

## Lobster Pod Background For Journalists

Errin Todd and her husband, marine biologist Dr Keith Todd are the co-inventors of a live shellfish storage and transportation system called the Lobster Pod. This solves a real problem in the supply chain of shellfish in an innovative way.

Every year the UK exports live shellfish worth £440,000,000. The worldwide markets of lobster, crab, prawn, scallop and other shellfish species is worth \$40 billion and growing. But, an average of 15% of shellfish is wasted during transportation due to damage and stress.

The Lobster Pod is a novel, patent pending live shellfish vivier system. It has been scientifically proven to increase survival to over 99%. The quality of the shellfish is improved by utilising a unique controlled atmosphere system which creates the optimum conditions for lobster, crab, langoustine and other shellfish species. In transport mode the humidity within the Pod is controlled which replaces the need to transport the shellfish submerged in seawater. This reduces salt water corrosion to the vehicle increasing the refrigerated trailer's lifespan. In addition the animals' metabolism is slowed down meaning they produce less waste and are less stressed. Reduced weight means fuel savings and reduced carbon emissions too. It can use the full cubic capacity of a vehicle increasing the amount of produce delivered and reducing the waste.

The Lobster Pod can also be used for short term storage onboard a boat or at the quayside or for medium or long term storage for seasonal markets. The onboard version of the Lobster Pod can be utilised to hold the shellfish in seawater reducing stress on the animals caused by wind and sun damage. In storage mode the system is flooded and extra filtration capacity can be added. Multiple species can be held in the same system as they are in separate trays which also reduces crushing and physical damage. Reduced waste is good for the fishery too leading to improved sustainability.

By using the Pods the handling of the shellfish is reduced and as this is the main factor resulting in losses there are obvious benefits for the user. The whole Lobster Pod is palletised making it quicker and easier to load and unload. There is no need for a dedicated vehicle. Shellfish are held in customised fish boxes making traceability possible and 'Fish and Chip' telemetry can be added ensuring provenance of your shellfish from catch to plate. Shellfish are happier and healthier and therefore tastier for the consumer.

The Lobster Pod storage model is ideal for hospitality to hold shellfish in restaurants ensuring optimum quality and taste. The first Lobster Pods have recently been installed at new 'Surf and Turf' restaurant in Birmingham called Nosh and Quaff. Owner and chef, Aktar Islam, appeared on BBC2's Great British Menu (winning the fish dish in the final) and is winner of Channel 4's the F Word Indian restaurant of the year. Aktar is an ambassador for the Lobster Pod along with James Cook of D R Collin shellfish merchants in Eyemouth and Dreckly Fish are trialling the system soon.

The Todd's have a combined 40 years' experience of working alongside the fishing industry including designing and manufacturing technology. The Lobster Pod team are delighted to announce new additions to the team Laura Johnson, Marek Wolf and Alasdair Busby. They are all focused on improving the quality of shellfish from catch to plate and providing exceptional customer service.

Dr Keith Todd said, "Our aim is to provide practical solutions for the industry with a focus on improving the quality of shellfish. We are really excited to launch the Lobster Pod and look forward to working with new and existing customers."

Todd Fisheries Technology (a sister company) design, supply and install shellfish holding, bivalve purification, filtration and hatchery systems. Photos and more information can be found at [www.toddfish.co.uk](http://www.toddfish.co.uk)

Errin Todd, founder of Lobster Pod said, "We are really excited to be launching this new product at the Skipper Expo. We would like to thank our Ambassadors who have trialled the system and both Scottish EDGE and Scottish Enterprise for their support. Our aim is to meet new customers who are influencers in the industry and early adopters of new technology. The Lobster Pod is going to improve the quality of our shellfish and provide many benefits for everyone in the supply chain from catch to plate. Our aim is to start the seafood revolution!"

The Lobster Pod has recently won the Scottish EDGE award, an Interface Food and Drink Innovation Award and the Most Enterprising Start-Up Award at the Fife Business Awards. The launch of this innovative new product will be at the Aberdeen Skipper Expo, Stand 96 on 29<sup>th</sup>-30<sup>th</sup> May 2015 by (tbc) Richard Lochhead MSP (Cabinet Secretary for Rural Affairs, Food and the

Environment). Call Errin or Keith on Tel. 01383 829800 or check out the website [www.lobsterpod.co.uk](http://www.lobsterpod.co.uk) or twitter @Lobster\_Pod to find out more.

Footnotes:

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Websites: [www.lobsterpod.co.uk](http://www.lobsterpod.co.uk) [www.toddfish.co.uk](http://www.toddfish.co.uk)

Based in Dalgety Bay, Fife, Scotland