing entrepreneurs, fishermen and other residents of coastal community, 233 representatives of the fishing industry were surveyed in March 2022. It was concluded that the most popular and therefore the most effective provider of information for representatives of the fishing industry in Latvia is the Paying Agency. Fishery and fish processing entrepreneurs additionally use the information channels of the Ministry of Agriculture and of industry associations. Aquaculture representatives additionally use the Latvian Rural Consultation and Education Center (LLKC) and the Fisheries Cooperation Network as communication channels, which are used also by non-fishery entrepreneurs and representatives of the community. The most frequently used form of communication is publication on websites, but additionally, the aquaculture and fish processing entrepreneurs use electronic mail of the state institutions to obtain information, while fishermen prefers oral communication. The information obtained from the research will help much more precisely and effectively address different groups in the fishing industry in the future.

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