

FISHMARKET

**INNOVATIVE DISTRIBUTION DESIGN
FOR THE MARKET OF THE FUTURE**

Description

- A cloud-delivered service that enables fishermen to sell into a broader market and better align their catch with what the market is demanding. And with on-boat activities triggered by the market, crews can sort and pack smarter—while still miles out in the sea.

SCENARIO



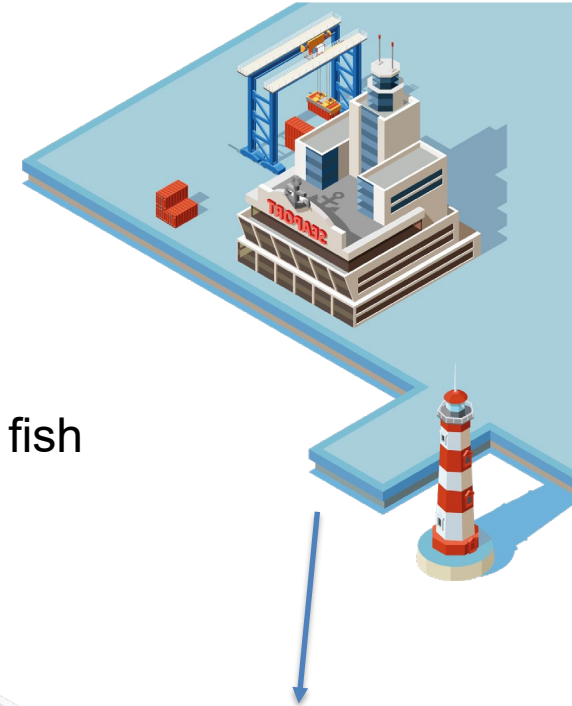
FISHING VESSELS

send real-time inventory of their catch to the central Fishmarket system and receive instructions on market requirements.

SCENARIO



FISHMARKET
Distributes the product to telematic buyers and local fish market.



EXCESS PRODUCT
is given to nonprofit organizations.



SOLUTION BENEFITS

- real time selection of fish and quantity
- centralized supply/demand management
- classification of catch by species, origin, quantity, etc...
- food waste reduction
- sorting time reduction: sold lots are prepared on vessels
- sustainable fishing support
- catch traceability
- statistical analysis which supports "precision" fishing

Actors / Stakeholder

Actors

- Fisherman
- Fishmarket
- Large organised distribution
- Social institution

StakeHolder

- Government Economic board
- Research Institutes