

CMA CGM : LIVE SEAFOOD NOW TRAVELS ABOVE WATER.



AQUAVIVA
INNOVATION AND CARE FOR LIVE SEAFOOD





CMA CGM is a leading worldwide shipping Group. Today operating a fleet of more than 449 vessels, the Group serves over 420 ports around the world thanks to its network of over 600 owned offices and 29 000 employees. With an organization dedicated to Reefer, CMA CGM is your global partner with local expertise in seafood transport.

AQUAVIVA®: A NEW GENERATION OF CONTAINERS

With AQUAVIVA®, CMA CGM innovates to offer a larger range of solutions for seafood transportation. This new generation of container features the EMYG's INNOPURE® technology to allow the safe carriage of live lobsters and in the future live seafood. EMYG is an international expert of professional water filtration dedicated to live seafood.

AQUAVIVA®

- allies respect for the environment well-being of animals and cost-efficiency.
- a new alternative to both freezing and airfreight.
- designed as the natural lobster habitat to guarantee first-day quality even over a long term conservation.



The most economical transportation mode

Low cost: With several hundred reefer plugs per vessel and up to 3.240 live lobsters per Aquaviva 20' container, CMA CGM can carry large quantities per voyage.

Time saving: With its global network, the Group can offer supply chain solutions direct from the fishing trawler right to your customer.

Long distance: With more than 200 line services, CMA CGM can connect your factory to any location in the world.

Best quality and conservation

First-day quality: EMYG's INNOPURE® technology is based on natural life conditions replicating the characteristics of the marine environment. The technology enhances the quality of seafood available on the market.

Reliable conservation: AQUAVIVA® containers extend standard post-transport shelf life of lobsters from a few days to several months. This solution is ideal for the high season and protects the well-being of the lobsters during and after transportation minimizing stress levels.

Ready-to-cook commodities:

AQUAVIVA® ensures the lobsters are well preserved minimizing wastage from departure to arrival thanks to the eco-friendly transport conditions.

The most eco-friendly and respectful solutions

Optimal conditions: AQUAVIVA® containers have been designed with biologists to create a natural and stress-free environment. Furthermore transportation involves no chemical process.

Eco-friendly: With 406g of CO₂ emissions per kg of lobsters*, seafreight is the most eco-friendly transportation mode.

Water-management:

On arrival the used sea water is treated and returned to the sea.



*Estimated on North America - North Europe routes

Live lobsters supply chain with AQUAVIVA®

Fisherman
Producers
(crustaceans
& shellfish)

**FROM FISHING
TRAWLERS**

Mass retail
Restaurants
Fishmongers
(presentation)

RECEPTION/DISTRIBUTION



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