

**Atarraya returns to the Seafood Expo North America (SENA)  
with the future of aquaculture in its hands.**

*Under the slogan "Enter the Future", Atarraya will be at SENA showcasing virtual reality Shrimpbox Farms tours, tastings of its [Agua Blanca](#) specialty shrimp - the market's most sustainable choice, offering a taste superior to even that of wild shrimp - and live harvests from a real-size Shrimpbox, all at booth #1805.*

Consumers yearning for a sustainable shrimp option will find their answer in Agua Blanca specialty shrimp. Already gracing the menus of high-end restaurants in Washington and NYC, our shrimp has garnered acclaim, including recognition from the Specialty Food Association and a -soon to be announced- prestigious award that celebrates *the most forward-thinking and creative new tastes that are driving trends, delighting customers and delivering expanded menu offerings across the industry.*

Like every year, Atarraya returns to SENA 2024 to showcase Shrimpbox, the world's most sustainable and efficient aquaculture technology, and to share its vision for a future of synergy, collaboration, and mutual benefit for human societies, ecosystems, and the planet. During the expo, we will conduct daily, at 1 pm, demonstrations of real-time shrimp harvesting and tasting dishes prepared by our James Beard Awarded Chef/Culinary Advisor, [Joshua Whigham](#). Our team will provide information on how to buy our shrimp and start a Shrimpbox Farm. Additionally, visitors will have the opportunity to explore our farm in Indiana, the world's first modular and automated farm, through a virtual reality tour. They will also be able to walk through the interiors of our prototypical farms for the widest variety of climates and landscapes, thus experiencing Shrimpbox Farms firsthand.

It's time to Enter the Future of seafood; it's time to Enter the Future of food production.

Atarraya: Where Future Makes Sense

**Where**

BOSTON CONVENTION AND EXHIBITION CENTER

[415 Summer Street, Boston, MA 02210](#)

**When**

March 10 - 12, 2024

**About Atarraya**

Atarraya is on a mission to build the most profitable protein industry in a generation: sustainable and local shrimp farming in the US. Powered by AI, Atarraya's multi-awarded Shrimbbox technology is a plug-and-play, hyper-modular, semi-automated farm housed in a modified cargo container that transforms aquaculture by using the most advanced biotechnology, software and hardware available. Atarraya's mission goes beyond selling shrimp; it aims to revolutionize the food system by prioritizing nutrition, local economies, and minimal environmental impact. Atarraya's shrimp is distributed through Agua Blanca — tailor-grown for restaurants and chefs who want to delight customers while safeguarding the planet.

Based in Mexico City and Indianapolis, Atarraya is a privately held corporation backed by Jeffrey Horing, Mark K. Gormley and other angel investors. Follow Atarraya on [YouTube](#), [LinkedIn](#) and [Twitter](#), or learn more at <https://www.atarraya.ai>.