

Coolnova Just-In-Time fresh fish

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Abstract

Consumers all over the world have a strong preference for fresh newly harvested fish, which is reflected in a higher market value compared to most other preserved and processed fish products. The perishability of the fresh fish and the distribution distance drive in contrary the fish value chains into preservation like freezing, salting, drying, canning etc. This paper reports findings from a research project where a new Coolnova just-in time (JIT) marketing concept has been unveiled. This concept opens a new window of opportunity for marketing fresh quality previous frozen thawed fish on daily basis just-in -time for consumption with a quality appearance like fresh fish. The fresh appearance is protected in a humid atmosphere consisting of small fog droplet which is speeding up the freezing and thawing process without any risk of dehydration or microbe degradation of the product and without any loss of drip and weight which is normal for fish frozen and thawed in traditional ways. Application of the Coolnova JIT logistic concept has the potential to revolutionize the way we are marketing fresh quality seafood, satisfying the consumer preferences for fresh fish and food welfare. The fishers' opportunities to add value of fresh caught fish may thus be increased when the fresh quality is protected in a value chain and when the barriers that today exist in the fresh seafood distribution chains are removed by the Coolnova JIT system.