



FINAL PRESS RELEASE TEMPLATE FOR ALL PARTNERS

Guidance:

- This template has been developed by AquaTT on behalf of **SEAFOOD^{TOMORROW}**. You may adapt it for your local use, adhering to the following guidance:
 - All press releases should include (original or translated) quotes from Antonio
 - You may also choose to include your own quote (1-2 sentences maximum) from a regional perspective and/or a short paragraph (2-3 sentences maximum) about your institutions' involvement in the project.
 - All press releases must include the **SEAFOOD^{TOMORROW}** logo and the funding acknowledgement, including grant agreement number.
 - Please translate the text provided into your local language. Please include the English-language project name (**SEAFOOD^{TOMORROW}**) and website link (seafoodtomorrow.eu) in all releases.
 - Ensure the formatting, font and style are consistent.
 - In the "Notes for Editors" section, you may choose to include local/regional contact information for your institution. All press releases must include the full notes for editors and contact details for the **SEAFOOD^{TOMORROW}** project.
- Once you have made your additions and/or completed a translation, send the final version of the press release to your institute's communication and marketing team and ask them to share it with local media contacts, adhering to the embargo date and time (9:00 CEST, Wednesday 28 April 2021).
- AquaTT will collate any international coverage of the press release. If your media team produce a local report of any coverage received (particularly coverage in languages other than English), or if they have a record of how many contacts received their local release, we would appreciate if you could please forward a copy for our records.
- **For questions and queries, please contact Annette@aquatt.ie**

A note on social media:

- Please follow the project Twitter account @SEAFOOD_TMRW
- Tag @ SEAFOOD_TMRW and @EU_H2020 in all projects related tweets
- **Additional #Hashtags:** #H2020 #Europe #EU #research #innovation #ocean #marine #aquaculture #seafood #shellfish #aquafeeds #seafoodlovers #sustainabilitymatters



SEAFOOD^{TOMORROW} project results help to secure a sustainable future for the seafood industry

UNDER STRICT EMBARGO UNTIL 09:00 CEST, WEDNESDAY 28 April 2021

Press release: 28 April 2021

Results from a landmark European project have laid the foundations to strengthen the seafood production and processing industry in Europe and safeguard sustainable seafood for future generations.

Funded by the EU Horizon 2020 program, **SEAFOOD^{TOMORROW}** has developed innovative solutions to tackle some of the seafood industry's biggest issues: sustainability and ensuring the safety, quality, transparency and availability of products that meet consumer needs.

Seafood is an important source of high-quality protein and is naturally rich in valuable nutrients for a healthy diet. Approximately three billion people rely on (wild-caught and farmed) seafood as a primary source of protein. As both the world population and aquaculture continue to expand, it is vital to develop new, innovative and eco-friendly solutions to ensure that global seafood security and quality meet market demands.

Launched in 2017, **SEAFOOD^{TOMORROW}** aimed to tackle these challenges. The project concluded in April 2021. Key outputs include:

- Novel aquafeeds which replace traditional fish feed sources such as fishmeal and fish oil with sustainable, eco-friendly natural ingredients and produce farmed fish fillets fortified in essential nutrients for consumers.
- New technologies and fast screening tools to detect contaminants in seafood that can be used by producers to control the risk of contaminants and reduce loss of their products.
- A concept for accredited certification and associated quality reward label and DNA based tools to support the reliable identification of seafood species, to help tackle fraud and support transparency along the seafood value chain.
- Improved access to reliable information about seafood:
 - A web-based training course has been developed for managers in the seafood sector to address education gaps in the industry (seafoodtomorrow.eu/e-learning).
 - The FishChoice website and app (fishchoice.eu) can be used by individual consumers to assess nutritional benefits and any potential risks of eating seafood on a personalised basis.

The interactive **SEAFOOD^{TOMORROW} Key Achievements booklet** showcases the project's innovative solutions, key results and insights. The booklet outlines the next steps needed to bring the results to market and plans by **SEAFOOD^{TOMORROW}** partners to explore further opportunities for end users to exploit and use the results.

António Marques, **SEAFOOD^{TOMORROW}** Project Coordinator, highlighted the impact of the project:

“SEAFOOD^{TOMORROW}'s results will help to decrease the environmental footprint of the seafood sector and support sustainable use of our marine resources. We expect our eco-innovative solutions will soon reach the market and will enable society to continue to enjoy seafood as a safe and nutritious food source. Some of our solutions require industry level validation. When this is achieved, we are confident that the results will help the seafood industry to navigate future societal challenges, contribute to the European Green Deal, circular economy and zero waste in the seafood sector”.



SEAFOOD^{TOMORROW} is the result of a collaboration involving more than 60 researchers from 35 partner organisations across Europe. For more information, please visit seafoodtomorrow.eu.



Source: freepik.com



Notes for the Editor:

The [SEAFOOD^{TOMORROW} Key achievements Booklet](#) is available to download at seafoodtomorrow.eu.

Full citation: Wilson A., Reuver M., Santos M., Marques A. (2021) SEAFOOD^{TOMORROW} Key Achievements Booklet – Nutritious, safe and sustainable seafood for the future. AquaTT, Dublin, Ireland. DOI: 10.5281/zenodo.4696236

SEAFOOD^{TOMORROW} **Nutritious, safe and sustainable seafood for consumers of tomorrow** is an Innovation Action project funded by the European Union's Horizon 2020 programme (Grant Agreement no. 773400).

SEAFOOD^{TOMORROW} ran from November 2017 to April 2021. Led by the Instituto Português do Mar e da Atmosfera (IPMA), Portugal, SEAFOOD^{TOMORROW} brought together 35 partners and 13 third-party affiliate organisations in 19 European countries.

For more information on SEAFOOD^{TOMORROW}, please visit seafoodtomorrow.eu/, follow [@SEAFOOD TMRW](#) on Twitter and LinkedIn ([.linkedin.com/in/seafood-tomorrow/](https://www.linkedin.com/in/seafood-tomorrow/)).

Contact us:

Project Coordinator: António Marques, amarques@ipma.pt

Project Manager: Marta Santos, marta.santos@ipma.pt

Press and Communications: Annette Wilson, annette@aquatt.ie



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 773400 (SEAFOOD^{TOMORROW}). This output reflects only the view of the author(s) and the Research Executive Agency (REA) cannot be held responsible for any use that may be made of the information contained therein.