

PRESS RELEASE

16 September 2024

TRANSFORMING SEAFOOD INDUSTRY WITH THE INNOVATIVE BLOCKCHAIN BASED TRACEABILITY TECHNOLOGY DEVELOPED IN THE EU FUNDED SEA2SEE PROJECT

END-TO-END SEAFOOD TRACEABILITY SOLUTION DEMONSTRATED AT AQUA24 TRADE SHOW IN DENMARK

SEA2SEE project came to fill in existing seafood traceability gaps through the development of an innovative end-to-end blockchain-based platform, along with professional and consumer applications to increase trust and social acceptance of sustainably fished and farmed seafood.

We are pleased to announce that SEA2SEE partners attended AQUA24 trade show in Copenhagen, Denmark at the end of August, to demonstrate for the first time the various technical components, and their interaction, within the integrated traceability solution. This important milestone has been reached halfway through the project's journey to developing a digital technology answering the industry's need for valuable data source, collected across the whole seafood value chain,

The engaging Happy Hour enjoyed a great interest by the aquaculture exhibition visitors, who experienced a front-row show of the data relationship management between Landing Aquaculture's Recirculating System (MicroRAS) and Smartwater Planet's Medusa sensor suite and CLOUD Aquaculture Management Software, the integration of sensor and production data into the SEA2SEE blockchain, based on Tilkal's platform model, and lastly, the seafood traceability Consumer and Professional Apps, developed by Page Up. Special use case scenarios were developed for the most enthusiastic guests, to personally test how the apps work by scanning the barcode with their phones, able to trace all recorded information, from harvest to plate, of meagre (*Argyrosomus regius*) – a high-quality fish, with excellent taste and rich in omega3, in one of the project's aquaculture demo sites ran by SEAentia in Portugal.

"After a year and a half of strategy development and product design, we chose to showcase the progress of the SEA2SEE blockchain-based Traceability Platform here, at AQUA24 first, since it is an excellent event, bringing together science and technology in the aquaculture sector, and opening up great opportunities for networking and collaboration. "

Carlos Mazorra, SEA2SEE Coordinator, R&D and Innovation Director of Smartwater Planet, S.L.

SEA2SEE - Traceability from Farm to Plate in Meagre (*Argyrosomus regius*) RAS Aquaculture

In addition to demonstrating the seafood traceability technology, Nuno Leite, founding partner of SEAentia, presented the project during the conference in the "Markets and Consumers" session. His talk "SEA2SEE - from Farm to Plate in Meagre (*Argyrosomus regius*) RAS Aquaculture" highlighted aquaculture as powerful sector, capable to address the significant challenge of scarcity of seafood in Europe and identified 5 critical needs of the sector, namely: availability, traceability, biosecurity,



quality and sustainability.

"With the SEA2SEE tool, producers like me can highlight the sustainability attributes of our production. Traceability is crucial as it provides the ability for anyone to retrace the life history of a product, such as fish. The main challenge could be cost and the need for the whole value chain to have access to this technology tool."

Nuno Leite, Founding Partner, SEAentia

AQUA24 has been an incredible opportunity for the SEA2SEE project to compare notes with leading research and innovations in aquaculture. The event enjoyed more than 4000 visitors from academia, industry and government, keen on sharing groundbreaking insights and passion about sustainable and transparent seafood practices.

The consortium of SEA2SEE consists of 14 partners from 6 EU countries, and comprises an interdisciplinary mix of competencies and expertise derived from the private, academic and NGO sectors. The total budget of the project is 5 418 730 EUR, with EU contribution amounting to 4 392 345 EUR. SEA2SEE was launched in July 2022 and ends in June 2026.

For more information:

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