Seafood in Foodservice and retail - How do we design the next step?

CARL JOHAN PETTERSEN, SALES DIRECTOR, BLUEWILD

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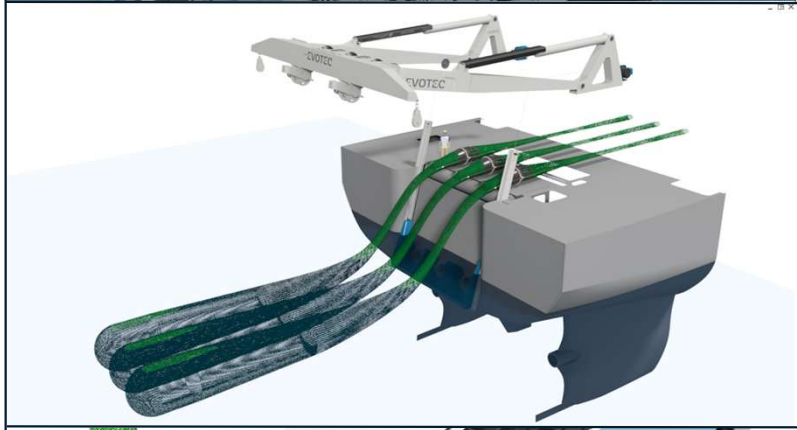
2024 PRESENTATION

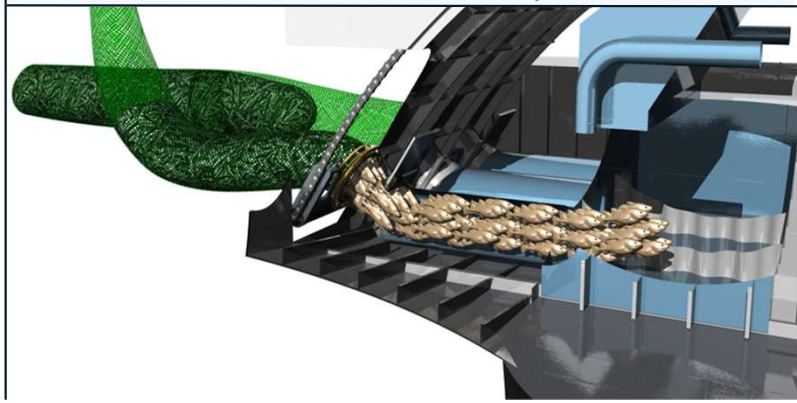
SUSTAINABLE FISHING

How to reduce emissions and increase quality in FAS catching of shrimps?

Carl Johan Pettersen, Sales Director in Bluewild







SEAFOOD FROM NORWAY

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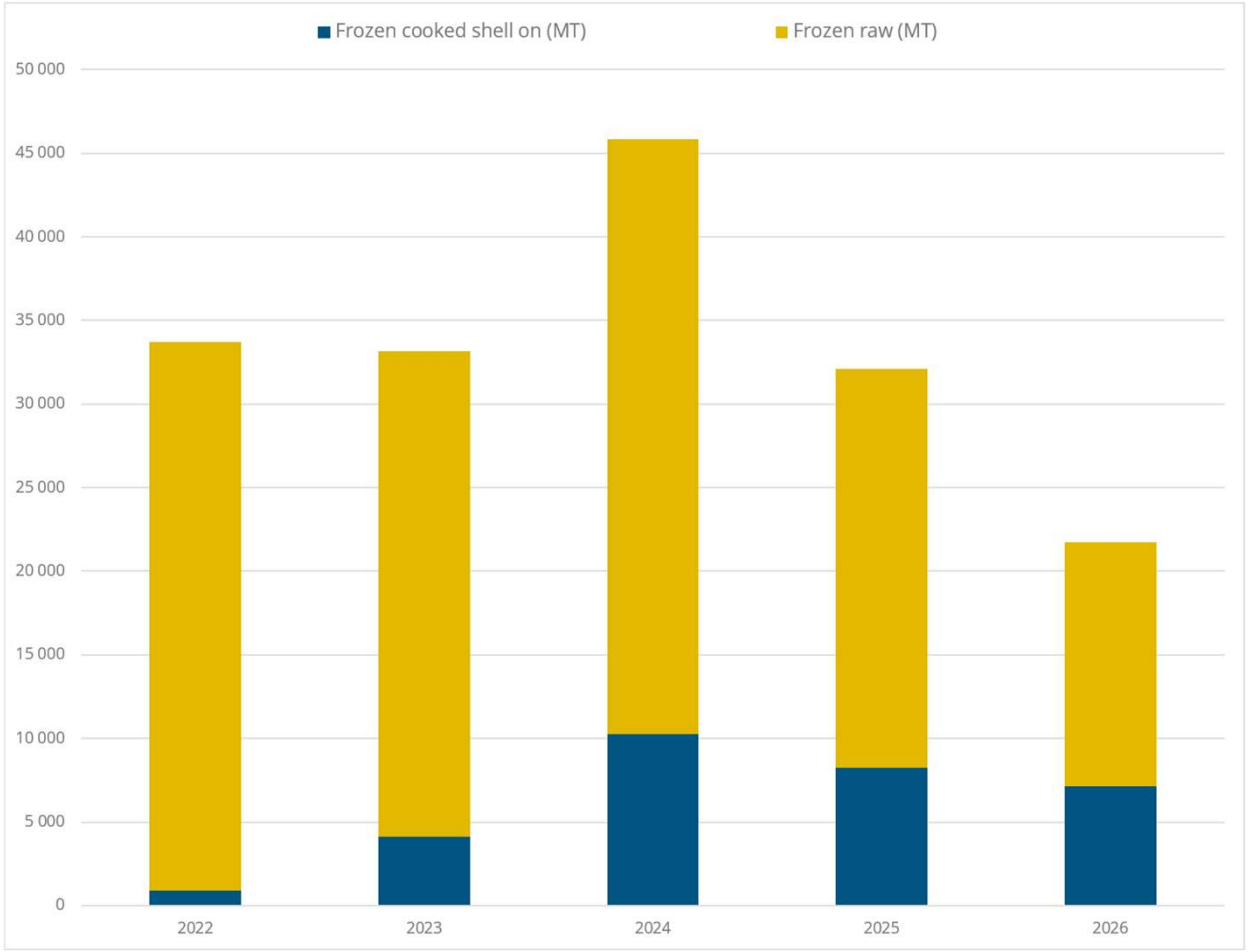


SHRIMP FISHING

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GLOBAL PICTURE FOR OUR VALUECHAIN

– From too low for the fleet too high for the industry?



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NEXT STEP?
PACKING?



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QUALITY

- Biochemistry
- Documentation
- Verification



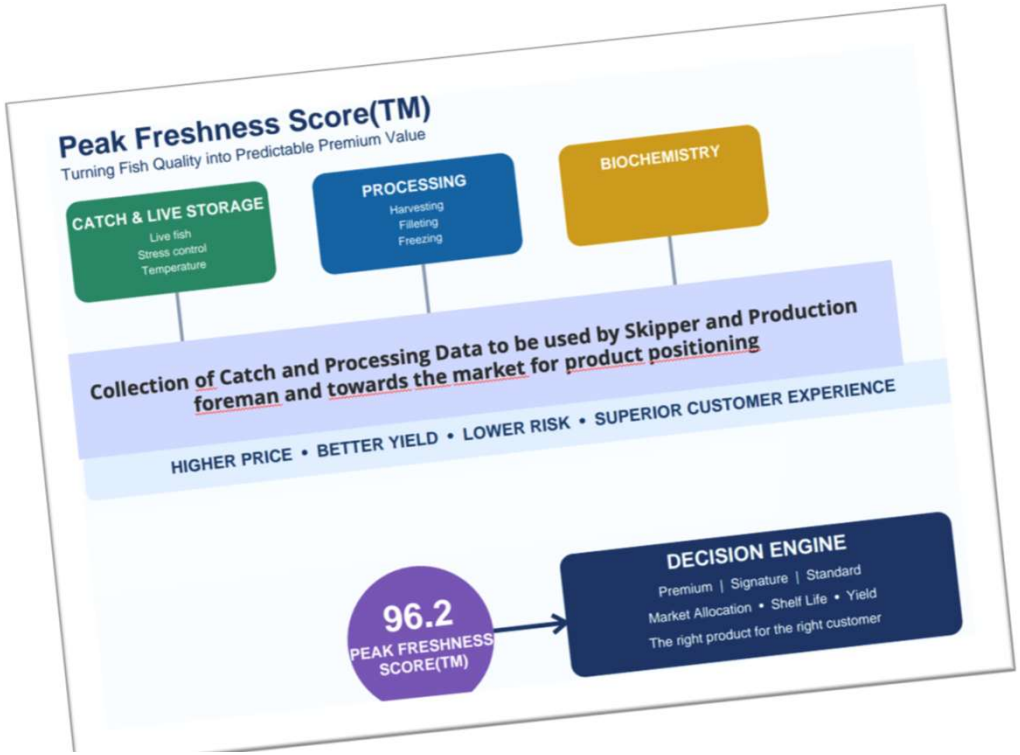
SEAFOOD FROM NORWAY

WHAT EFFECTS THE QUALITY (AND THE TASTE)

	CATCH ECOFIVE	ONBOARD ANTE MORTEM ECOFIVE
Hypoxia	Never out of the water water	Oxygen added to live storage room/tank
Crowding	Less shrimps/fish in the net (survival/Live catch)	The shrimps have room enough to swim freely in the tank
Injuries	The shrimps are not leaving the water and is not pumped	No crushing or pumping
Temperature Shock	Same water temperature all the time	Same temperature all the time – until time of mortem
Osmoseregulatory distress	No change in salinity, homeostasis maintained	
Light Exposure	Depends on catch-depth. The shrimps are never out of water	
Barotrauma	Depending on specie and depth, can put overpressure in tanks	
Emersion	The fish is never out of the water	
Fatigue	Shorter trawling time – less fatigue ?	
Displacement	Needs to be studied	
Predation	No predatory stress	

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DSS
DECISSION SUPPORT SYSTEM





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WHY?

- Client verifications
- Differentiation
- Barriers to competition
- New segments and new consumers



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THE NEXT CHALLANGE – UMAMI BY BLUEWILD®

Anyone willing to pay for better taste?









SEAFOM NORWAY FROM NORWAY

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PEAK FRESHNESS

THANK YOU.