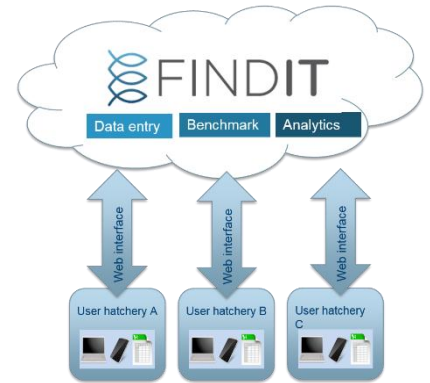


Summary on producers' benefits of using FindIT

FindIT is a web-based tool developed under the umbrella of an EU-financed project with the basic aim of moving data collected through comprehensive analysis to improving performance. Aquaculture production data are often collected and stored but seldom used. Analytics are tried when production goes bad, in search of the cause(s), but are rarely investigated when production goes well. The amount of data is big, diverse and it is difficult for the human mind to find the root causes.

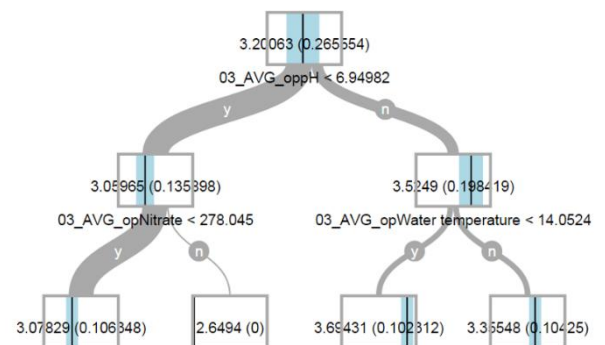
In process industries, like steel production, analysis that extracts knowledge from big data for improvements are increasingly common but this is not common in biological production. FindIT is an interface where production data from aquaculture hatcheries or farms are organised in a manner where big data analysis can be performed. It can also be used for benchmarking one's data to detect drifts in KPIs (Key Performance Indicators) based on current and past data. It is possible to compare with other operations, even the rest of the industry, but then only as anonymous data. Data mining analysis is the process of discovering meaningful new correlations, patterns and trends by sifting through large amounts of data stored in repositories, using pattern recognition technologies as well as statistical and mathematical techniques.



The benefits to the producers

By using data mining on production data, farmers have a new tool to compare and analyse their production performance and make decisions, such as changes in production process or investments, based on analysis rather than feelings or hunches of farm managers. This way of making decisions will save producers money and give them a tool for continuous improvements.

As a practical example on real production data, analysis shows that the KPI SGR (Specific Growth Rate) was 3.2 on average. If pH was below 7.0, the average SGR was 3.1, but if pH was higher than 7.0 the SGR was 3.5. Thus, by increasing pH, performance is improved.



Improving production performance is a constant trimming and optimisation exercise. FindIT features advanced tools for KPI management so as to diagnose and predict – optimising productivity, reducing mortality and increasing quality. FindIT uses state of the art information technology for treating big data, statistics, analytics, and data mining. FindIT is based on the KISS principle, “Keep It Simple Stupid” allowing use of the tool by e.g. technicians and hatchery managers. It is secured software (IPR) and operates on regular PC and tablets. Smartphone data entry and access is anticipated.

Think IT different,
 **FINDIT** simple!

All data that can be measured and all KPIs that can be calculated can be included in FindIT. The FindIT tool has been designed for salmonids and marine species. To date, the hatchery stage, where the production environment can be controlled, is the core focus. However, the tool can be developed to include also the sea cage phase of the production. Good data collection software is in use by all salmon farms, e.g. Fish Talk and Mercatus. However, none of the existing software features the FindIT analytical tools that help the producer improve both farm and production performance.

