

Kevin Dodelande's iMi (International Market Insights) on the hunt to tackle the global food crisis

In a world grappling with the challenges of climate change and global food security, French company iMi is establishing itself as a leading force in turning Information into insights for the good of the planet.



Paris, France Oct 28, 2023 ([Issuewire.com](https://www.issuewire.com)) - French company iMi is establishing itself as a leading force in big data collection, processing and analysis. By harnessing the power of open-source data, iMi has made remarkable progress in anticipating the impact of climate change on food consumption patterns. Its innovative approach not only helps food producers to adapt their strategies but also plays an important role in preventing potential nutritional crises worldwide.

Anticipating the effects of climate change, a real-life example of global salmon production

A striking example of iMi's active contribution to tackling the global nutrition crisis is its ability to anticipate the impact of climate change on food production. By analyzing large quantities of data, including climate models, ocean temperatures and historical food production data, iMi can identify potential threats to food supplies well before they occur.

The case of El Niño

Normally, the earth has been warming continuously and almost linearly for the past four decades due to man-made greenhouse gas emissions. However, this trend is regularly masked by climatic phenomena such as El Niño and La Niña, or temperature fluctuations in the North Atlantic. For example, El Niño characterized the 2015/2016 period by short-term warming, while La Niña led to short-term cooling in 2020/2021. These natural fluctuations mask the actual warming trend. They were particularly pronounced between 1998 and 2012 when global temperatures remained virtually stable. Experts refer to these so-called "warming pauses" as hiatuses.

Turning information into insights

The analysis of the El Niño phenomenon is an example of iMi's foresight. El Niño causes variations in ocean temperature which, under certain conditions, can lead to an increase in salmon mortality rates as salmon production requires a stable sea temperature. iMi closely monitors changes in these conditions in key farming regions such as Chile, Alaska and Scotland, which account for 32% of global production, and correlates them with historical data to help salmon producers identify potential risks. An innovation that has already impressed companies such as Pure Salmon, a global food giant.

Adapting business strategies

The value of iMi's analysis lies not only in identifying potential risks but also in providing food producers with the information they need to adapt their strategies. For example, both waters of the North Atlantic and East Pacific (Chile) are cooling rapidly, with only an 18% increase in temperature this year. This could increase mortality rates in farmed salmon by 40% and lead to food shortages. Kevin Dodelande, co-founder of iMi explains "Armed with accurate and timely information, producers can adjust their business plans and make informed decisions to mitigate the impact of climate change on their operations."

Create production sites on time

Thanks to iMi's data analysis, food producers can identify suitable locations for new production sites. By taking into account factors such as changing weather conditions, land availability and water resources, producers can establish production sites in regions less exposed to climate-related risks. And closer to consumer areas as with Pure Salmon whose innovative business model is based on land farming rather than sea. This proactive approach guarantees a stable supply of foodstuffs, even in the event of changing weather conditions.

Meeting production targets

Kevin Dodelande adds "iMi's data-driven approach also helps food producers to set realistic production targets." By taking into account the anticipated impact of climate change on individual crops, livestock or fish farms, producers can adjust their targets accordingly. This enables them to maintain sustainable production levels while meeting the demands of a growing population. This forecasting approach was first used for Animal Heath Manufacturers during extensive fires in Australia killing live stocks by millions.

Sustainable food production

In the fight against the global nutrition crisis, iMi's specialized expertise in big data collection, processing and analysis has been a game-changer. Its ability to anticipate the impact of climate change on food consumption patterns enables food producers to effectively adapt their strategies. By providing

valuable information, such as the effects of El Nino on salmon mortality rates, iMi is paving the way for informed decision-making and sustainable food production. Thanks to its active contribution, iMi plays a crucial role in preventing potential nutritional crises and ensuring a safer, more resilient food future for all.

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