

Electronically tracking your food

NPA Annual Conference 2017

Galway Ireland

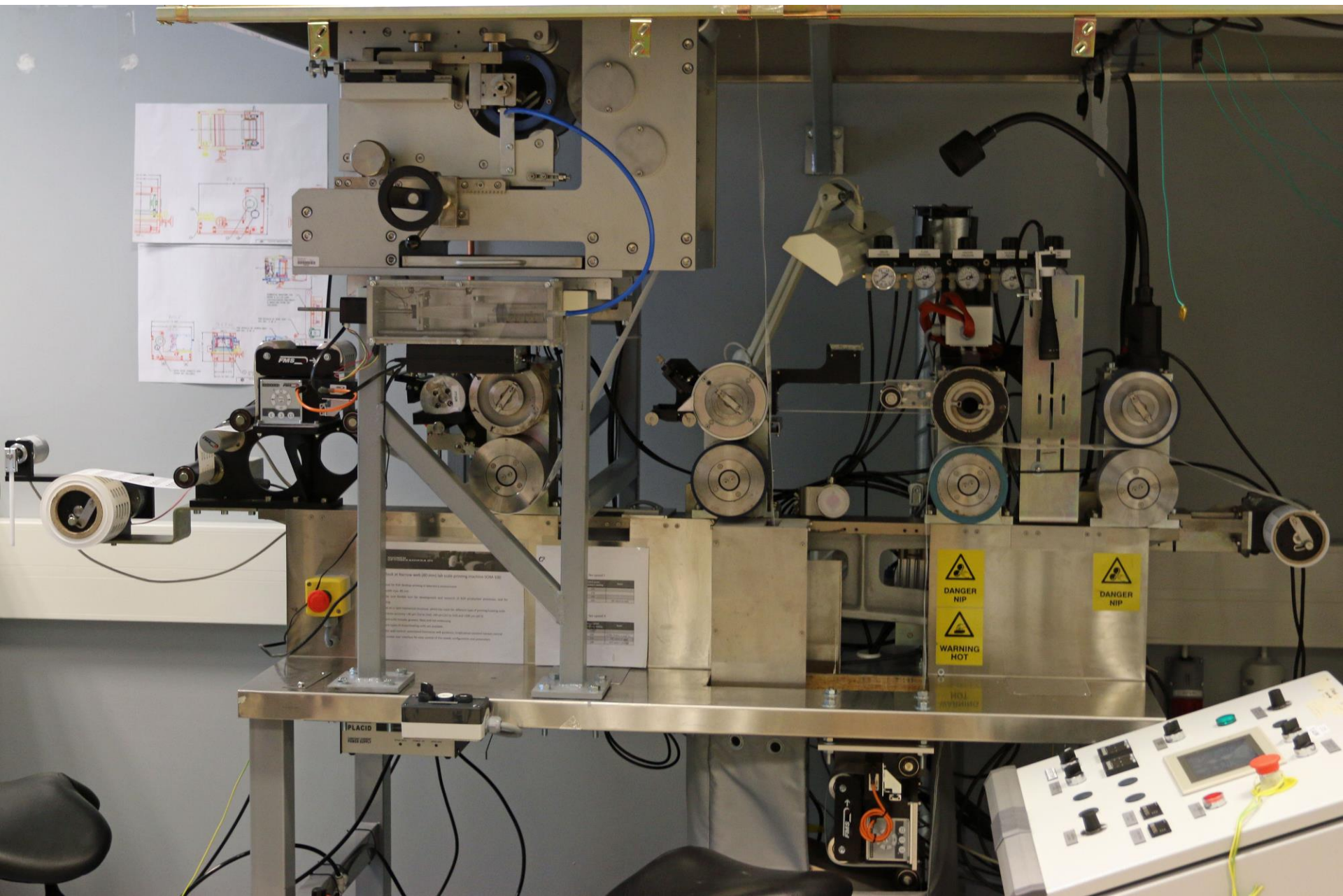
21th September 2017

Ragnheidur Thorarinsdottir



Output

- Printed electronic Smart Labels to put on food packages for measuring temperature
- A telecommunications system to retrieve data from Smart Labels, add time and GPS info and send it to the cloud
- A cloud system which stores and processes the data and has a browser user interface
- Marketing analysis - including stakeholder analysis at both producer and consumer ends





Scottish Sea Farm Salmon Label



SmartFish Prototype – 64mm x 36mm x 13mm



Ready for testing

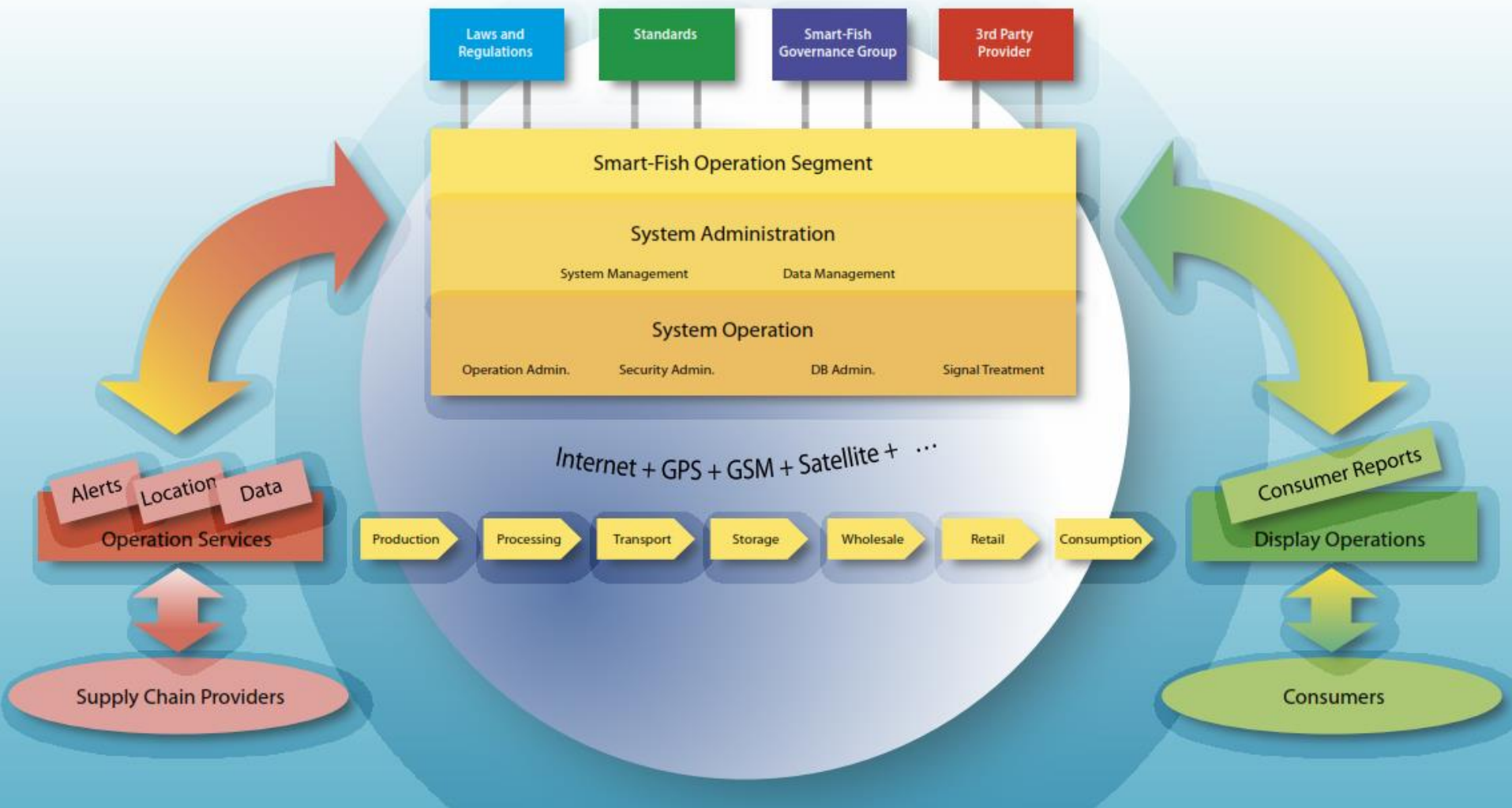
 HÄTÄLÄ OY

Pohjoisen rehtiä kalaa



Käytä QR-koodia ja **katso**
Hätälän Lohen matka -video.
Kalasta puhtaasti parasta:
hatala.fi

Information for the supply chain and the consumers



Status

- Prototype testing by OUAS has started at Hatala
- Testing planned in Iceland and Norway beginning of next year
- Smart-Fish specifications
- Market report
- Dissemination – Website, Facebook, Vimeo
- Seminars held in Scotland, Finland and Norway
- Presentation to be held at EAS2017 in Croatia
- Final conference planned in Iceland in April 2018

Partners



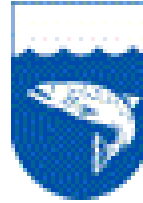
UNIVERSITY OF ICELAND

OAMK

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Associated Partners



NORDLAKE



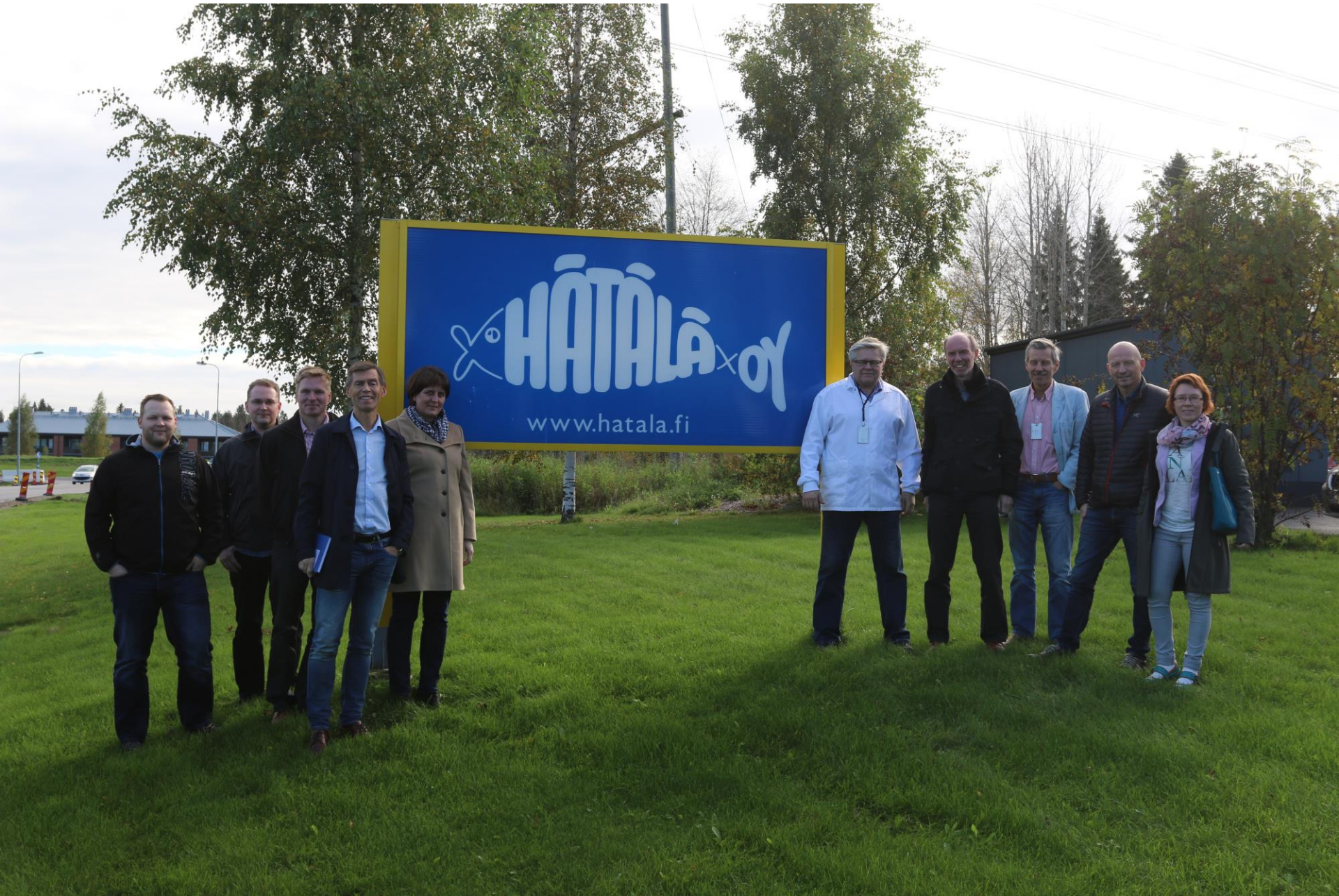
Rifos and Haukamyri



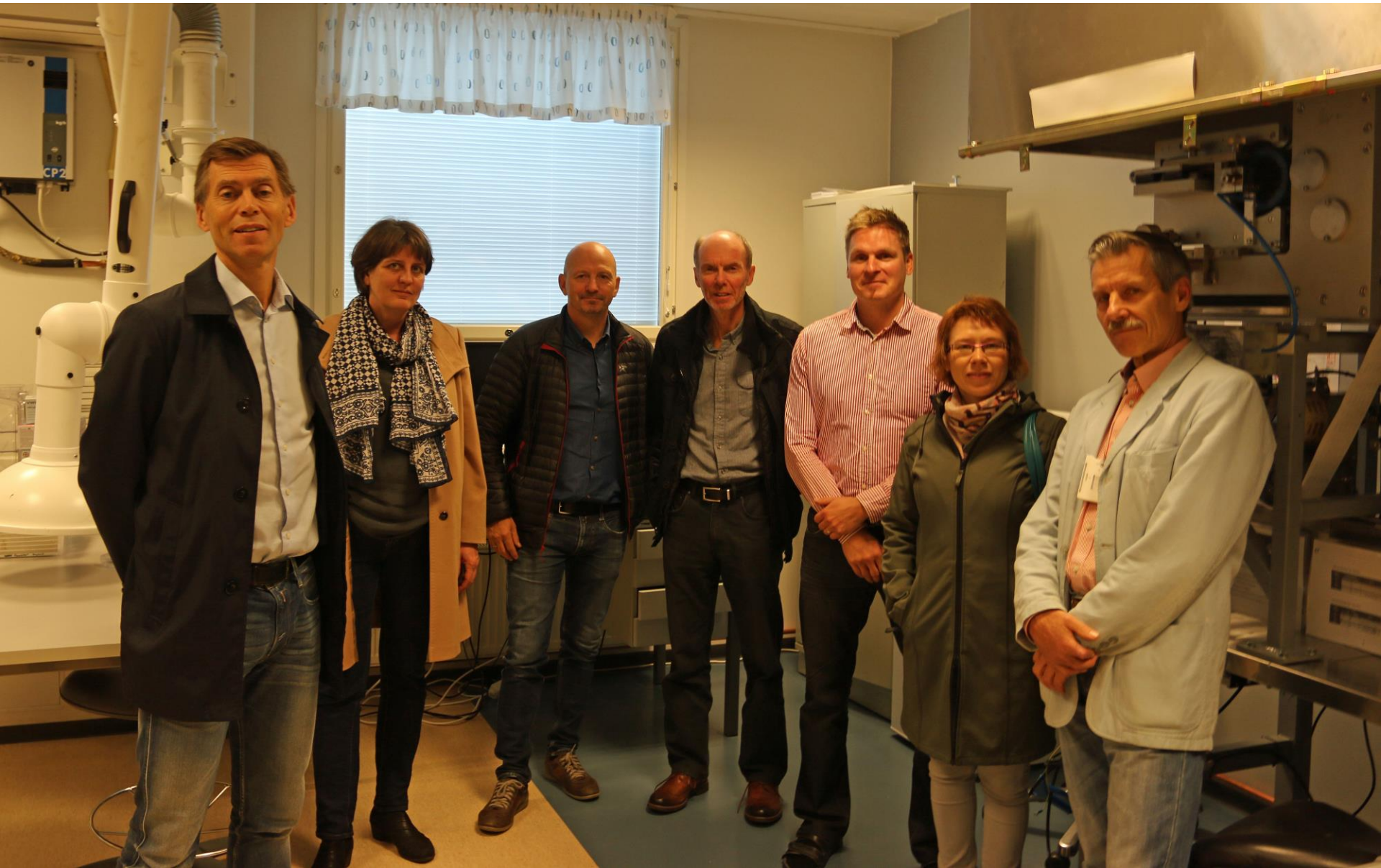
Visit to Visir Iceland May 2015



Hatala Oy September 2015



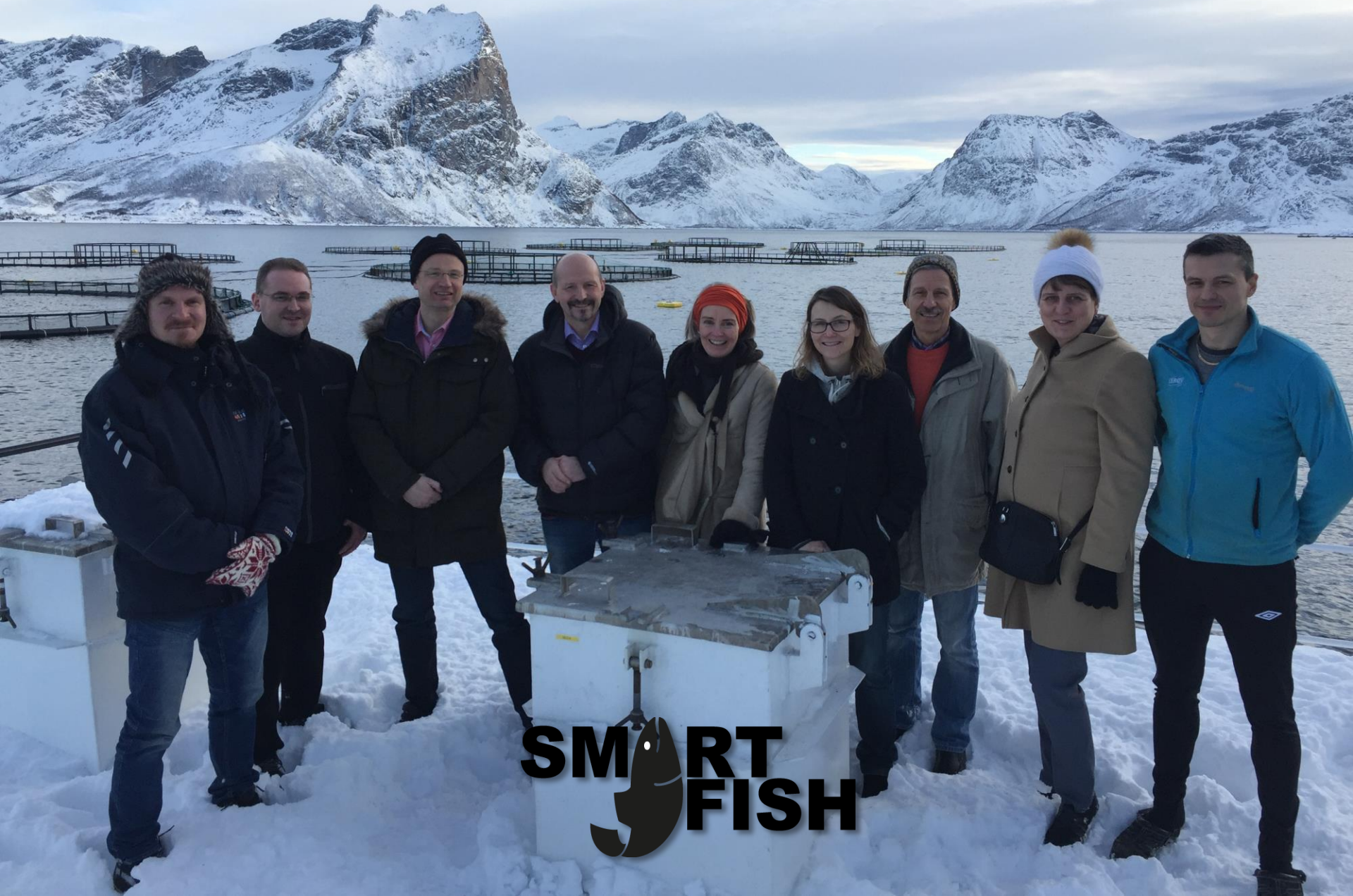
PrinLab at OUAS in September 2015





Scottish Sea Farm May 2016

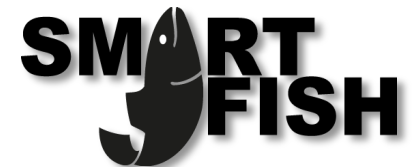
Visit to Leroy Sessoya Aquaculture Farm in March 2017



SmartFish Seminar in Tromsø in March 2017



<http://smart-fish.eu/films/>





Northern Periphery and Arctic Programme

2014–2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund

**SMART
FISH**