The objective of the WhiteFishmaLL project is to develop a branding concept for whitefish from the N-Atlantic that differentiates in terms of sustainable production and superior consumer benefit.

The main outcome from conducted interviews, focus group sessions and a large qualitative survey reveals consumer willingness to buy whitefish products from the N-Atlantic given certain communication parameters and product attributes such as value chain sustainability and transparency, health benefits and personalized buying experience.

A system prototype is now accessible with smartphone through QR-codes that can be placed on product packaging allowing consumer to access to requested information on a batch/catch level.