

Coordinator



Technical Coordinator



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SEATRACES

Tracking the fish journey



seatraces.eu



SEATRACES

Smart
Traceability
and Labelling
Toolbox

For
a Sustainable
Seafood
Production

EAPA_87/2016 Interreg
Atlantic Area European
Regional Development Fund



The project

The general objective of SEATRACES is to demonstrate to stakeholders and consumers that Labelling and Traceability are essential to protect and valorize Atlantic Area's fisheries and aquaculture.

Illegal fisheries, fraud and mislabelling are the main issues representing a serious risk to the existence of this important economic activity for the Atlantic Area Regions.

The main actors — producers, industry, markets and consumers — should be aware of the threat and the available tools which will empower them to adopt a responsible attitude towards the production, marketing and buying of seafood.

The Objectives



Develop Standard Operation Procedures (SOPs) for species identification of mollusc and crustaceans, improve the robustness of tuna identification tools, explore “portable” diagnostic methods and mixed-product analysis

Develop new tools to address the harmonized control of other information required by EC1379/2013 (i.e. geographic origin, wild versus farmed, frozen & thawed fish, etc.)



Provide official labs with standard methods through a virtual reference center (FISHFIT) to combat fraud.

Involve consumers to plan strategies and tools to overcome the weakness on Seafood Traceability and Labelling through transnational workshops



Opening of new communication channels with industry to discuss about Seafood Traceability and Labelling and reach a consensus to develop an effective strategy

Involve stakeholders to use Information & Communication Technologies systems for Seafood Traceability and Labelling. Demonstration of its impact through socioeconomic studies.



FISH-FIT: a new i-Tool for seafood identification

SEATRACES will develop a new Internet-based tool to provide Control Laboratories accross EU with advice, standard methodologies and reference materials thus contributing to fight seafood fraud

SEATRACES will provide strategic analysis and instruments to improve the knowledge of Atlantic consumers about the concepts and benefits associated with seafood traceability and labeling, raising awareness on their usefulness to protect marine resources and reinforcing the perception of the quality and uptake of locally produced products