Presentation to PECCOE/NEAFC, April 10th 2008
Traceability, TraceTracker and IUU

Geir Myrold
Head of Global Seafood Sector
Consumers want seafood they can trust.
Consumers want seafood they can trust

Is this healthy?

Does it contain any allergens?

Is the packaging recyclable?

Are the employees treated well and paid fairly?

Is the farming and harvesting done in a sustainable fashion?

Is it safe?

Was this grown organically?

Where was it produced?

Is it legal?

Can I trust this brand?

They ask many questions before making a purchase.
You want to provide seafood we can trust

• Today, brand and private label owners need to communicate more information about their products than ever before.

• To do that, they require accurate information from within their own business processes, from supply networks and even from your suppliers’ suppliers and intermediaries.

• Assuring seafood quality directly impacts sourcing and supply chain decisions.
If you think your seafood is sustainable, it’s time to prove it.
TraceTracker can help
Global information exchange for the seafood sector

Expertise
Platform: GTNet
Applications

Optimizing traceability processes and generating value...

Within an enterprise
Between trading partners
Across an industry sector
TraceTracker

A trusted partner in protecting and enhancing the value of any business

With over 75 experts in 11 offices in Asia, Europe and North America, we can immediately respond to your needs.
Examples of customers

NAFTA

- Canada/Manitoba: National platform for pork and beef

EMEA

- Norway: National platform, Seafood first out
- Europe/Asia: Nungesser - Sourcing Food Commodities
- Uganda & Tanzania: Coffee and flower export

Asia/Pacific

- Vietnam: - Seafood export - Avian Flu
- Malaysia: Halal documentation globally
Effective Traceability: 
Electronic Linking of Traceable Entity IDs along the chain

For each member of the chain the traceability solution must
- link incoming TradeUnit ID with first internal Batch ID
- link internal Batch IDs through any transformations
- link last internal Batch ID with outgoing TradeUnit ID

The traceability solution must incorporate the transformations at each stage of the chain. This is achieved by using the TradeUnit ID’s and Batch ID’s as traceability keys.
Global Traceability Network - GTNet

With the GTNet

A complete history of an item can be represented in a *fast, secure and accurate way* and viewed over the Internet by *all authorized parties* within any food supply chain.
What is on your plate?

**SYSTEM FOR TRACING FOOD:**
- Your dinner has been through a complex value chain before it ends up on your plate - the graph shows this.
- SINTEF, together with Fiskeriforverkningen, has participated in creating the «TraceFish» standard, which describes how an efficient traceability system for fish can be designed. An example is highlighted along the salmon chain.
- The TraceFish standard builds on a general purpose method called «TraceFeed» that can be applied to any type of food.

**RECORDING DATA:** According to the TraceFeed standard, each company in the chain, e.g., a fish farm, must record information at three stages:

**RECEPTION OF RAW MATERIALS:** Identity of supplier and identity of received goods.

**PRODUCTION:** Which raw materials are being used and which production units are used.

**DELIVERY:** Which products go to which customer.

Identifiers for raw materials and finished products are sent to the next one in the chain. Information about the product and production process (temperature, color, what the fish has eaten, level of fat, etc.) must be altered inside the company.

**CONSUMER PACKAGE:** With traceability key (production date, item no, producer id).
How does it work?

• What does each actor?
  • Uploads information from own systems
  • Gets access to information from the chain (upstream and downstream trading partners)

• How is data made available?
  • Automatic upload from internal IT systems by each actor
  • Manual data capture by each actor
  • Integration with public databases a.o.
An innovative network approach

**TraceTracker GTNet**
The Global Traceability Network
*via the Internet*

- GTNet Access Node
- Other nets

**TT Navigator**

- producer of raw materials
- supplier
- manufacturer
- retailer
- consumer
Secure, simple, fast, economic, effective
What is the origin and CV of received salmon by the retailer?
A complete history
The distribution of raw material
Today's business needs

## Traceability

<table>
<thead>
<tr>
<th>Product/Brand Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taste</td>
</tr>
<tr>
<td>Appearance</td>
</tr>
<tr>
<td>Packaging</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product/Brand Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>All natural</td>
</tr>
<tr>
<td>Free range</td>
</tr>
<tr>
<td>Organic</td>
</tr>
<tr>
<td>Sustainably grown</td>
</tr>
<tr>
<td>Whole grain</td>
</tr>
<tr>
<td>Probiotic</td>
</tr>
<tr>
<td>Lower cholesterol</td>
</tr>
<tr>
<td>No trans fats</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product/Brand Protection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food safety: Withdrawal/recall systems</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product/Brand Compliance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legal and commercial market access requirements</td>
</tr>
</tbody>
</table>
Protect and serve your products/brands

Protects

Counterfeits
Recalls
Non-compliance
Contamination

Serves

GTNet
Product / Brand

Market access
Organic
Lowers cholesterol
Sustainably grown/
Eco-packaging
CO² emissions
Fair trade

Protects

Serves

GTNet
Product / Brand

Market access
Organic
Lowers cholesterol
Sustainably grown/
Eco-packaging
CO² emissions
Fair trade
1. How can we **facilitate and safeguard the integrity of the legal market**, ensuring that **IUU products are barred** from entering the legal value chains?

2. How can the existence and authenticity of all information provided by the players in the supply chain **be verified** as the raw materials and products move along the supply chain?
Combating IUU fishing in the Barents Sea
AIPCE’s view on the new catch certificates
Norske myndigheter, april 2007:
Communicate legality through compliance checks
GTNet protects the legal actors

**How: Compliance checks**

By establishing a regime for exchange of *trustworthy and reliable electronic documentation* connected to the actual flow of fish and to perform *compliance checks*, preferably mandatory, on documentation all along the value chain – “from sea to plate” – one may **ensure that IUU catches are not entering** the legal value chains.
Chain of custody (CoC)

GTNet:
The effective way to communicate your CoC