A model for communication of sensory quality in the seafood processing chain

Sensory quality has a key influence on consumer perception of a product. It is therefore of great importance for the processing industry that the sensory quality fulfils the expectations of the consumer. Sensory evaluations are the ultimate tool to measure and communicate sensory quality, but it is generally not fully implemented in the chain from catch to consumer. The importance of communicating sensory demands and results from evaluations in the seafood processing chain is described and a Seafood Sensory Quality Model (SSQM) is suggested as a communication tool.

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