



FishChoice: a tool to assess the benefits, risks and sustainability of seafood consumption.

Press Release: 20 January 2021

An improved version of the FishChoice tool has been launched, which will support the public to make informed decisions about their fish and seafood consumption. The free web-based tool provides users with information on the benefits and risks, as well as seafood sustainability, and is available in 25 languages.

The first concept of the tool was created within the [ECsafeSEAFOOD project](#). The latest version, created as part of the [SEAFOOD^{TOMORROW} project](#), guides consumers to gain the most nutritional benefit from their seafood consumption, while reducing exposure to chemical contaminants. The tool also helps consumers to make sustainable seafood choices based on the origin of produce and fishing methods used. A version of the tool has been designed for the general public, while a second version is specifically tailored for nutrition and health professionals, industries and researchers.

The FishChoice user selects the country, and based on this selection, the tool shows the most commonly consumed seafood species in that country. New and improved seafood products also developed in the SEAFOOD^{TOMORROW} project, such as fish soup, fish pâté or smoked salmon, among others, have also been included. Once the weekly seafood menu has been selected together with the population group, the user can browse the results tabs corresponding to the intake of nutrients and pollutants, as well as sustainability.

The tool compares the intake of nutrients and contaminants with the corresponding recommendations set by the European Food Safety Authority (EFSA). FishChoice warns the user if their intake of nutrients is below the minimum recommended or above the maximum tolerable intake of contaminants. Finally, FishChoice provides tips in traffic light format to consume seafood sustainably, such as whether a species is endangered, or what type of fishing avoid or prioritize.

An app for the tool is currently in development, and will be available for iOS Apple and Android users in March 2021.

To register and use the tool, please visit fishchoice.eu.

SIMPLE CALCULATOR

COUNTRY:

Ireland

POPULATION GROUP:

Women (20-65 y)

CHOOSE YOUR WEEKLY INTAKE OF FISH:

ANCHOVIES - CANNED

COD

 100 g. <input type="text" value="0"/>	 150 g. <input type="text" value="0"/>	 200 g. <input type="text" value="2"/>
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The FishChoice tool, accessible at fishchoice.eu.

NOTES TO EDITORS

This tool was developed at [Universitat Rovira I Virgili](https://www.urv.cat), Tarragona, Catalonia, Spain, the as part of **SEAFOOD^{TOMORROW}** project.

For more information on FishChoice, please contact: Dr. Montse Marquès (montserrat.marques@urv.cat).

SEAFOOD^{TOMORROW} **Nutritious, safe and sustainable seafood for consumers of tomorrow** is an Innovation Action project funded by the European Union's Horizon 2020 programme (Grant Agreement no. 773400). **SEAFOOD^{TOMORROW}** aims to develop innovative sustainable solutions for improving the safety and dietary value of seafood in Europe. In addressing the challenges to meet a growing market need for safe and sustainable seafood, the project will generate new knowledge to develop commercially viable eco-innovative solutions for improving the socio-economic and environmental sustainability of European seafood production, and the processing industry. The three-year project was launched in November 2017 and will run until April 2021. Led by by Instituto Português do Mar e da Atmosfera (IPMA), Portugal, **SEAFOOD^{TOMORROW}** brings together 35 partners and 13 third-party affiliate organisations 19 European countries.

For more information on the **SEAFOOD^{TOMORROW}**, please visit seafoodtomorrow.eu/, follow [@SEAFOOD_TMRW](https://twitter.com/SEAFOOD_TMRW) on Twitter and LinkedIn (<https://www.linkedin.com/in/seafood-tomorrow/>).

Issued on behalf of the **SEAFOOD^{TOMORROW}** project by AquaTT.