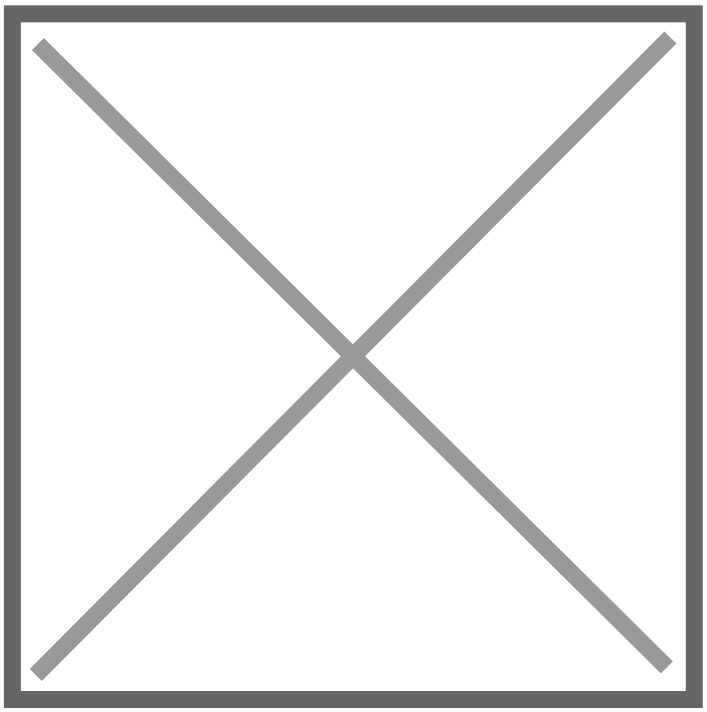
NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Blockchain technology offers producers opportunity to deepen consumer trust

15 May 2025 | News

This demand is spurring seafood producers to adopt cutting-edge blockchain technology that enables full traceability from ocean to outlet



This demand is spurring seafood producers to adopt cutting-edge blockchain technology that enables full traceability from ocean to outlet

According to new research from the Norwegian Seafood Council (NSC), 89 per cent of global consumers seek more information about how their seafood is produced. Transparency has emerged as a defining force shaping the future of the seafood industry.

This demand is spurring seafood producers to adopt cutting-edge blockchain technology that enables full traceability from ocean to outlet. By using decentralised blockchain platforms, producers can now share accurate, tamper-proof information with consumers about the entire lifecycle of their seafood products â?? from egg quality and feeding patterns to harvesting and delivery.

â??Consumer trust is now a vital currency in food production,â? said Lars Moksness, NSCâ??s Global Consumer Behaviour Analyst. â??Blockchain offers a real-time, transparent record of the seafood journey, giving people confidence in both the product's quality and its sustainability credentials.â?

Unlike traditional traceability systems, blockchain offers secure, chronological, and encrypted data storage. This enables real-time updates and a permanent digital footprint of seafood origin, environmental compliance, and logistics movements through the supply chain.

The push toward transparency has caught the attention of global investment communities. FAIRRâ??s $6.5 trillion Seafood Traceability Engagement coalition is actively working with major seafood providers to embed traceability throughout their operations. Tech firms such as IBM Food Trust and Provenance are already leading blockchain adoption in the seafood space, offering end-to-end digital platforms aimed at elevating sustainability standards and rebuilding consumer confidence.

These platforms go beyond basic supply chain tracking, documenting environmental and operational metrics such as water temperature, fish health, and oxygenation levels â?? all crucial for assessing sustainability. This not only empowers consumers to make informed choices but also helps brands differentiate themselves through verified storytelling.

â??The increasing demand for transparency is an excellent opportunity to share authentic and engaging stories with consumers, capitalising on the many wonderful narratives that the seafood industry has to offer,â? Moksness added.

The NSCâ??s latest annual Navigating the World of Megatrends report highlights blockchain among key technological disruptors reshaping seafood consumption. As global consumers grow more environmentally and ethically conscious, the fusion of food tech and trust is likely to redefine how seafood is sourced, marketed, and consumed for decades to come.