

upcom

Bringing business and IT together



**High-speed and precision methods
for fishery product recalls**

**Highly transparent fish & shellfish
product tracing approaches**

**Freshness and traceability in fisheries
& aquaculture products**

**Fresh and quality guaranteed
fish & shellfish directly from the
producer to the consumer**



What is FerTility?

FerTility is a platform that provides a reliable solution for fish producers to connect with their customers. With FerTility the current isolation between fish & shellfish producers and the consumers and the difficulty to approach each other will no longer exist. Consumers will have the ability to select fish from an aqua farm or a supplier (fisherman) of his choice, while there will be selections for the form of the fish (whole, head-off, filleted, gilled and gutted, de-scaled and gutted, de-scaled, gilled and gutted, etc.). Then, after placing the order, he will get the order in a predefined area. Several possibilities will exist, based on the availability of the client (pick up from a predefined place, etc.).

What are the benefits?

FerTility will ensure the freshness and traceability of fish & shellfish products through special time temperature sensors that will be placed in the transport boxes. This sensors are responsible for reading the temperature of the environment in the transport box and sending the data to the FerTility platform. This data is readable from a mobile application, providing to the end user valuable information on the history and quality of the fishery products.

The FerTility platform provides the ability to consumers to select fisheries products from a nearby fish or shellfish producer and place orders either alone or in groups. If a single consumer is not willing to order a full package (slot), more consumers will be invited to order fisheries products, so that the slot is finally completed. The consumers will receive the slot in a predefined destination and will be able to check the fish quality. Additionally to checking the temperature values, he can make a picture of the fish or shellfish with the mobile FerTility App and a special algorithm informs him about the quality of the product.

Upcom

Upcom is an IT company established 1997 in Belgium and expanded 2007 to Greece. Its teams consists of IT professionals, experienced in many sectors like consulting, analysis, developing from small to very large projects. Upcom specialises in the automation of business processes, but has already implemented a number of solutions in other areas, like production, engineering, etc.



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