European integration of new technologies and social-economic solutions for increasing consumer trust and engagement in seafood products - FishEUTrust project

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EUROPEAN OCEAN DAYS

The FishEUTrust project established five Living Labs in the Mediterranean Basin, the North Sea and the Atlantic Sea. These enable innovation and process validation and demonstrate seafood supply chain solutions. The project is also developing tools to maximize trust by guaranteeing the quality, safety, and traceability of seafood products based on sensors, metagenomics, genetic biomarkers, isotopic techniques, and labelling/product passport/blockchain.

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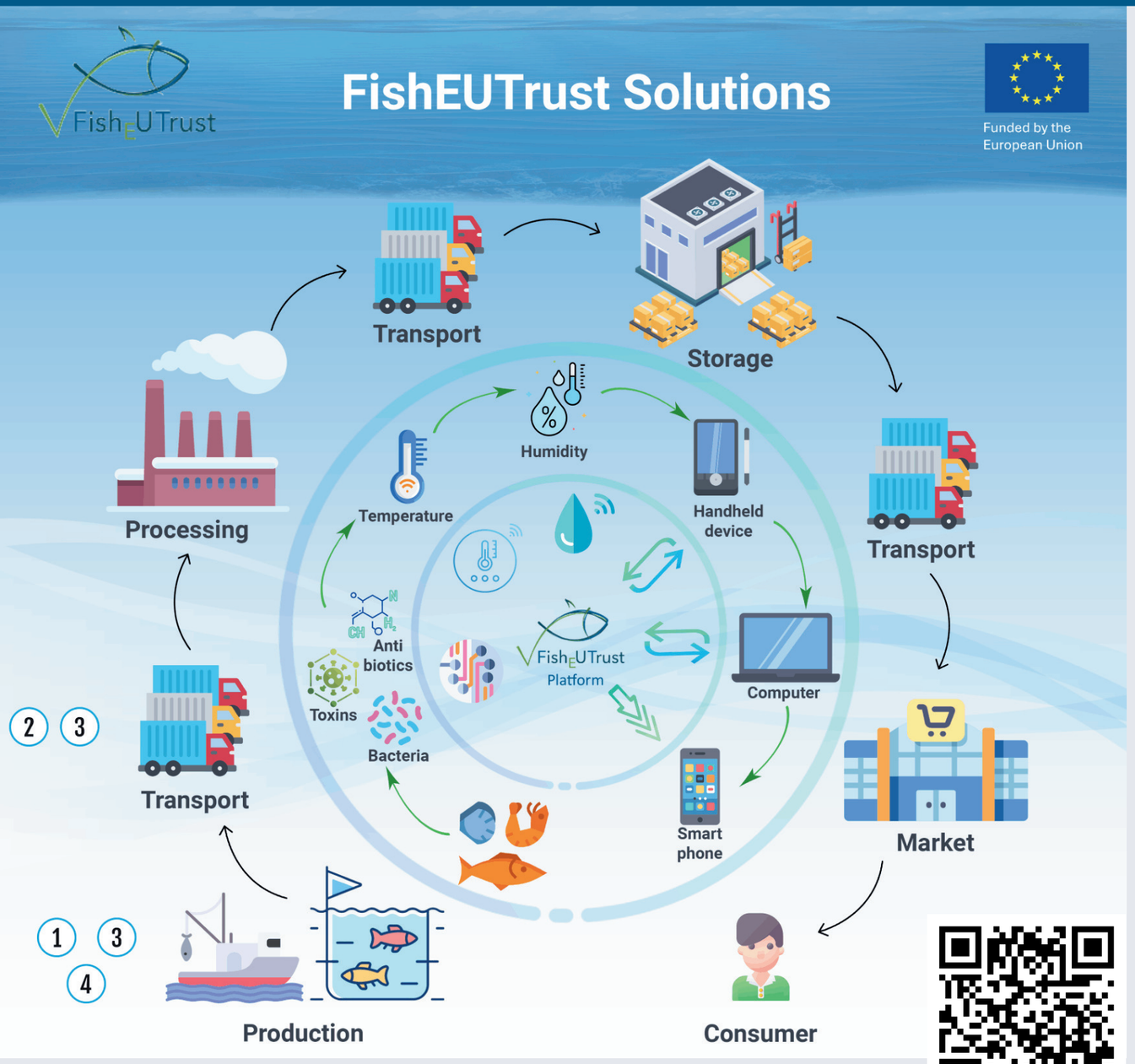


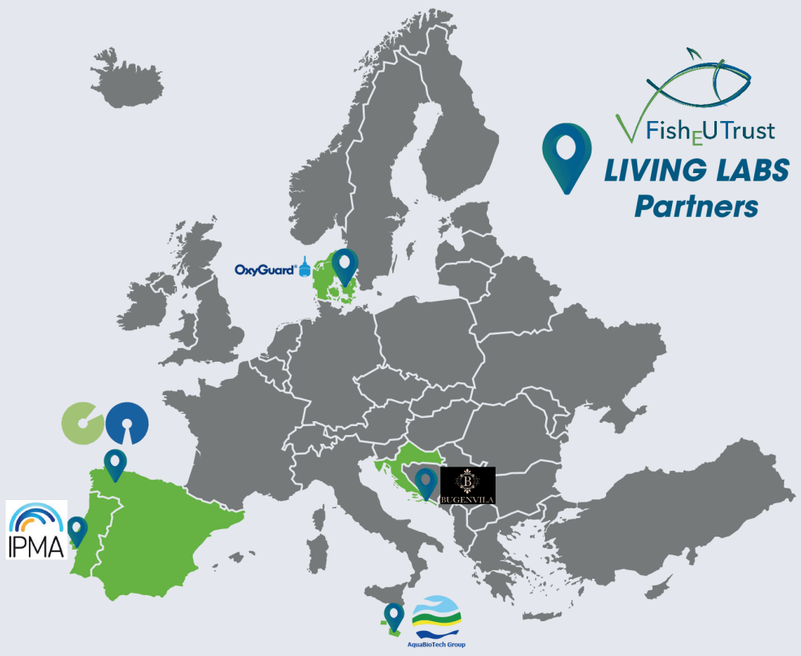
MORE INFO

OBJECTIVES

- Set up and operationalise Co-creation Living Labs.
- Create tailored interventions to increase consumer trust and uptake of fish.
- Develop efficient and sustainable digital supply chain and business models.
- Develop tools for testing seafood quality, safety, and traceability.
- Develop sensors and monitoring systems for freshness, and pathogenic and chemical safety.
- Quantify environmental footprint, sustainability, and socio-economic benefits of FishEUTrust approaches.

LIVING LABS

- We have set up a network of Co-creation Living Labs to demonstrate the innovative approaches and technologies of FishEUTrust. Five Living Labs have been identified in Portugal, Spain, Malta, Croatia and Denmark.
- They cover aquaculture, the gastronomy sector and industrial partners developing aquafarm systems and control technologies.



- Pilot innovative aquaculture ecosystems were established at three different locations covering different interests related to fish health, traceability and the consumer.

SENSORS & MONITORING

- Validated suite of tools for assessing:
  - Fish origin
  - Quality (freshness) and safety
  - Detection of antibiotics
  - Detection of biotoxins
  - Detection of pathogens
- The project is providing proof of concept for integration of sensors for fish freshness and for the detection of biotoxins, antibiotics and pathogens on a smart platform toolbox for consumers, retailers and aquaculture farms.

CONSUMER TOOLS

- Access to validated open data, services and tools (including educational modules and games) needed to:
  - Explore drivers of consumption patterns and lifestyles.
  - Shape consumer food choices towards more sustainable diet, taking into account behaviours, economics and food environment issues.

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