

# Consumer Acceptance of Aquaponics Product

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Culinary Instructor



# What is Consumer Acceptance?

According to the internet:

“**consumer** is a person or organization that uses economic services or commodities”

“**acceptance** is the act of taking or receiving something offered



# Conclusion

Yes!

Everyone would accept aquaponics produce & fish.

Enjoy your next presentation!



# Aquaponics Product

## Consumer concerns and questions

Food safety

Does it taste like fish?

How good is it?

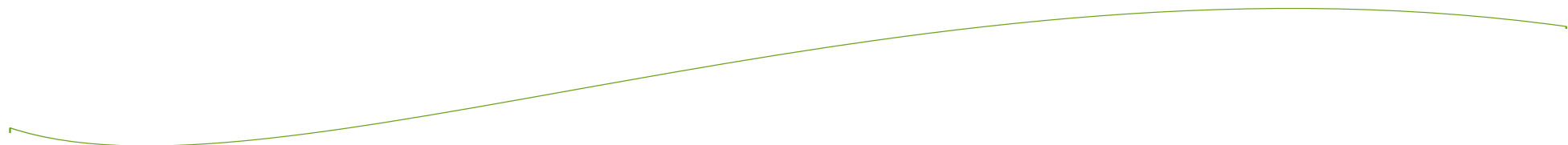
- Nutritionally

- Taste

- Texture

- Colour

- Shelf-life



# Culinary Careers Perspective

## Culinary Careers Dual Function:

Academically – provide technical training to students

Ancillary – provide food services to Lethbridge College community

Collaborated with Aquaculture Centre of Excellence for decades

Culinary Careers has cooked and served a lot of fish over those years including:

Grass Carp

Trout

Salmon

Tilapia

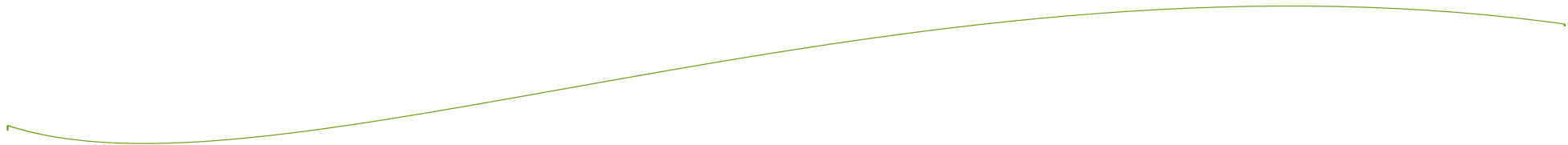
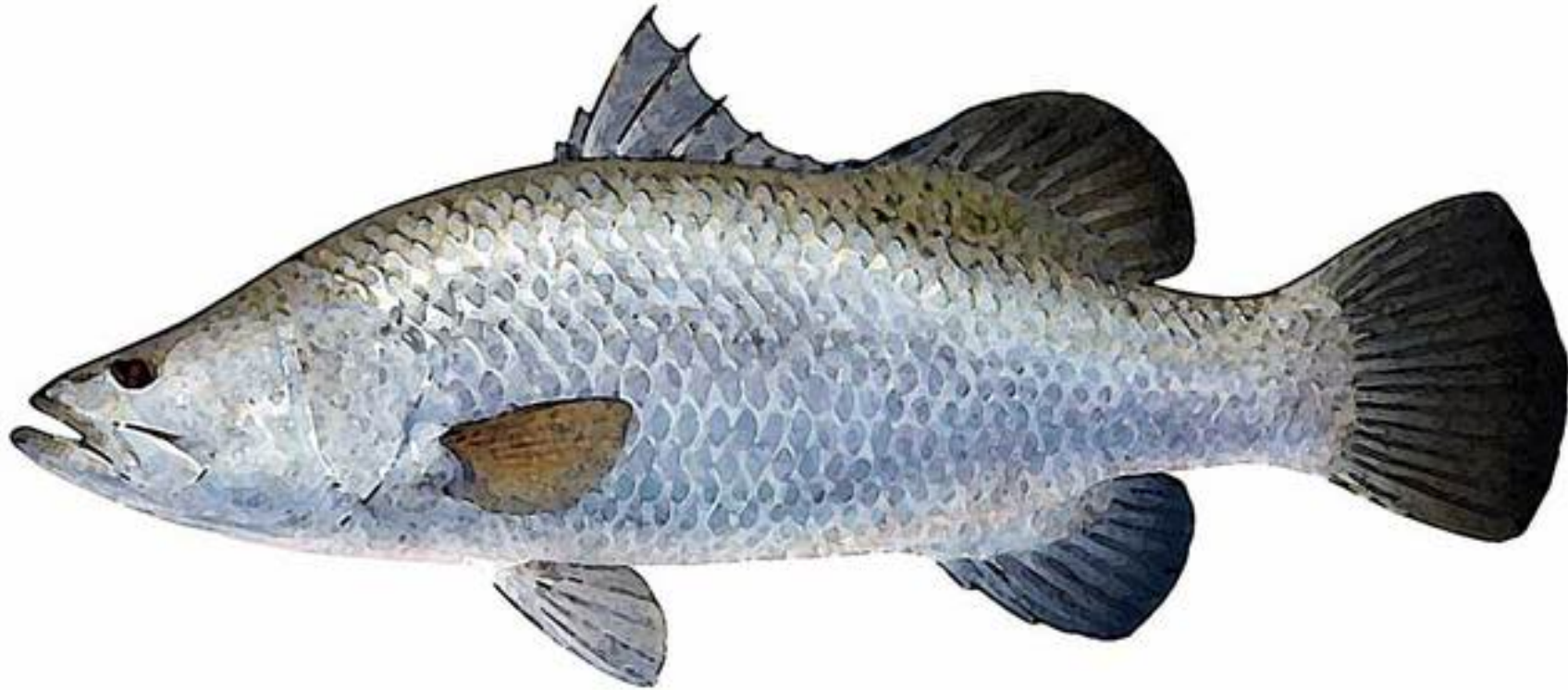




Overall  
quality is  
excellent!



# Next on the menu: Barramundi – Asian Sea Bass



# Culinary Careers Perspective

In the beginning:

Cucumbers and tomatoes

More recently:

Herbs – varieties of basil, parsley, chives, cilantro

Lettuces – bibb, romaine, buttercrunch

Other greens – tatsoi, water cress, kale, chard

Radishes, Chinese cabbages etc.

LC chefs and students have again found the produce to be of exceptional quality!





# Restaurant Produce Program

Began in 2015

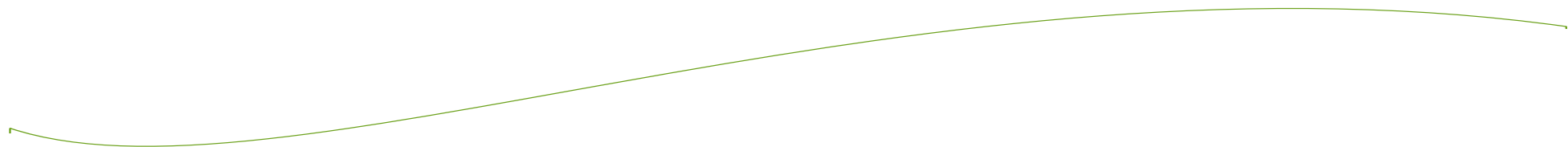
Collaborative arrangement between Lethbridge College and several restaurants in Lethbridge

Earls

Mocha Cabana

Plum

Prime Catering



# Restaurant Produce Program

Lethbridge College provided produce to the restaurants.

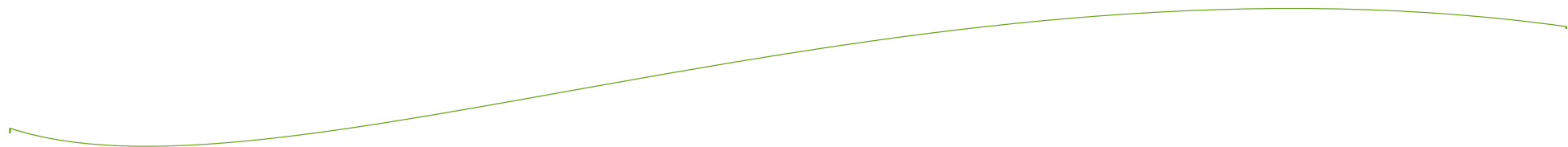
Restaurants provided feedback on the produce:

Texture

Taste

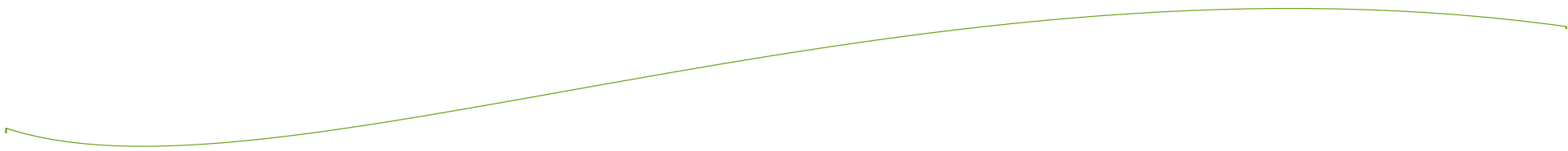
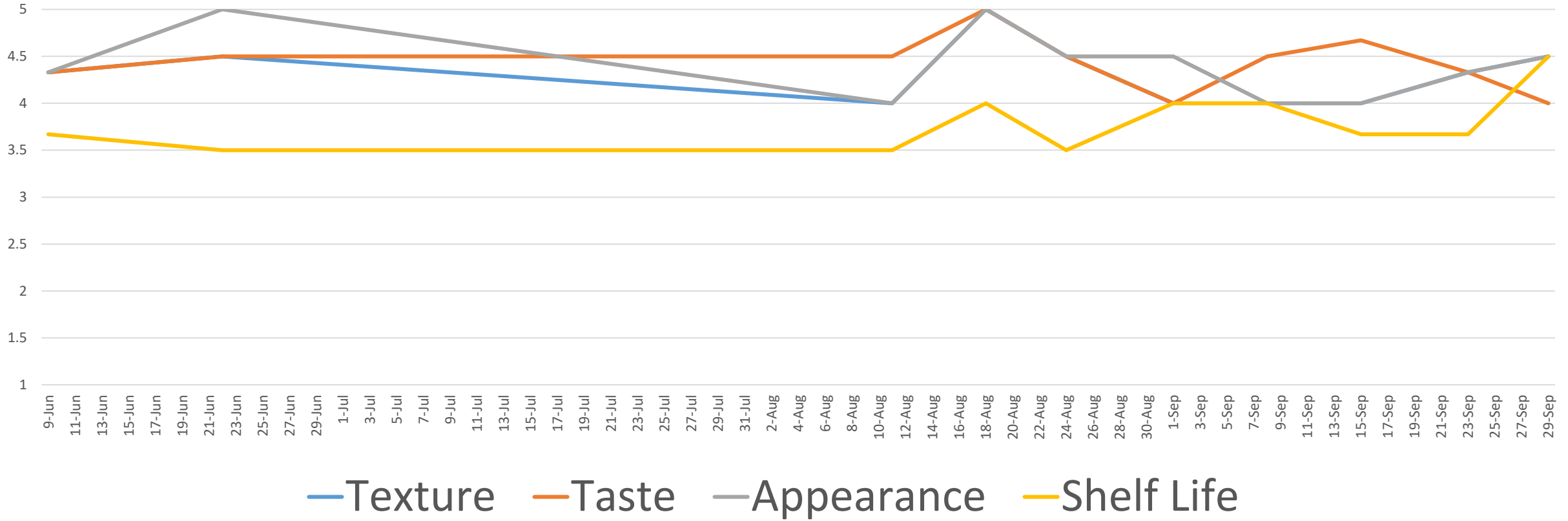
Appearance

Shelf-life



# Aquaculture Produce Quality Survey

## Quality Comparison Ratings (on a scale of 1 to 5)



# Testimonials

“The product that we received was fresh, vibrant, full of flavor, and had a fantastic shelf life.”

Mathieu Daniel (Chef) – Prime Catering (Sandman & Lethbridge Lodge)

“The produce from the aquaponics program is outstanding in freshness, flavor, and texture compared to the produce we can obtain from our broadline distributor.”

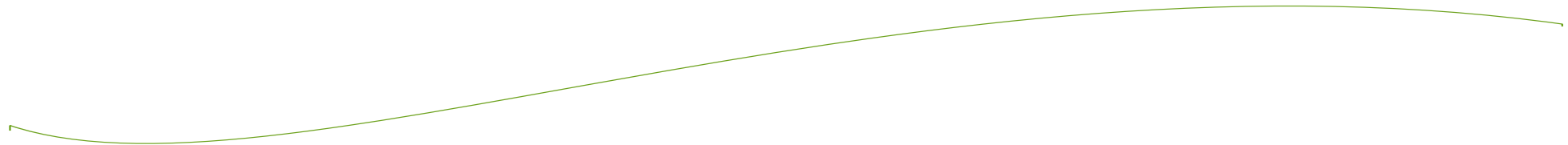
Angel Harper (Owner) – Mocha Cabana Restaurant



# Testimonials

“In the summer of 2015 we were part of a pilot project where we received a weekly produce basket from the Lethbridge College aquaponics program. The produce in this basket was of superb quality, most a grade or two higher than our normal supplier.”

Adam Robinson (Chef) – Earls Restaurant



# Testimonials

“Working with the produce from the Lethbridge College aquaponics is a wonderful addition to our business. The produce is beautiful in appearance, taste and quality. There is no better produce available locally or from national suppliers.”

Erica Pyska (Owner) – Plum Restaurant

“The aquaponics product I received was exceptional quality and vibrancy, and such versatility; the kale and cucumbers especially.”

Skylar Sawers (Sous Chef) - Prime Catering (Sandman Inn)

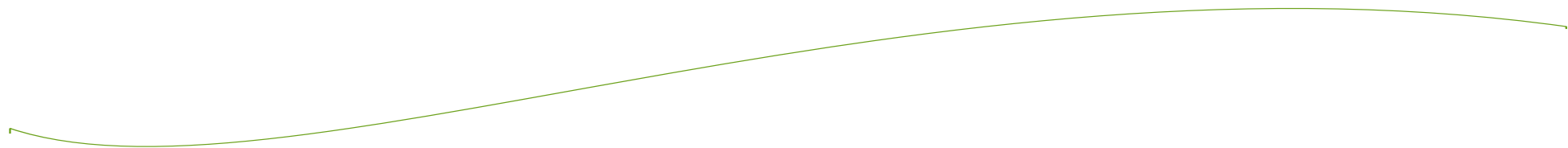


# Subjective versus Objective Data

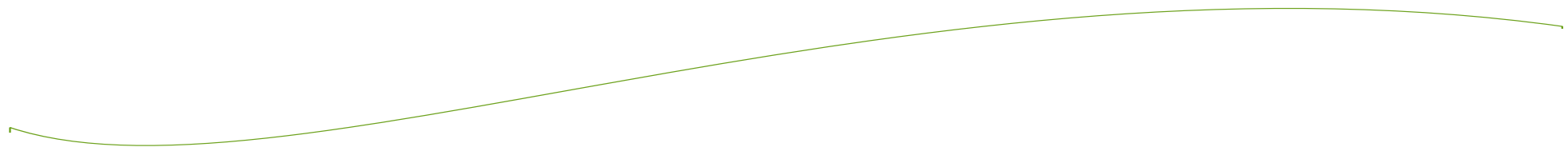
Purpose: Objective method to quantify the quality and acceptance of aquaponics fish and produce

IFPS (Integrated Fish and Plant Systems) Product Quality Sensory Testing

Objective 1: Organoleptic assessment of fish and plant quality



# Welcome to Sensory Evaluation





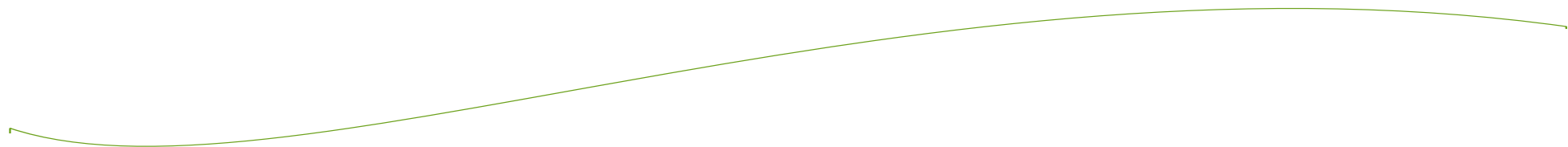
# Our Facility

Dual purpose classroom – AN 1612

Situated away from main kitchen and food preparation areas (minimal cooking odours, fewer distractions)

Well lit, neutral environment

Portable privacy shields



# Sensory Testing Session

Oct.18, 2016

Apprenticeship  
Cooks (3<sup>rd</sup> year  
class)



# Panelist Requirements

Ability to distinguish between:

Sweet

Bitter

Sour

Salty

Astringent

Consume produce & herbs in regular diet

Do not suffer from:

Colour blindness

Ageusia – taste buds

Anosmia – smell



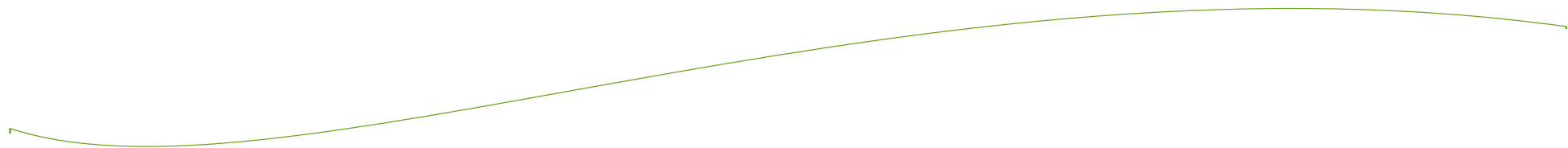
# Panelist Requirements

Do not wear strong perfumes

Do not consume coffee/food within 30 minutes of the testing

Do not smoke within 30 minutes of the testing

Do not talk during the panel



# Next Sensory Session - 4:30 today

Please join me!

20 people maximum

Follow me from the Garden Court Restaurant to our Sensory Testing area after we return from Current Prairie Fisherman

Questions?

