

Hand-held tool for verifying fish freshness launches at SENA

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Seafood Analytics has claimed its new tool can quickly verify the freshness of fish using proven science, rather than relying on sensory evaluations.



The Certified Quality Reader can detect the freshness of more than 10 fish species, the company said, and will make its debut at Boston's Seafood Expo North America - follow our live blog here.

"Until now seafood industry workers and consumers would have relied on what they were told or sensory evaluations to assess the freshness of seafood," the company said. "Now there is a verified scientific approach to measuring the quality of seafood through the supply chain."

The Seafood Analytics Certified Quality Reader (CQR), now available for purchase, is a hand held, non-invasive device developed from more than 35 years of proven science, which uses electrical currents to instantly provide freshness data for fish species and other seafood, it said.

The device generates a Certified Quality number (CQN), fresh or previously frozen determination, time on ice (i.e. time since harvest), shelf life remaining, and US and European sensory equivalence scores (FDA and Torry).

"Our chief scientist and co-founder Dr. Keith Cox has 15 years experience with bio-impedance and developed this technology based on the process that has provided physicians accurate and reliable data about the human body since 1979," said Michael Liedtke, co-founder of Seafood Analytics.

“Ultimately, we are able to measure the amount of water in cells to determine the quality of fish. We are meeting a seafood industry need that has been in existence since the first fish was caught.”

In March 2015, Oregon State University Seafood Research & Education Center validated Seafood Analytics technology, science and product by concurrently measuring degrading seafood with a CQR device and sensory evaluations.

The study concluded the CQ number strongly correlates with FDA sensory decomposition score based on FDA guidance, and that CQ numbers may be used as an effective quality control tool by seafood processors and buyers. The company has patent pending on its technology.

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