

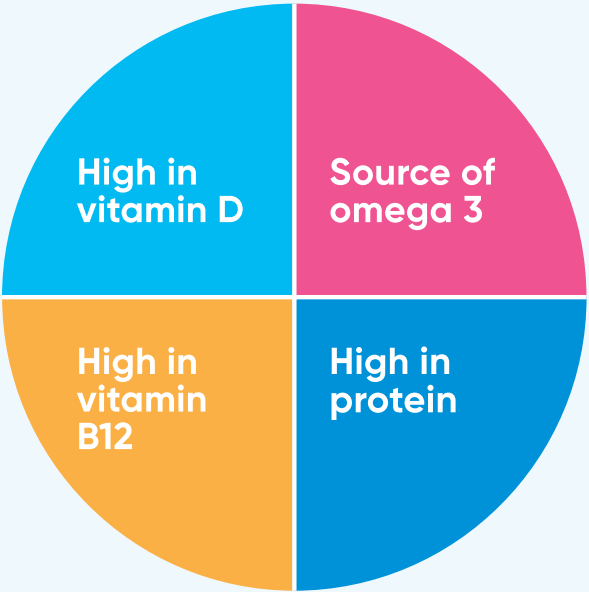


**Seafood quality and safety:  
 benchmark tool and label**

This product is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 773400 SEAFOOD<sup>TOMORROW</sup>.

**SUMMARY**

The SEAFOOD<sup>TOMORROW</sup> team has developed a concept for an accredited certification scheme, based on a benchmark tool and utilising a quality label, to help influence seafood producers, processors and consumers to become more aware of the nutritional importance and safety of seafood. This could drive markets towards more sustainable seafood which recognises these aspects. Companies that meet certain standards can use the project quality label, which highlights the benefits of their product. These standards, verified by the SEAFOOD<sup>TOMORROW</sup> benchmark tool, include quality, safety and nutritional standards, as well as providing assurances of social and environmental responsibility. The scheme has the potential to be extended to include more products in line with the SEAFOOD<sup>TOMORROW</sup> philosophy, and increase consumer awareness concerning key aspects of seafood supply chains.



**KNOWLEDGE NEED**

Increasing seafood consumption and declining fish stocks have resulted in an increased demand for sustainable food production that is socially, economically and environmentally friendly. One increasingly popular solution is that of 'voluntary' or 'private' standards. The seafood industry is a global and diverse sector, making it challenging to ensure good practice, quality, and safety standards are met at all levels along the supply chain. As a way to codify the innovative products developed in the SEAFOOD<sup>TOMORROW</sup> project, and to help strengthen consumer confidence and trust, there is a need for transparent systems and modern tools that ensure seafood companies, factories and farms meet quality and safety standards and that this information is accessible to all users along the supply chain.

**END-USERS & APPLICATIONS**

- ➔ **Seafood production and processing companies:** producers, processors, distributors, and retailers can use the tool to support development of the project's traceability along the whole seafood supply chain and for companies to increase market differentiation. Each industry user has readily available information from delivery and arrival times, processing methods, to compositional information for labelling.
- ➔ **Innovative food producers:** the underlying research and literature review could serve as a useful education tool and reference for further Research and Development on food safety and quality.
- ➔ **Consumers:** the tool and label will help consumers make informed seafood choices.

**IMPACTS**



This knowledge contributes towards increased awareness and integration of food safety, nutritional quality, environmental and social responsibility and sustainability. Once completed and validated, the benchmark tool and quality label have the potential to support and reward best practices.

**Contributes to the UN Sustainable Development Goal 12:** Responsible consumption and production.



## RESULTS

The **SEAFOOD<sup>TOMORROW</sup>** safety and quality benchmark tool allows an entity to be assessed against specific criteria that have been outlined as part of the development process of the project's seafood products and associated claims to those products. Once the entity is verified to make these claims, they can use the label and market to the customer. The concept of the benchmark tool was initially developed by reviewing existing standards and labelling schemes to identify good practices and commonalities which may be incorporated into the benchmark tool, as well as to identify those unique aspects specific to **SEAFOOD<sup>TOMORROW</sup>** which needed to be developed. This included an extensive review of existing certification and labelling schemes, including the Marine Stewardship Council, Naturland, International Fishmeal and Fish Oil Organisation, ISO 26000, and the British Retail Consortium. This benchmark tool consists of an easy to implement checklist of guidelines/standards for accredited third-party auditors to demonstrate that seafood companies have met the requirements established by the innovative processes of **SEAFOOD<sup>TOMORROW</sup>**. Companies that meet all standards can use the specifically designed quality label with an integrated QR code which provides information to the customer. This system can then be linked to a new digital traceability system developed by **SEAFOOD<sup>TOMORROW</sup>** (TraSEAbility). The benchmark scheme does not equate to a full certification standard, but is the first step in the process that has the potential to become a fully accredited certification scheme, entailing accredited auditors, licensing for label usage, and stakeholder consultations and development.

## DISSEMINATION AND EXPLOITATION

### Dissemination activities for consumers / all users:

- Project newsletter and website news articles
- Promotion on Twitter and LinkedIn

### Exploitation activities for seafood industry:

- Horizon Results Platform: [seafoodtomorrow.eu/horizon-results-platform](https://seafoodtomorrow.eu/horizon-results-platform)
- Demonstration of the tool to seafood companies affiliated with the **SEAFOOD<sup>TOMORROW</sup>** project to support raising awareness of the concept and development of the tool

- MRAG's auditing and training services will reach out to seafood companies to share the tool and to seek companies willing to test the tool once the project's products are developed at industrial scale

### Dissemination activities for scientific community:

- Deliverable report D5.4 available at [seafoodtomorrow.eu](https://seafoodtomorrow.eu).

### Exploitation activities for policy makers:

- Managers, regulators and policy makers will be reached through the final **SEAFOOD<sup>TOMORROW</sup>** event, EC info session, and a dedicated EU policy event.



## INNOVATION STATUS

Technology Readiness Level 2 – technology concept formulated

**Patents and IPR:** The final tool will be a prototype



## FUTURE RESEARCH

More research and development are needed before implementation of the benchmark tool. The tool must also be tested in the field to ground-truth the scheme and in seafood companies across Europe where products are being produced at scale. Feedback on the tool from seafood processors or farms must then be implemented to help ensure the tool is as robust as possible.

## CONTACT AND CONTRIBUTORS

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