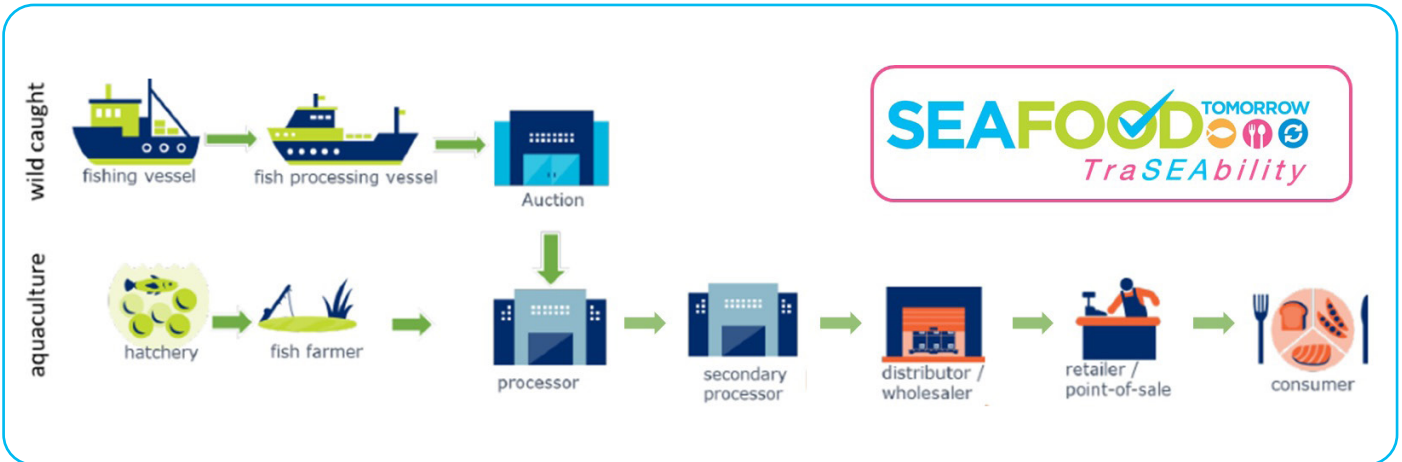# TraSEAbility: Digital traceability system for the seafood trade chain





## SUMMARY

**SEAFOOD**TOMORROW**'s TraSEAbility is a digital traceability tool which provides easy and comprehensive access to information such as origin, processing, composition, allergens, and nutritional value of seafood products. Existing seafood product traceability systems are often limited to local use by individual seafood companies. This new tool allows different companies and retailers along the whole value chain to input information on the seafood species, point of origin, batch number, and product standards into a central system using unique identifiers. Consumers can access the information via a QR code shown on the product packaging, which can be scanned with a free smartphone app.**

## KNOWLEDGE NEED

Seafood is a global, diverse and complex protein supply chain, which makes it logistically difficult to trace. When compared to traceability in other food-producing sectors, the seafood industry has been lagging, which leads to issues such as fraud, which can in turn threaten consumer health and safety. To improve consumer trust, meet consumer demand, and improve efficiency in the seafood sector, there is a need for transparent systems and modern tools that provide product information which can be used by all users along the value chain.

## RESULTS

**TraSEAbility** offers an easily implemented digital solution to complete seafood traceability and tracking, which can be used by seafood companies of any size. The tool is built around a central system which includes a cloud-based database, that is fed by companies along the supply chain. Information on each product batch, based on international standards (GS1, EDIFACT and FAO), can be input through automatic data exchanges or manually through dedicated software. The data can be instantaneously accessed by consumers by reading a QR code on the product packaging with their smartphones, and is shown in a user-friendly format detailing the product's journey, nutritional information, and allergens. The tool has been tested at fish and shellfish production and processing sites in France and Spain, and two distribution outlets in France, and is currently available in English, French, Portuguese, German, Italian, Spanish and Norwegian.

## IMPACTS

**TraSEAbility** supports improved traceability along the seafood supply chain by allowing all product attributes to be added to a central system and to be tracked by producers, processors and retailers. The tool contributes to socio-economic sustainability by providing clear, transparent information to consumers, and helps improve consumer trust and awareness of seafood as a safe and nutritional food source.

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

## END-USERS & APPLICATIONS

⊙ **Seafood industries:** producers, processor, distributors, and retailers can use the tool to support traceability along the whole seafood supply chain. Each industry user has readily available information from delivery and arrival times, processing methods, to compositional information for labelling.

⊙ **Consumers:** the tool is specifically designed for consumers to easily access information on seafood products.

## 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
- Demonstration of the tool at SEAFOOD^TOMORROW demonstration workshops, in France and Spain (February – April 2021) to support uptake and use of the tool.
- Predell and AZTI will reach out to seafood production and processing companies in France and Spain to expand the tool's reach and to seek companies willing to test it.

Exploitation activities for policy makers:
- Managers, regulators and policy makers will be reached through the final SEAFOOD^TOMORROW event, EC info session, and a dedicated EU policy event.

**High in selenium and omega 3**

**SEAFOOD TOMORROW**

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## INNOVATION STATUS

**Beta app:** Technology Readiness Level - 6 technology has been validated and demonstrated

**Patents and IPR:** Under evaluation

## FUTURE RESEARCH

The technology is well-qualified and operational. However, before commercialisation, further work is needed on compliance and testing of the tool in seafood companies, as well as consumer testing of the smartphone app. Results from economic feasibility studies within the project showed positive results and a business plan has been developed. Investment must be secured to cover development and operation costs, including user support services, software maintenance, and electronic data interchange services.

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