Follow the Fish
The evolving world of seafood traceability

February 9th, 2016
What is FoF?

We are systems design people and idea incubator… we help intrepreneurs, entrepreneurs, businesses and NGOs collaborate in an impactful way to change practices in the seafood industry on behalf of ending overfishing.
What is traceability?
A record-keeping system designed to track the flow of product or product attributes through the production process or supply chain.
The reality

…what it looks like in practice can mean different things to different people
It's barcodes and QR codes!

It's GS1!

It's electronic logbooks!

I can do product recalls.

Paper works just fine.
Everyone is correct!

• There are multiple functions of traceability that meet different needs and provide different benefits
• However, to accomplish the goals of traceability (eliminating IUU, fraud, etc.) a supply chain requires multiple functions
Five core business functions of traceability technology

- FoF identified five core functions of technology applications that manage supply chain data
- Because supply chains are complex, implementation of these functions is a challenge—but it is not impossible
Vessel data capture
Catch-level data uploaded at the source

Product/data pairing
Physically attaches data to the product

Supply chain visibility
Supply chain traceability and risk management

Internal traceability
One-up, one-down tracking

Data verification
Capacity to cross check and verify data accuracy
The ideal: all 5 functions in a supply chain
What does this mean?

It’s an ecosystem approach multiple stakeholders with multiple technologies working together. One company alone does not solve “traceability.”
How does one engage?

Each function has its own value proposition. You need to decide which one has the greatest value for your company. BUT each function relies on information from other functions.
Internal traceability, product data paring & vessel data capture

- Accomplishes: supply chain management, inventory control, operational efficiencies, health and safety compliance, audit facilitation, and real-time landing and supply chain information.
- All functions rely on each other to supply accurate, timely data.
The reality...
What does this require?

Collaboration across supply chain actors AND collaboration between technology vendors to meet the complexities of the world we live in.
Panel: Examples of technology working together.
Discussion: What do you have?