



SUMMARY

FishChoice is a free, web-based tool designed to support consumers to make informed, individualised decisions about their seafood consumption. The tool provides users with detailed information on the benefits (nutrients) and risks (potential pollutants), as well as sustainability, of the seafood they consume per week. It is available in 25 languages and takes into consideration age and gender, as well as consumption habits per country (in Europe). The tool is specifically aimed at individual consumers, but can also be used for professional purposes, including by nutritional experts, general physicians, researchers and seafood production and processing industries. The tool can be accessed by visiting fishchoice.eu.

FISHCHOICE

Your personal fish calculator



KNOWLEDGE NEED

To support an increased growth of the aquaculture sector in Europe, there is a need for improved consumer information on seafood quality, safety and sustainability to enable consumers to make informed decisions.



RESULTS

The first concept of the tool was created within the EU FP7 funded **ECsafeSEAFOOD** project. The latest version, created as part of the EU H2020 **SEAFOOD^{TOMORROW}** project, has been extended to be more representative of seafood products eaten in all European Union Member States. It incorporates a wider range of information, including standardised nutrient data, chemical pollutants and sustainability data. **FishChoice** calculates nutritional recommendations on an individual basis per user profile, according to the latest recommendations from the European Food Safety Authority (EFSA). Pollutant level indications are based on scientific literature and include priority and emerging contaminants. In addition, the sustainability of seafood consumption has been introduced as a new pillar of the tool. Based on the Good Fish Guide from the Marine Conservation Society (MCS), **FishChoice** provides recommendations to users about how choosing sustainable seafood can help preserve the marine environment.

IMPACTS

FishChoice promotes seafood consumption as a healthy habit. The clear information provided helps to increase consumer trust and awareness of seafood as a safe and highly nutritional food source. The tool contributes to socio-economic and environmental sustainability by providing free, user-friendly accessible information that empowers consumers and other users to make responsible, healthy food choices that improve diets and public health. This is expected to contribute to an improved health profile of the European population overall, as well as an increase in seafood sector growth, sustainability and profitability.

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



END-USERS & APPLICATIONS

- ➔ **Consumers:** the tool is specifically designed for consumers to use and access individualised information on the seafood they eat.
- ➔ **Health professionals:** dietitians, nutritional experts, general physicians, cardiologists etc. can use the tool to advise patients and clients about incorporating seafood in their diet.
- ➔ **Seafood industries:** **SEAFOOD^{TOMORROW}** seafood products have been included in **FishChoice** highlighting the nutritional benefits of the eco-innovative solutions, information which can be used by producers and processors
- ➔ **Public food providers:** managers and catering staff in convalescent homes, restaurants, canteens in schools, and the workplace can use the tool to support menu planning.

DISSEMINATION AND EXPLOITATION

Dissemination activities for consumers / all users:

- Website news articles:
 - seafoodtomorrow.eu/results/fishchoice
 - seafoodtomorrow.eu/fishchoice-2-0-out-now
- Promotion on social media (Twitter and LinkedIn)
- Press release, January 2021 (in English, French, Spanish and Catalan).
- Interview on Catalan Radio, April 2021: t.co/Kg23Q5Lu4n

Exploitation activities for seafood industry:

- Horizon Results Platform: seafoodtomorrow.eu/horizon-results-platform
- Demonstration of the tool at **SEAFOOD^{TOMORROW}** demonstration workshops, in France, Italy and Spain (February – April 2021) to support uptake and use of the tool.

- Interview and demonstration of the tool at GastroMar L'Ampolla gastronomic development and innovation event, Tarragona, Catalonia, Spain (March 2021).

Scientific publications:

- Marquès M, Torres CM, García-Fernández F, Mantur-Vierendeel A, Roe R, Wilson AM, Reuver M, Nadal M, Domingo JL. **FishChoice** 2.0: Information on health benefits / risks and sustainability for seafood consumers. *Submitted to Food and Chemical Toxicology*.
- Vilavert L, Borrel F, Nadal M, Jacobs S, Minnens F, Verbeke W, Marques A, Domingo JL. Health risk/benefit information for consumers of fish and shellfish: **FishChoice**, a new online tool (2017). *Food and Chemical Toxicology* 104, 79-84. doi.org/10.1016/j.fct.2017.02.004



INNOVATION STATUS

Web-based tool: Technology Readiness Level 9 – available for use

Patents and IPR: Not applicable

Other: An app version of the tool is available from the App Store and Google Play



FUTURE RESEARCH

A potential area for further research and development based on this eco-innovative tool would be the integration of a seafood identification tool whereby users upload a seafood image and the tool automatically outputs information (nutrients, contaminants and sustainability).

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