



## MED BLUE TECH AND APP LONJA 2.0: CONNECTING CONSUMERS TO LOCAL FISHERIES FOR A RESILIENT AND SUSTAINABLE BLUE FOOD SYSTEM

MED BLUE TECH Y APP LONJA 2.0: CONECTANDO A LOS CONSUMIDORES CON LAS PESQUERÍAS LOCALES PARA UN SISTEMA ALIMENTARIO AZUL RESILIENTE Y SOSTENIBLE

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## Introduction and Context

Artisanal fisheries are vital for coastal economies and marine sustainability but face growing threats from global markets and reduced profitability [1]. *App Lonja 2.0* is a co-created, proof of concept, digital platform designed to modernize artisanal fisheries and promote a fair, sustainable blue economy [2]. Its goals include digitalization, short transparent supply chains, and stronger community participation in decision-making. Developed and tested with Fishermen's Guilds in Murcia, the app enables real-time catch monitoring, competitive pricing, and alternative compliant sales short channels. Results show improved efficiency, higher incomes, and better consumer access to fresh, low-carbon seafood, proving that science-community collaboration drives inclusive innovation [3]. All these aspects of the App Lonja 2.0 were presented and discussed within the framework of the Round Table on Aquaculture and Blue Foods at Med Blue Tech Alicante, held on 26 November, highlighting its relevance for advancing a fair, digital, and sustainable blue economy. The following sections briefly outline the origin of the initiative, its current state of development, the main challenges detected and the conclusions and future steps.

## Origin and Evolution

*App Lonja 2.0* is a Decision Support System (DSS) aimed at improving operational efficiency and sustainability in artisanal fisheries (supplementary material). Through co-design with fisher communities, it evolved into a fully functional digital application that empowers fishers with real-time data and actionable insights for better decision-making.

Its core objectives are: 1) Monitor catches and fishing activity in real time to optimize operations; 2) Enable competitive price agreements directly at the auction market; and 3)

Provide alternative, regulation-compliant sales channels to strengthen short supply chains.

As key features and benefits, the *App Lonja 2.0*: a) Acts as a decision-making tool for fishers, integrating traditional practices with digital innovation; b) Improves efficiency and profitability through data-driven strategies; c) Offers a user-friendly interface for fishers and buyers, ensuring accessibility; and d) Supports strategic planning for sustainable resource use and market positioning.

## Current Status and Challenges

Developed and tested with the Fishermen's Guild of the region of San Pedro del Pinatar, Puerto de Mazarrón and Aguilas, the app has proven effective in real-world trials. However, remaining challenges include adapting regulations to enable short supply chains, expanding digital training for fishers or ensuring long-term integration into distribution channels and key actors.

## Conclusions and Future Steps

*App Lonja 2.0* demonstrates how the DSS has evolved into a practical, community-driven tool that modernizes artisanal fisheries, enhances decision-making, and promotes a socially, economically, and environmentally sustainable future and blue economy. Beyond improving operational efficiency and enabling short, transparent channels for the commercialization of local fish, the App actively supports the promotion of local blue food. Its adaptable design enables replication across aquaculture and

sustainable seafood systems, strengthening local value chains and access to responsibly sourced products. To maximize impact and uptake, the App's benefits and functionalities should be disseminated through targeted, well-structured outreach and awareness campaigns in collaboration with fishermen.

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## References

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**Lonja 2.0**  
APP  
DEL MAR A TU MESA

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# APP LONJA 2.0

Innovación para un sector pesquero más moderno, sostenible, rentable y conectado.






## ¿Qué es?

- Plataforma digital para la compraventa de pescado fresco.
- Conecta pescadores, lonjas, clientes y distribuidores.
- Disponible en Android e iOS.  
- Modelo: venta directa + subasta al alza.

## Objetivos

-  Modernizar la comercialización de productos pesqueros.
-  Mejorar distribución, trazabilidad y análisis de negocio.
-  Incrementar la rentabilidad de pescadores y armadores.
-  Impulsar la sostenibilidad y la confianza del consumidor.

## Usuarios y Beneficios

-  **Productores:** más beneficios, planificación de pesca, reputación con valoraciones.
-  **Lonjas:** acceso a nuevos clientes, mejora de precios, datos de mercado.
-  **Clientes:** fotos y trazabilidad en tiempo real, transparencia, entrega rápida y cómoda.
-  **Pescaderías:** nuevo canal de venta, reparto en frío, promoción local
-  **Artes de pesca:** control de capturas, precios y promociones.

## Estrategia y Mercado

- ✓ Transparencia y trazabilidad → confianza del consumidor.
- ✓ Empoderamiento de pescadores → precios más justos.
- ✓ Generación de empleo → nuevas oportunidades y formación.
- ✓ Incremento de ventas y reducción de costes.
- ✓ Atracción de inversión y subvenciones.
- ✓ Estimulo al turismo gastronómico.

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More information:

<https://www.um.es/web/gtc-economia-azul/proyectos/app-lonja-2.0>