

Strong interest in information displays

# Successful inter-project networking at "market place"

The first open SEAFOODplus conference was a showcase for the research results that had been generated over the last nine months of the Integrated Project's existence. Another important task for the scientists representing more than 150 different research groups from all over Europe who are participating in the various projects was to find out what other partners were doing in their respective fields. In such an ambitious undertaking that links twenty projects under six pillars the opportunities for all the partners to gather together and exchange notes are not to be missed. To facilitate the dialogue between the different groupings the first half of the second day of the conference was devoted to a "market place" for the partners. Here a number of the researchers from the various activity blocks had assembled with information material to present their work.

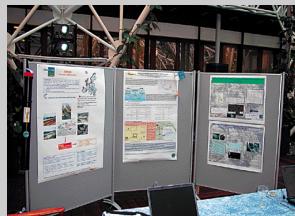
## RTD Pillar 1 Seafood and human nutrition



## RTD Pillar 2 Seafood and consumer behaviour



## RTD Pillar 3 Seafood safety



## RTD Pillar 6 Seafood traceability



As the name suggests infants and young families are the subjects of **Project 1.2 YOUNG**. The project will investigate the role of seafood in the development of children and young adults, specifically the effect of omega 3s on the intestinal tissues, the development and function of the brain, skeletal system, heart and fatty tissues with a view to developing diets suitable for young children and healthy for adults. The effect of seafood consumption on post-natal depression among mothers, a condition that effects 5-20% of all women after childbirth, will also be investigated.

**Project 2.4 CONSUMEREVALUATE** will collect and evaluate data on consumer reactions to seafood products.

Using consumer surveys carried out at homes and supermarkets the researchers will seek to understand the factors that influence a consumer's decision to buy product a and not product b. Specifically an attempt will be to establish how important it is for a consumer that a product comes from a sustainable source, is a new functional food, has health benefits, or is convenient to prepare.

**Project 3.2 REDRISK** is looking to identify the sources of pollution, that lead to the microbial contamination of shellfish ultimately causing illness amongst consumers.

The effect of parameters, such as tidal movement, temperature fluctuation, rainfall and wind will also be studied in order to develop preventive strategies. The results of this project will enable shellfish farmers and regulators to make decisive improvements in their risk management.

Consumers today demand to know where a product originates, how it has been produced and whether it is safe.

Information in the production chain is scattered among all the participants in the process with the result that some of the data is invariably lost preventing full traceability. **The three projects in Pillar 6** aim to rectify this by developing a vocabulary, systematizing the information flow between the links in the chain using new technology, and finally by validating the systems developed.

*Information about all the twenty projects under the six pillars that constitute SEAFOODplus is available on [www.seafoodplus.org](http://www.seafoodplus.org)*