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Danish AI company tackling shrimp biomass estimation

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By Responsible Seafood Advocate

Sincere Aquaculture: The future of shrimp farming must be backed by data

New Danish startup Sincere Aquaculture has raised €1 million to develop an artificial intelligence-powered solution for shrimp farm biomass estimation.

The future of shrimp farming needs to be backed by data, says co-founder and CEO Fridi Mellemggaard.

“We bring biomass insights to the shrimp farmer. And we do that by developing hard tech embedded with AI and computer vision,” said Mellemggaard. “We’re able to estimate the total biomass of a shrimp farm and tell the farmers when it’s time to harvest or if the pond is contaminated with diseases. Our solution will help shrimp farmers become more sustainable, also financially.”

Of shrimp farmers’ numerous challenges, some of the most critical are associated with a lack of data, the company stated. Harvest predictions, diseases and feed management are just a few of the particularly significant hurdles the shrimp industry and farmers must overcome.



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Sincere Aquaculture's mission is collecting, monitoring, analyzing and presenting vital parameters on underwater biomass, and providing warning alerts on possible disease outbreaks, which helps reduce antibiotic usage. Its developed products have zero-touch sensors equipped with machine learning, computer vision and artificial intelligence. They been developed to acquire data on biomass and offer real-time, critical insights that enable individual farms to improve quality, feed management, increase outputs, and standardize production techniques.

For funding, the startup enlisted angel investors Keld Søndergaard, Christian Emborg, Michael Houghton-Larsen as well as an Innobooster grant from the Danish Innovation fund.

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Author



RESPONSIBLE SEAFOOD ADVOCATE

editor@globalseafood.org (<mailto:editor@globalseafood.org>)

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