

# Product Innovation in Fisheries and Aquaculture: A Sustainable Response to the Global Demand for Fish Resources

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Seafood provides many of the elements needed for a balanced diet. These properties make them increasingly sought-after by consumers. This growing demand, combined with the demand for quality products, is forcing market competitors to diversify their productions. To this end, new methods of production, processing and preservation could be useful for the emergence of new products and new market opportunities by meeting consumer demands.

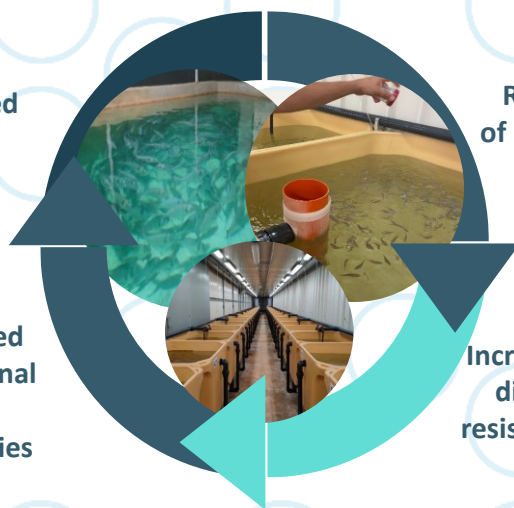
Aquaculture and genetic selection are considered proven and powerful tools for increasing production efficiency. They bring significant advantages to products.

Increased yield

Reduce cost of production

Improved nutritional fish properties

Increased disease resistance



Innovative processing and preservation technologies represent new opportunities to obtain diverse product categories, reduce waste, and extend seafood shelf life.

**Key Techniques:  
Salting and Smoking**



Preserve without compromising sensory qualities

Modern applications:  
Cold smoking + low sodium brine

Improved quality and shelf life for farmed fish



**BlueRev**  
Bio-based revitalisation of local communities

Innovative farming processes and production methods are keys to supporting the growing demand for high-quality seafood. By integrating advanced genetic selection programs and innovative processing techniques, both farmed and wild caught species can meet consumer expectations for sustainability, and nutritional value, and extended shelf life.



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