Fíllet MATIC

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The Problem:

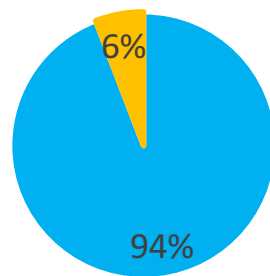**1,215** Seafood Samples

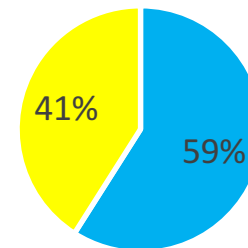**674** Retail outlets

21 States

33% mislabeled

6%

94%

- Others   - Red Snapper

41%

59%

- Others   - Tuna

Data from Oceana 2010-2012
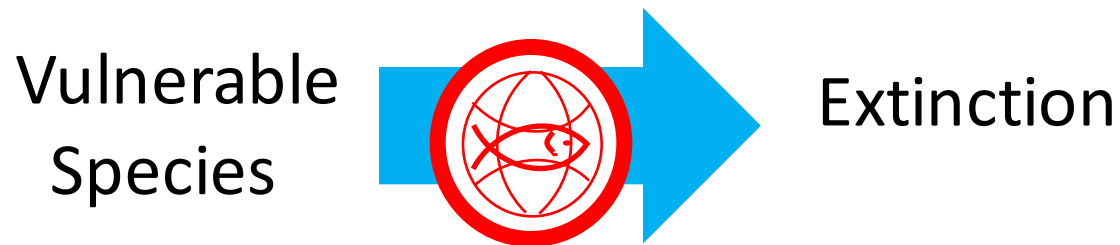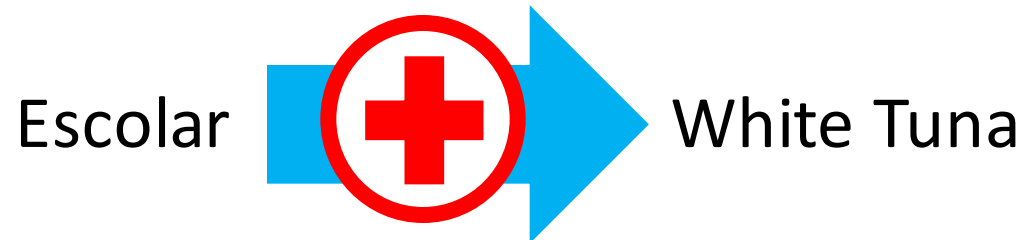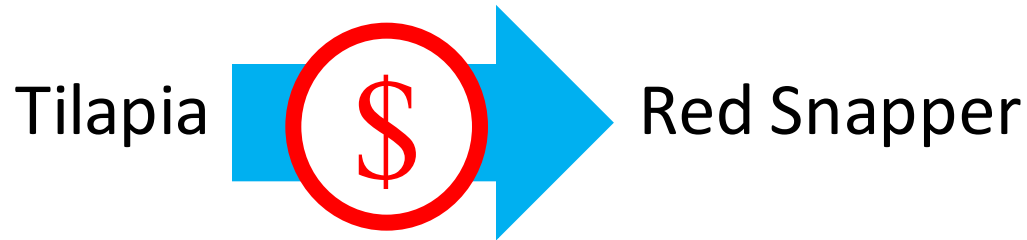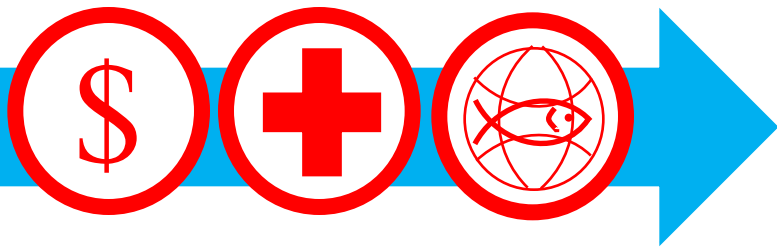
The Problem:

Obligatory labeling regulations exist but the implementation fails since **there is not** technical capacity to identify fish after it is cut.

Consumers	Distributors Retailers Restaurants	Governmental Oversight

IDENTIFICATION   INSPECTION

Relevance:

Tilapia → Red Snapper

Escolar → White Tuna
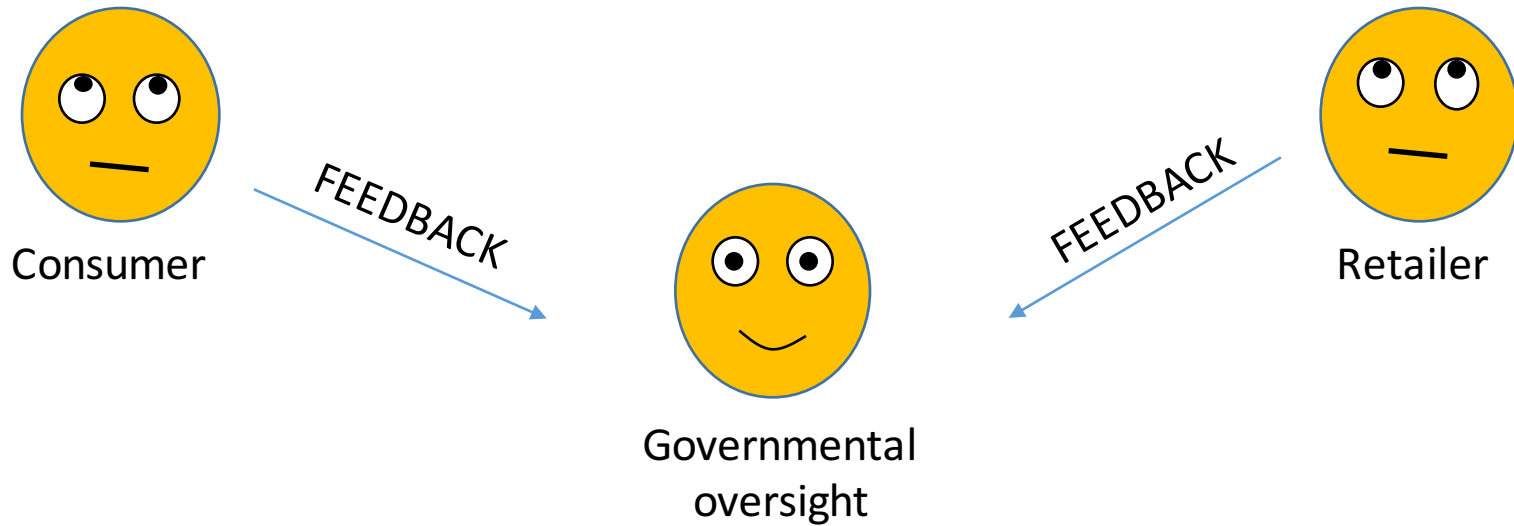
Vulnerable Species → Extinction

The Solution:

1. Easy **identification** of fish fillets by picture/database

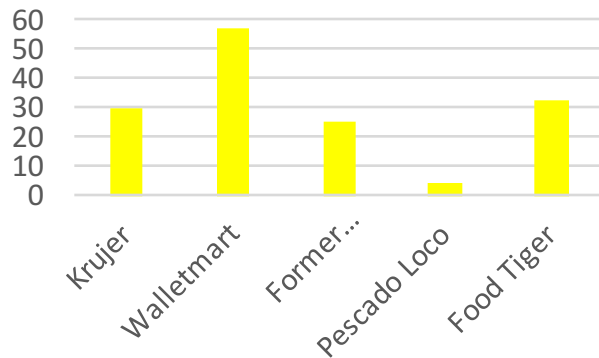2. Feedback to Governmental entities

Needed resources:

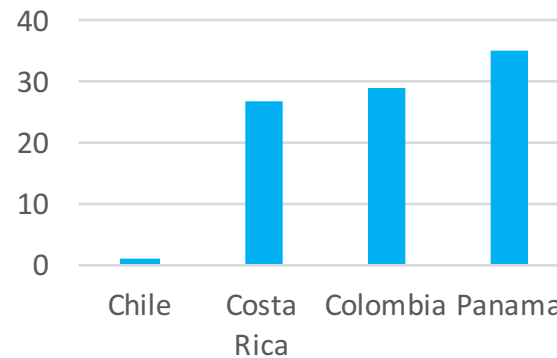Dataset of verified images to cross reference submissions.

The Model:

Consumer

FEEDBACK

Governmental oversight
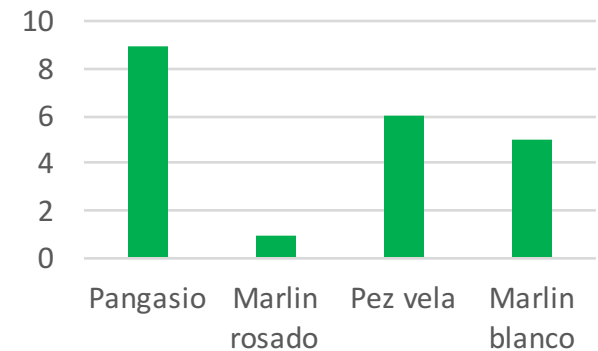
FEEDBACK

Retailer

Weekly stats:

Retails with mislabeled fish

Country of Origen:

Endangered Species:

Demo

Our Team:

Eric King
Alejandra Valdivia

Fillet
MATIC

Thanks!