GDST: The “New Normal” for Seafood Traceability

SENA Conference Panel
March 13, 2022
Boston
David Schorr
Senior Manager,
Transparent Seas

WWF

GLOBAL DIALOGUE
on Seafood Traceability
The first-ever global, industry-led standards for interoperable seafood traceability

... learn more at www.thegdst.org
GDST has reached an important moment

How did we get here?
- 2017 - WWF & IFT Convene the Dialogue

- 2019 - Steering Committee is Formed

- 2020 - GDST 1.0 Standards Published

- 2021 - Growing Participation + Recognition

- 2022 - Reorganization + Independence
Seafood

Darden Restaurants, Director of Seafood Procurement (10+ yrs in Singapore)
US Foodservice (Monarch), Category Director, Seafood (5 yrs in Illinois)
Flying Food Group, VP Corporate Procurement (still in Illinois)
Caesar’s Entertainment, Strategic Sourcing, Seafood (Illinois, Las Vegas)

Certification (both quality/food safety and sustainability)
NSF International, Global Dir., Seafood + Managing Dir, China (4 yrs in Shanghai)
Global Seafood Alliance (GAA), SVP, Business Development, Operations (in NH)

. . . and now GDST Executive Director as of 1 February 2022
Greg Brown
Executive Director
GDST
The Panel

GDST: THE “NEW NORMAL” FOR SEAFOOD TRACEABILITY

ANGEL MATAMORO
Nueva Pescanova

ADRIANA SANCHEZ
Iberostar Hotels & Resorts

MICHAEL MCNICHOLAS
Culinary Collaborations LLC
A Brief Update:

Strong Growth, Solid Momentum
Over 100 companies now have adopted or endorsed the GDST standards

Accelerating growth since the launch of GDST standards in March 2020
The GDST is already supported by businesses in over 28 countries around the world.
Support from other Key Stakeholders

Endorsements by leading technology vendors

Endorsements by leading organizations and industry groups
Five industry groups joined to issue a major statement.

GDST identified as one of two top priorities for fighting IUU.
Growing Recognition and Use of GDST Standards
GDST and New Regulations

The new US rule embraces a model of traceability closely aligned with GDST.

Major new regulations will create strong requirements for digital, lot-based traceability

(the GDST is already being treated as relevant by stakeholders in both processes)
GDST: THE “NEW NORMAL” FOR SEAFOOD TRACEABILITY

The Panel

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Nueva Pescanova

ADRIANA SANCHEZ  
Iberostar Hotels & Resorts

MICHAEL MCNICHOLAS  
Culinary Collaborations LLC
Angel Matamoro
Chief CSR Officer
Nueva Pescanova

THE GDST AND THE “NEW NORMAL”
FOR SEAFOOD TRACEABILITY

SENA 2022, Boston 13 March 2022
amatamoro@nuevapescanova.com
Nueva Pescanova

10,000 + people
19 countries

€905 million
Sales (in 2020)

CSR PRINCIPLES

PLANET

PEOPLE

PRODUCT

COMMUNITIES

ETHIC

VALUE
OUR COMMITMENT TO SUSTAINABILITY

COMMITTED TO OUR PLANET

TODAY

- Legal and responsible fishing that promotes preservation of fisheries.
- Responsible and sustainable aquaculture, with no prophylactic use of antibiotics and respectful of animal welfare.
- Environmentally sound operations and biodiversity conservation projects.
- Responsible use of natural resources and energy.

2025

- Full traceability of raw materials and products under the GDST standard.
- 100% of our packaging will be recyclable, reusable or compostable.

2030

- 100% fishing and aquaculture raw materials sourced sustainably.
- 100% of our plants and processes certified for quality, food safety and environmental management.

2040

Being Carbon Neutral:
- With gradual reduction of 50% of emissions from the 2020 baseline.
- Launching compensation projects for the remaining 50%.

COMMITTED TO OUR PEOPLE

100% of our staff enjoying legal, fair, safe and decent employment, occupational health and safety plans, talent management, training and professional development complemented with diversity and equality plans.
MATERIALITY & TRACEABILITY

- **PE2**: Ensure the health and safety of our employees
- **PR1**: Food safety and product quality assurance
- **PL9**: Promote sustainable and transparent fisheries and aquaculture
- **PE1**: Establish responsible and transparent labour relations
- **PL1**: Optimise our energy consumption and switch to cleaner sources of energy
- **PR5**: Evidence the traceability of products, their origins, characteristics, and processes
- **ET1**: Establish internal governance tools (policies, standards, procedures)
- **PL6**: Minimise wastewater discharges, ensuring their treatment
- **ET2**: Comply with the 10 Principles of the UN Global Compact
- **ET4**: Ensure the transparency of all our activities
- **ET5**: Adopt measures to combat illegal, unreported, and unregulated fishing
- **PE3**: Promote equality and diversity
- **PL3**: Pursue maximum efficiency in the use of raw materials (fish and other ingredients, and materials)
- **PL2**: Optimise water management measures, preserving its quality
- **PL5**: Optimise processes to minimise atmospheric emissions (GHG and ODS)
- **ET3**: Align our activities with the Sustainable Development Goals (SDGs) of the UN 2030 Agenda for Sustainable Development
- **PR7**: Ensure transparency in product labelling
- **PL7**: Minimise waste generation, ensuring its correct management and valorisation
... We’ve adopted the GDST Traceability standard
... Partnering with IBM to apply..
...to get full traceability of all Nueva Pescanova products from sea to table.
Learnings
Standardize the approach.
Use same language throughout the value chain.
Identify where the KDE comes from and who owns each one.
Identify where the KDE is in the IT system and whether it is there or not.
Identify trace errors and establish good habits.
Automate all KDE captures and establish data quality control.
Keep commitment of all actors in the value chain along the project.
Show improvements to maintain momentum,
Full traceability takes time.

Opportunities and Challenges
Traceability allows you to incorporate relevant data for sustainability.
Traceability and transparency build brand trust.

Automate data capture
Achieve critical mass in the application of the GDST standard
Mobilize small farmers and fishers, looking for the right incentives
...extended Traceability based on GDST standard....

.....Technology at the service of the standard.....
THANKS

www.nuevapescaanova.com
Adriana Sanchez
Director,
Responsible Seafood Strategy
Iberostar: Leading responsible tourism.
The journey has just begun

ADRIANA SANCHEZ
Responsible Seafood Strategy Director
Seafood Expo North America
Annual Seafood Procurement (2019):
~3761 mt
Over 190 species
Wave of Change: Groundbreaking responsible tourism project

We're moving toward a circular economy, responsible fish consumption and improving coastal health.

WAVE OF CHANGE
One commitment, 3 action lines

Circular economy
Opening the doorway for an industry-wide shift to a circular economy.

Responsible seafood
Expanding horizons for the responsible consumption of seafood, locally and globally.

Coastal health
Investing in the health of our ecosystems for generations to come.
**GDST PARTNERSHIP**

**HELPING IBEROSTAR LEAD THE WAY**

**TRACEABILITY IS IMPERATIVE**
- 100% responsible seafood by 2025.
- GDST helps us standardized data collection globally.
- Interoperability of systems

**CURRENT CHALLENGES - OPPORTUNITIES**
- Build internal capacity (SAC).
- Opportunities with traceability providers.
- Find cost-effective solutions.
- Address language barriers and provide training.

**SUPPORT & ONBOARDING**
- Understand our own IT gaps and needs to implement GDST.
- Assess capabilities from our suppliers to engage.
- Provides tools, support and training.

**COMMUNITY OF PRACTICE**
- Stay connected with global traceability conversation and changes.
- Learn from others in their implementation journey.
- Share our own unique perspective.
THANK YOU!

Adriana Sanchez

Responsible Seafood Strategy Director
adriana.sanchez@iberostar.com
Seafood Transparency Results In Greater Trust
透明性の担保で信頼を獲得する
<table>
<thead>
<tr>
<th>Modern Sushi Importer</th>
</tr>
</thead>
<tbody>
<tr>
<td>最先端の寿司輸入業者</td>
</tr>
</tbody>
</table>

- **High Risk** 高いリスク
- **Ready To Eat** 調理済み
- **Top End Clients** ハイエンドのクライアント
- **GFSI Production** GFSIクオリティ
- **Ethical Sourcing** エシカルな調達
- **Sustainability** 持続可能性
- **Traceability** トレーサビリティ
TRACEABILITY ALREADY EXISTS
トレーサビリティはすでに存在する

It's in the File Drawers of Hatchery Farmers, and Feed Producers, and Fish Farmers, and Processors, and Consolidators, and Storage Facilities, and Freight Forwarders, and Importers, and Distributors . . . . . . .

But We Need It Now In Our Hands!
GDST 1.1 - WHAT IT DOES?

Voluntary industry standards for interoperable seafood traceability

Eliminate confusion on KDE’s
Written & explained
KDE の混乱をなくす
記載・明確化されている

Interoperability required
Data Reliability & Verification
相互運用性が必要
データの信頼性と検証

Educate & Communicate
Go to work on 2.0
教育とコミュニケーション
バージョン2.0の開発

Have It Globally Adopted
Drive down costs
世界的に普及、定着させる
コストの削減
Companies we want to sell to …..
新規顧客として獲得したい企業

Suppliers we wish to buy from …..
仕入れ先として関係を構築したい企業

WHO’S IN?
参加者
HOW DOES CCL DO IT?

弊社（CCL）の手法

- Software Vendor Makes it easy
  ソフトウェアベンダーによる簡略化
- GDST eliminates debates through standards
  GDSTの標準化によって業界内での議論を削減
GDST PROGRESS
GDSTの進捗

**SALMON サーモン ✔**
Mt Cook - New Zealand

**TUNA - MSC BIGEYE**
MSC認証のメバチマグロ next
Work with Korea producer to get there in 2021
韓国の生産者と2021年をタイムラインに協働

**TUNA - MSC BLUEFIN**
MSC認証のクロマグロ next
Work with Japan Suppliers to get there in 2021
日本のサプライヤーと2021年をタイムラインに協働

**SHRIMP エビ next**
Work with Vietnam supplier to get there in 2021
ベトナムのサプライヤーと2021年をタイムラインに協働
GLOBAL DIALOGUE on Seafood Traceability

GDST Steering Committee

Diverse, Dedicated, and Influential
THANK YOU!

Do you have any questions?

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Introducing Greg Brown
Executive Director of the GDST
The Global Dialogue on Seafood Traceability

Continuity . . . innovation . . . and growth!

The first-ever global standards to bring reliable, affordable, and efficient traceability to the seafood industry.

The next phase . . . . starts now!
The next phase . . . starts now!

Continuity . . . innovation . . . and growth!
Three important announcements today

We are:

1. Establishing a permanent, independent, GDST organization
2. Releasing our 1st update to the GDST standard, version 1.1
3. Beta testing our first mechanism to verify GDST capability
Establishing the GDST as a permanent, independent entity

Why?

• Own, maintain & grow GDST standards for years to come

In 2023 . . . GDST 2.0? (including new “social” KDEs??) . . . GDST guidelines for verifying KDEs?
Establishing the GDST as a permanent, independent entity

Why?

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• An ongoing industry forum for ‘pre-competitive’ action on seafood traceability

Capacity-building, knowledge-sharing, making business connections
Establishing the GDST as a permanent, independent entity

Why?

• Own, maintain & grow GDST standards for years to come
• An ongoing industry forum for ‘pre-competitive’ action on seafood traceability
• A global forum to promote government policies favoring effective traceability

Global industry voices engaging national and international policymakers
. . . and an industry-led space for engaging civil society stakeholders
Establishing the GDST as a permanent, independent entity

Why?
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• A global forum to promote government policies favoring effective traceability

What?
• Legally incorporated not-for-profit
• Industry-led, independent from the NGOs that convened the Dialogue
• Core members = companies making, trading, selling seafood products
• Participation of other key stakeholder (e.g., IT vendors, NGOs, gov’ts)

Maintain current diversity and seafood industry focus . . .
. . . but with enhanced structures to include other stakeholders
Establishing the GDST as a permanent, independent entity

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**How?**
- Under the leadership of the GDST Steering Committee

**When?**
- Process is already underway
- Doors will open for membership in late Q2
- Goal = completion in Q4 of this year
GDST version 1.1

What?
- First technical update since v.1.0 in March 2020

Why?
- Addresses feedback discovered during implementation
  - Improves internal consistency w/i GDST materials
  - Addresses ambiguities
  - Fixes typos!
- One substantial change: a standardized communications protocol

Ensures all GDST-capable systems are interoperable → reduces costs
GDST version 1.1

What?  • First technical update since v.1.0 in March 2020

Why?  • Addresses feedback discovered during implementation
  • Improves internal consistency w/i GDST materials
  • Addresses ambiguities
  • Fixes typos!
  • One substantial change: a standardized communications protocol

How?  • With active involvement of experts from GDST members and IT vendors
  • Communications protocol chosen by consensus

When?  • Officially released today (right now!)
GDST Interoperability Capability Test

Why?

• Strong commercial demand for verification of claims about GDST capability
• Strong demand for a tool to test system readiness for interoperability
GDST Interoperability Capability Test

Why?

• Strong commercial demand for verification of claims about GDST capability
• Strong demand for a tool to test system readiness for interoperability

What?

• Mechanism that tests system interoperability capability to send and receive data in GDST formats
• Tests data exchange for all GDST KDEs
• Requires use of the new GDST 1.1 communications protocol
• Applies to specific versions of traceability software (new versions must be re-verified)
• Passing the test will allow companies to advertise their systems are “verified GDST capable”

What the Capability Test is NOT

. . . It is **NOT** a test to verify full GDST compliance . . .
. . . It **IS** a tool for validating the capability of software systems to handle GDST-compliant data
GDST Interoperability Capability Test

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• Requires use of the new GDST 1.1 communications protocol
• Applies to specific versions of traceability software (new versions must be re-verified)
• Passing the test will allow companies to advertise their systems are “verified GSDT capable”

When?
• Technical design of the tool is complete (with extensive input from our community of experts)
• Beta testing is now underway
• Release of the mechanism anticipated for Q2 2022
Engage the future of seafood traceability!
GDST: The “New Normal” for Seafood Traceability

THANK YOU!!