

Regeneration across generations

Socially Inclusive & Sustainable Development of the Atlantic Seaboard

SUPPORT TEAM for the
ATLANTIC ACTION PLAN

Atlantic Project Awards 2017 candidate



Project description

[SmartFish](#) (2015-2018) is a collaboration project between researchers and companies from Finland, Iceland, Norway and Scotland supported by the Northern Periphery and Arctic Programme. The core product developed in SmartFish is a connected tag composed of an electronic device printed on a thin and flexible label that can be attached to individual food packages.

This connected label will continuously log temperature, location and time, which provides immensely useful data for traceability and quality. Using this technology, seafood can be monitored from harvest until served at the dinner table. The system is interactive and will enable remedial action to be taken in the event of temperature increasing above the normal range. Using the service, food producers and distributors can monitor their packages during transport and verify if they are properly handled.

Outcomes of the project

- The technology, telecommunication system and cloud system for storing, processing and presenting data have been **tested and trialed**.
- A **functional prototype** has been tested in collaboration with Finnish seafood distributor Hätälä Oy.
- After securing the business-to-business solution, the project aims for **end-consumers to be able to use the service** to retrieve historical data verifying product quality and shelf life of products bought from retailers.

Interact with the project

Lead partner



Social media

