

# **PRODUCTION & MARKETING TRENDS OF CULTURED MEDITERRANEAN MUSSEL IN GREECE**

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## **ABSTRACT**

Bivalve production in Greece pertains to a vast extent of mussel farming and a few other species of fishery products. Mussel farming in Greece covers 375.5 ha primarily located in the northern part of the country. About 523 farms have been licensed since 1976 of which 218 are using the single long-line floating technique for a nominal production capacity of about 100 tons per hectare and a farming area of 1-2 ha on average. The total annual production (gross percolari weight) was raised up to 36,000 tons in 2008 while today there is a trend for further expansion by licensing new farming sites. Eighty percent of the farmed mussels are exported fresh and intact, primarily to Italy. One major problem seems to be the increasing number of HAB incidents during the last decade. The future of the industry depends upon the industrialization of production methods and the development of scale in order to suppress the production cost. Support of the branding of the product and development of a quality scheme would further strengthen the sector.

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## **KEY WORDS**

Mediterranean mussel, *Mytilus galloprovincialis*, Greece, production, market, economics, risks.

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