Barbados Unveils Groundbreaking Innovations in Seafood Traceability and Monitoring

Bridgetown, Barbados – In a landmark event held today at the Bridgetown Fisheries Complex, Barbados launched two transformative technologies aimed at revolutionizing the seafood industry: Smart Scales and Vessel Monitoring Systems (VMS). These innovations are set to enhance traceability, accountability, and efficiency across the seafood value chain while promoting sustainable practices to safeguard marine ecosystems.



Collaborative Partnership

Hosted by the Barbados Fisheries Division, the event brought together government officials, industry leaders, and international partners to celebrate this milestone in fisheries management. The initiative was made possible through collaboration between local innovators Blue Shell Productions, Remora Fishing Traceability, and Mr. Fish Inc., with financial support from Export Barbados and the Compete Caribbean Partnership Facility (CCPF) via the 2022 Ocean Innovation Challenge innovation competition.

Innovators

Blue Shell Productions, Remora Fishing Traceability, and Mr. Fish Inc. provided the technological technical expertise.

Costa Rican firm Remora Fishing Traceability partnered with these local innovators and the Barbados Fisheries Division to design and pilot the technological devices.

Support

Export Barbados and the Compete Caribbean Partnership Facility (CCPF) provided crucial funding through the 2022 Ocean Innovation Challenge innovation competition.

Keynote Speakers Highlight Commitment to Sustainability



The program featured opening remarks from distinguished speakers who emphasized the importance of innovation and global partnerships in advancing sustainable fisheries management:

1 **Dr. Shelly-Ann Cox**

Chief Fisheries Officer at the Barbados Fisheries Division, shared her vision for modernizing the industry using technology and data-driven solutions.

2 **Dr. Sylvia Dohnert de Lascurain**

Executive Director of CCPF, underscored the role of regional collaboration in fostering economic growth and sustainability.

3 **H.E. Charley Williams**

Acting High Commissioner for Barbados and the Eastern Caribbean, highlighted the significance of international cooperation in addressing shared challenges.

4 **Mrs. Carina Cockburn**

Barbados Country Representative of the Inter-American Development Bank (IDB), discussed how these innovations align with the IDB's mission to promote inclusive growth and environmental stewardship.

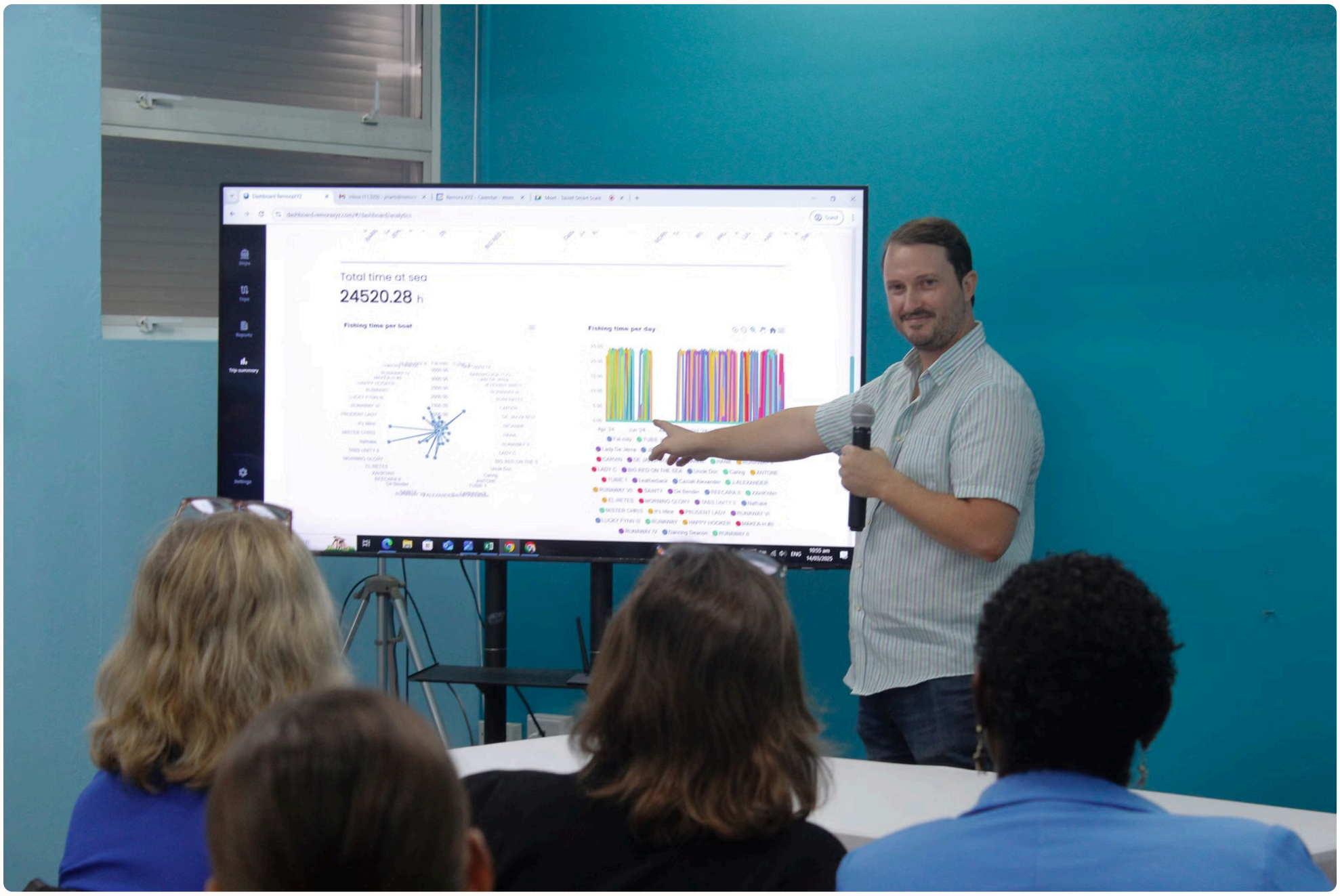
5 **Damien Prescod**

Representing Export Barbados, reiterated the organization's commitment to supporting enterprises that drive economic resilience and sustainability.



Vessel Monitoring Demonstration

Attendees witnessed live demonstrations of the new technologies, starting with the Vessel Monitoring Devices & Data Visualization Platform. Led by Juan Carlos Marti Revelo, CEO of Remora XYZ, this session showcased real-time tracking capabilities designed to improve transparency and accountability in fishing activities. Testimonials from device users further illustrated the practical benefits of the system on the ground.



Real-Time Tracking

The Vessel Monitoring Systems provide up-to-the-minute location data for fishing vessels, allowing authorities to monitor fishing activities and ensure compliance with regulations.

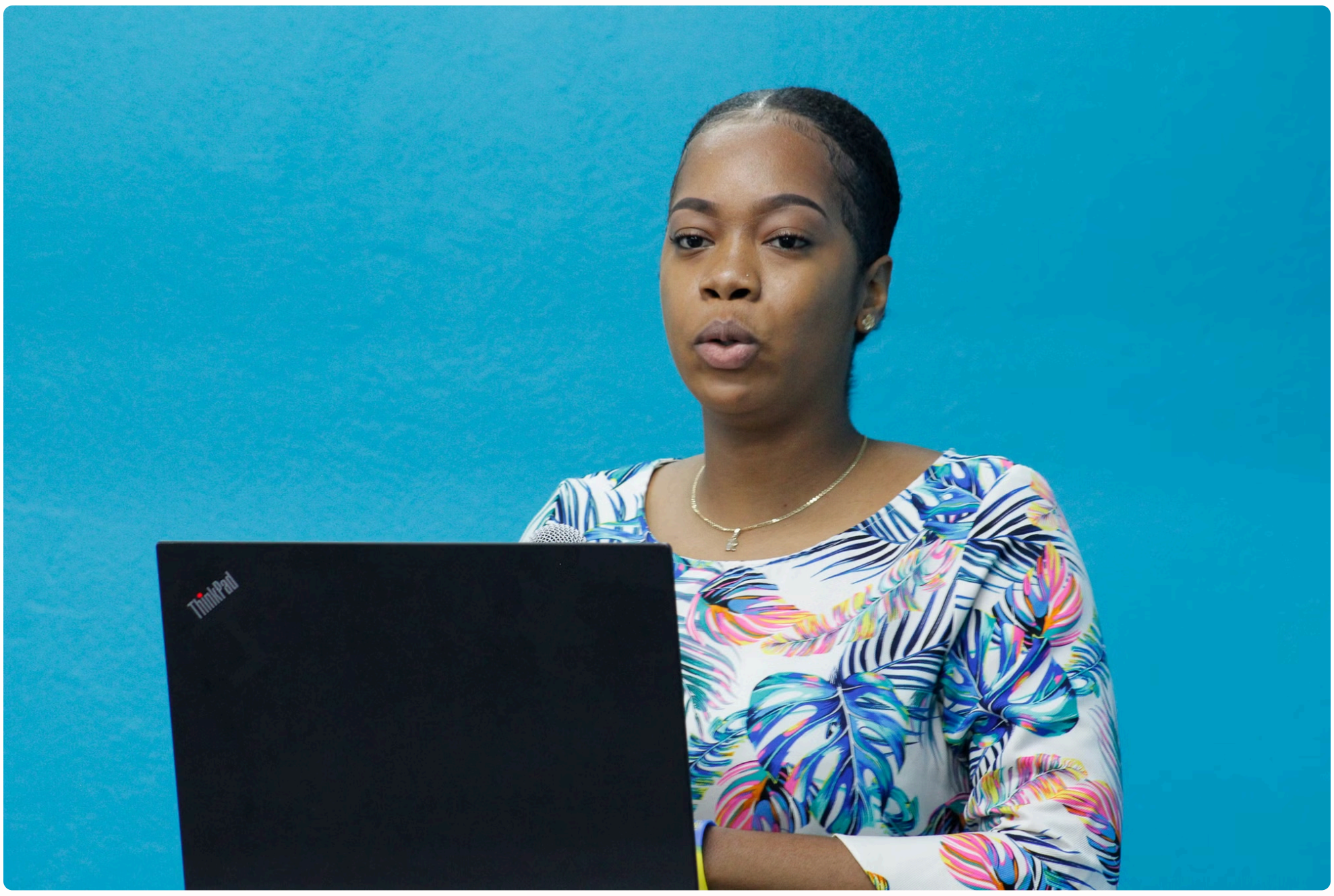
Data Visualization

The platform transforms complex tracking data into intuitive visual displays, making it easier for fisheries managers to identify patterns and make informed decisions about resource management.

Smart Scale Technology

A recorded video presentation and brief presentation by Juan Carlos Marti Revelo of Remora XYZ highlighted the Smart Scale's ability to streamline seafood transactions with enhanced accuracy and traceability. Key contributors also spoke about the journey toward and impact of the Smart Scales, including:

- Ms. Richéda Speede, Managing Director of Blue Shell Productions, who spearheaded the project's user-centered design.
- Mr. Kelvin Carter, Managing Director of Mr. Fish Inc., who provided firsthand insights into the technology's impact on local fishers and businesses.

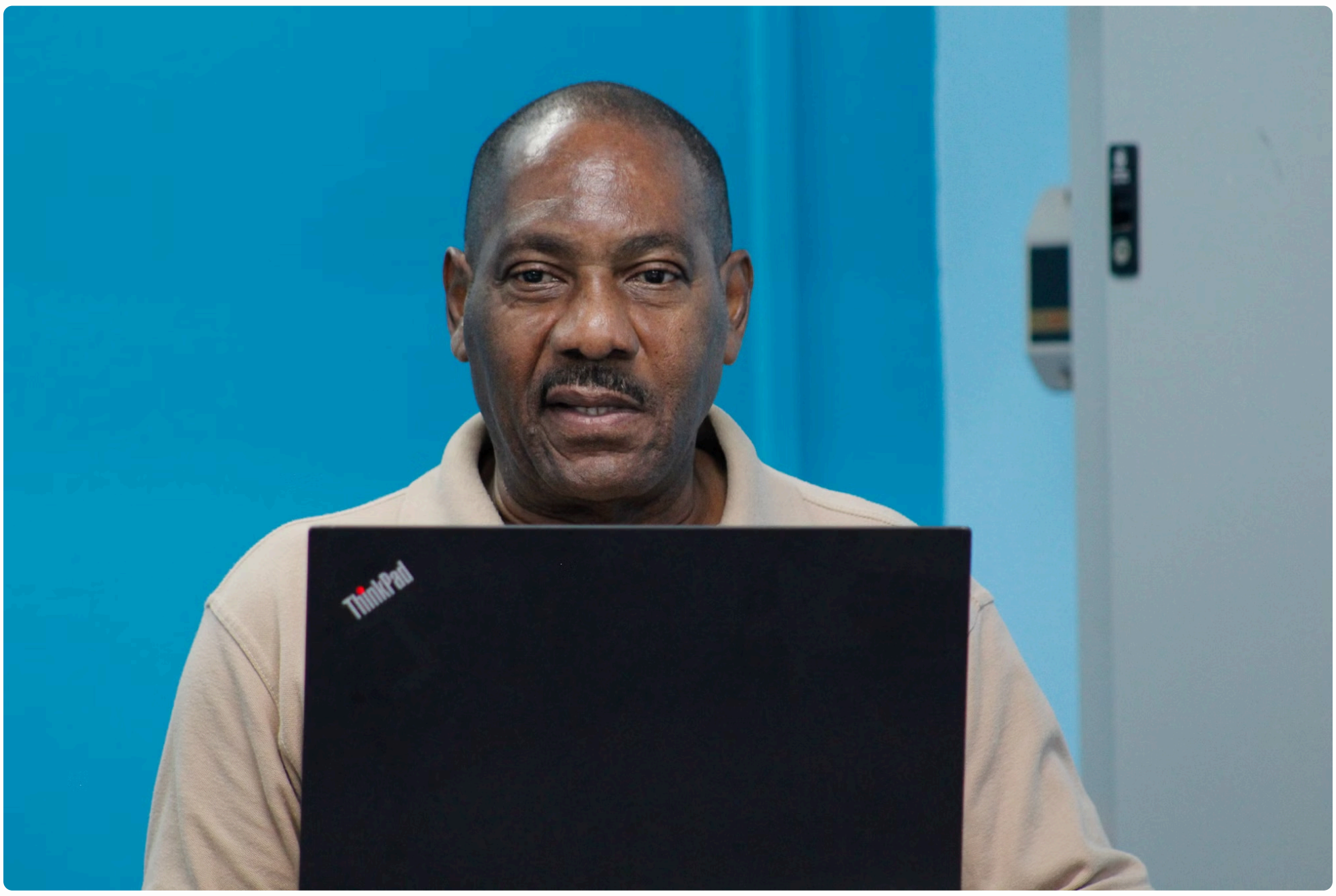


Accurate Measurement

Smart Scales ensure precise weight measurements for all seafood transactions, eliminating disputes and ensuring fair pricing for both fishers and buyers.

Digital Records

Each transaction is digitally recorded, creating a permanent record that enhances traceability throughout the supply chain and supports sustainable fishing practices.



Closing Remarks

The event concluded with closing remarks from Mrs. Carina Cockburn, Barbados Country Representative of the Inter-American Development Bank (IDB), who discussed how these innovations align with the IDB's mission to promote inclusive growth and environmental stewardship.



Ms. Jalisa King, Fisheries Data Analyst at the Barbados Fisheries Division, who reflected on the day's achievements and the transformative potential of data-driven solutions in fisheries management, which closed the event.



Celebrating Innovation and Collaboration

The event underscores DigifFish Barbados' leadership in sustainable fisheries management and its commitment to leveraging technology for environmental and economic progress.

About the Technologies

Smart Scales

Installed at the Bridgetown Fisheries Complex, these scales ensure accurate, transparent, and traceable seafood transactions, promoting fair trade and sustainability, through digital data capture about the catch.



Vessel Monitoring Systems (VMS)

Real-time tracking devices that enhance accountability and efficiency in the seafood supply chain, ensuring responsible fishing practices and contribute to increased safety at sea.



About the Partners

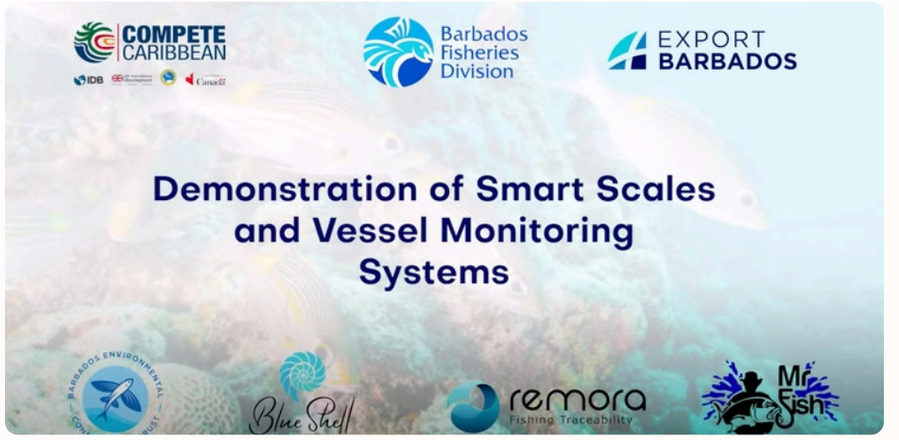
This initiative is a collaborative effort between the Barbados Fisheries Division, Blue Shell Productions, Barbados Environmental Conservation Trust Remora Fishing Traceability, Mr. Fish Inc., Export Barbados, and the Compete Caribbean Partnership Facility (CCPF), with support from its donors, the the Inter-American Development Bank (IDB) , The UK Foreign Commonwealth Development Office (FCDO, The Caribbean Development Bank (CDB) and the Government of Canada .

Compete Caribbean+
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Compete Caribbean+ stimulates economic growth, productivity, and innovation in 13 Caribbean countries. A partnership of the Inter-American Development Bank (IDB), UK Foreign, Commonwealth & Development Office (FCDO), Caribbean Development Bank (CDB), and the Government of Canada, the program fosters sustainable, inclusive private-sector development.
Visit: www.competecaribbean.org

Video Testimonials & Demos + BTS









These videos capture firsthand accounts from fishers and vendors, technology demonstrations, and behind-the-scenes implementation of DigiiFish innovations.

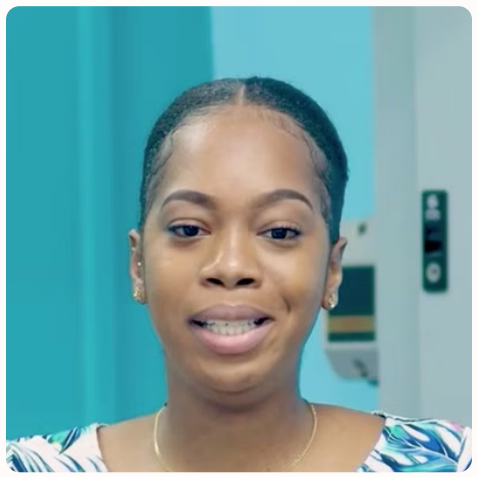
Each story highlights how digital traceability transforms Barbadian fisheries through improved accountability, safety, and market access. (**CLICK EACH IMAGE TO VIEW THE VIDEOS)**

Keynote Speeches

All partners delivered powerful keynote addresses highlighting shared vision for sustainability, technological innovation, economic opportunities, and environmental stewardship in the Barbadian fishing industry.








Click each video to hear directly from our partners about collective commitment to sustainable fishing practices, technological transformation of traditional methods, economic benefits of traceability, and our shared environmental vision for protecting marine resources.

Download Images From The Event

Browse our gallery of high-resolution images showcasing key moments from this transformative event.

Click any image to enlarge and download.

