

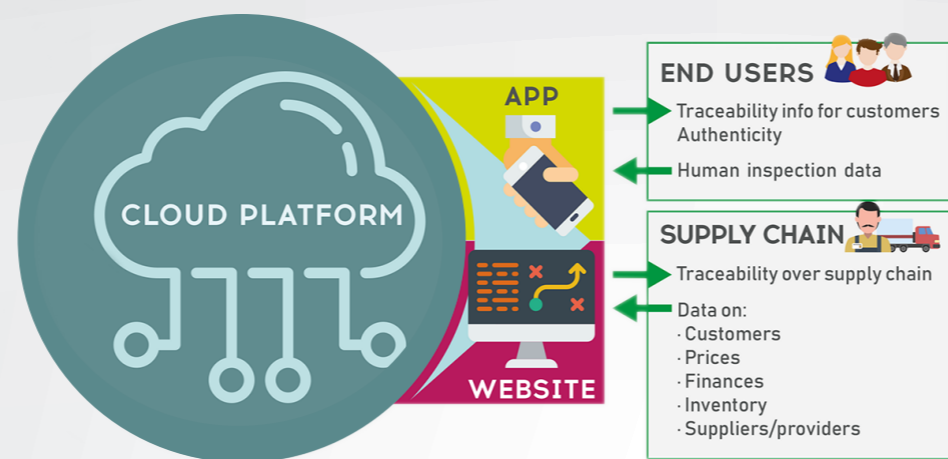
## CHALLENGE

Fishery provides an important income and trade opportunities in many coastal Mediterranean countries. However, fisheries and aquaculture are currently facing critical challenges, since fish chain is particularly vulnerable to **fraud**, as species substitution and **mislabelling**.



## SOLUTION

The SUREFISH innovative solution is based on **RFID, Blockchain, TTI** and **tamper-proof technologies** validated and demonstrated along the supply chain of four fish species. Thus, **four pilot use cases** are foreseen in I) Tunisia (lighthouse pilot); II) Egypt; III) Lebanon; IV) Spain (followers) on different fish species: I) fresh and marinated **anchovies**; II) farmed fresh **tilapia** filets; III) fresh **groupers**; IV) **bluefin tuna**.



## EXPECTED IMPACTS

The **SUREFISH** project is perfectly aligned with the **PRIMA Strategic Research and Innovation Agenda** that calls for sustainable Mediterranean agro-food value chain ensuring logistic infrastructure for safety, quality and traceability standards.

**SUREFISH** will increase the availability of **healthy fish products**, positively impacting on health of the Mediterranean population, restoring the **Mediterranean diet heritage**.

In addition, the **SUREFISH** system will **reduce the frauds** caused by the replacement of species by others with less quality **up to 35%** and **the counterfeits with fishery and aquaculture products from non-Mediterranean fishery areas up to 25%**.

**Fish consumers** get access to the full traceability information of the product they are buying and eating, contributing to **increase confidence up to 20%**.

The **consumer confidence** of Mediterranean fish will be achieved by providing the consumers with a **mobile APP** to inform them on traceability and authenticity of fish, linked to the Blockchain platform.

# FOSTERING MEDITERRANEAN FISH ENSURING TRACEABILITY AND AUTHENTICITY

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