



As society continues to progress towards a more sustainable and eco-conscious market, it is imperative that cultivated seafood leads with transparency and traceability to contribute to the sustainable food market. People want to know what they are putting into their bodies and nutrition labels are the main source for communicating the ingredients in food. While nutrition labels are required to include factors such as calories, fat and carbohydrates, there are many elements that are not required to be printed. About one-third of consumers regularly check nutrition labels while shopping, but they are not viewing the whole picture. As far as seafood is concerned, deciphering sustainability and traceability of where your seafood has been is complicated and time consuming. In the time it takes to research where your tuna filet was caught and how long it traveled to make it to the grocery store, a simple QR code on your package, linking to nutrition facts and traceability could have you already packing your groceries in your car. This level of efficiency and transparency is what nutriQodeR aims to achieve. Not only can consumers view their nutrition facts, they also have access to every ingredient and where the company is sourcing these ingredients. Transparency within our ingredients and product development builds trust with our consumers, allows for healthier decisions and contributes to reducing carbon emissions. As cultivated seafood continues to grow, we need to communicate why our products are safe, healthier and a delicious alternative to wild caught fish. NutriQodeR brings nutrition labels to a new level with a conscious analysis of where our ingredients come from and how important it is to recognize how they impact your health.

Here at nutriQodeR, we have sustainability and health as our top priorities. We are working with a cultivated seafood company that creates cell-based tuna. Tuna is a broad classification of 15 different species, five of which are popular for consumption. Throughout the

world, tuna makes up one-third of seafood consumed in the United States. Many consumers do not know what type of fish they are consuming or how the sustainability varies throughout the species. This tuna product is made from bluefin tuna, most popular to consume as sushi or sashimi and catches a high price at the supermarket. Bluefin tuna are an endangered species yet are still being fished illegally or in international waters where fishing regulations are not as strongly enforced. Not only are the bluefin tuna populations declining, this predator species is vulnerable to high levels of mercury due to bioaccumulation. Mercury levels along with arsenic, lead and microplastics are not recorded on nutrition labels but are found and consumed through these products. NutriCodeR aims to bring transparency to these toxic substances to better inform consumers about what is found in their food. We are targeting cultivated tuna to protect the wild bluefin tuna population and promote a product that gives transparency about what is in their food. Having access to the nutritional facts through nutriCodeR allows our consumers to feel confident about their lifestyle choices and have a thorough understanding of how our products are created.

Throughout the development of nutriCodeR, our consumers have played a large role in how to approach transparency through advancing the details behind nutrition labels. Our target audience encompasses an age range of 20-50 years old who is eco-conscious and willing to learn more about cultivated meats. Having an easily accessible and visible QR code on nutriCodeR products will initially spark interest from consumers that will link them to a webpage breaking down the nutritional elements that are in the nutriCodeR food product. Our web page will have digestible nutrition facts followed by our upgraded version of what should be included in a typical nutrition label. Any product that uses nutriCodeR is required to meet our health and food handling safety standards as well as be transparent about their carbon footprint. While we understand that cultivated meat production still carries emissions, it is important for the consumer to understand the positive environmental impact created while choosing this product. Providing carbon emission data sets the tone for our consumers that we are looking to

revolutionize what nutrition means and how impactful an informed consumer can be. In terms of our cultivated tuna product, this also educates consumers about why choosing cultivated tuna leads to a smaller carbon footprint, allows our wild populations to rebound and most importantly, is the healthiest tuna option! Scanning a nutriQodeR leads to a plethora of information about your microplastic and heavy metals free tuna filet. Information on microplastics and heavy metals pollution is continually growing but the problem is far from solved. Moreover, it is important to consider cultivated seafood as the healthiest solution to this issue. Cultivated tuna and other seafood products can be certified microplastic and heavy metal-free which brings more awareness to the current pollution issue in our oceans. This solution creates a sustainable option that benefits the consumer and the environment directly. We also recognize the shift in the job market that cultivated meats creates and expect companies using nutriQodeR to acknowledge how they are impacting their local communities. The use of nutriQodeR for cultivated meat products increases consumer awareness, creates curiosity and contributes to lowering overall carbon emissions.

Looking forward, NutriQodeR is not limited to just cultivated tuna. We have developed a platform that can be used across a multitude of food products. NutriQoder aims to instill confidence in the consumer through an in-depth analysis of our supported food products that creates a healthier more eco-conscious society. By having health and safety standards that our clients must uphold brings peace of mind to consumers that any food product with a nutriQodeR label has taken the time to meet our high standards. As we continue to grow with different food companies we will continue developing our QR code system to meet the needs of our supporters. There will always be new ingredients and products that customers will have questions about, and we will constantly adapt our information to fulfill their sense of curiosity with backed science.

Cultivated meats are impacting our food systems and the best way to bring transparency and understanding of these products to the public is through nutriQodeR. Our advanced system

allows for seamless transmission of nutritional information that goes above and beyond the current system. Creating new nutrition categories and expanded information about nutriQodeR products ensures our products lead the way with transparency and end up in consumers' carts.