

## DSM launches Digital tool to measure fillet fish color across the value chain

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Royal DSM, a global purpose-led science-based company, launches new technology, Digital SalmoFan<sup>®</sup>, to accurately measure fillet color throughout the entire value chain.

The Digital SalmoFan<sup>®</sup> is a portable and user-friendly device measuring the color of salmon fillet according to a numeric scoring system. This innovation builds upon the DSM SalmoFan<sup>®</sup> and SalmoFan<sup>®</sup> Lineal<sup>®</sup> used today throughout the global salmon industry to measure fillet color<sup>®</sup> and brings globally accepted standard color metrics into the digital era.

The Digital SalmoFan<sup>®</sup>, which will be available to companies globally across the salmon industry value chain, from feed producers, farmers, to processors, and retailers, further highlights DSM commitment as the industry leader in color measurement tools.

Innovative features of the Digital SalmoFan<sup>®</sup> include:

- Portable, compact and easy to use. Fillet color can be measured consistently anywhere, without any light interference.
- Objective and accurate: measurements strongly correlated to, and expressed as, a SalmoFan<sup>®</sup> score - the globally accepted standard color metric.
- Once connected with **smartphones** and **tablets** via Bluetooth, the Digital SalmoFan<sup>®</sup> is simply placed on a sample fillet and ready to scan. A SalmoFan<sup>®</sup> score appears on the screen.
- The Digital SalmoFan<sup>®</sup> app is an efficient way to **gather, store and share the data** collected from color measurements. Data are captured in standard spreadsheets for easy export into larger databases.

Fabio Cervellione Director Nutrition & Health Solutions Aqua Global at G.O. Johnsen, notes that: "By introducing Digital SalmoFan<sup>®</sup>, DSM enables the entire value chain to measure fillet color (at scale) accurately and objectively. Farmers, feed producers, processors and retailers can now move their pigmentation programs into the digital era, optimizing color

management and being able to capture greater value from fillet color. One language of color, any-time, any-placeâ.

Benedict Standen, Head of Global Aqua Marketing at DSM adds: âIn DSM, we are committed to unleashing the power of aquaculture by delivering innovative science-backed solutions for optimum nutrition and health. The Digital SalmoFanâ enables the industry to maximize the value of color providing a credible, reliable and consistent reference point across the value chainâ.