

“Expanding the global menu card”

Aqualife brings resources and markets closer together

Shellfish have to be kept alive until hours before preparing. For enzymatic reasons shellfish do not keep fresh unless alive.

There are large quality differences between fresh and frozen shellfish. This combined with the obvious logistical challenges has resulted in fresh shellfish commanding up to 5 times higher market prices than frozen.

Price are further increased because the demands for fresh products raise with 8.8% per annum compared to the general industrial growth of 3.3%. This is creating a supply and demand imbalance.

Today, remote producers can only distribute to the discount focused frozen market or sell to the process industry as low priced commodities.

Even producers close to the major urban centres are restricted by a three days distribution reach keeping them from distribution their high value fresh products outside their local markets.

By the introduction of the Aqualife Logistics ocean freight system this will all change container based transportation corridors, tying the continents together and bridging the aqua cultural producers with the global markets.

⦿ **Market and food supply:**

With the current diminishing of the oceans' stocks, aquaculture is expanding in parts of the world such as North America, Europe and Asia, to ensure a continued food supply for the more than one billion people who depend on fish or seafood proteins in their daily diet. Along with this, the demand for fresh shellfish and fish is growing.



⦿ **Replacing air freight:**

Until now, only the most expensive shellfish have been freighted, generally by air as iced goods – most low value shellfish commodities such as Mussel and Clam have been restricted from international markets due to the cost of airfreight.



⦿ **Less waste:**

The wastage of shellfish has been reduced to a minimum, both during ocean freight and storage, as the shellfish are kept in their own environment until just hours before consumption. The system is designed so that the distributors use the containers for storage and take the required quantity directly from the container.



⦿ **Reduced carbon footprint:**

Compared to air freight, ocean freight of shellfish in the special Aqualife containers is 30 times cleaner in regards to environmental impact, and freight costs are reduced up to 50%. This allows the market for freight of shellfish to expand significantly in terms of both types and volume of products.



⦿ **Transportation time is not an issue:**

The transportation time is not an issue with Aqualife ocean freight as the shellfish can stay for long periods in the tanks thus retaining their natural freshness. This means a more steady flow of products for the distributors who can gain more stable prices on the market. End users will not experience the fluctuation in prices that is seen today.

