Follow the Fish

The evolving world of seafood traceability

February 9th, 2016
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What is FoF?

We are systems design people and idea incubator... we help intrepeneurs, entrepreuneurs, 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
Paper works just fine.

It’s GS1!

It’s barcodes and QR codes!

It’s electronic logbooks!

I can do product recalls.
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
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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.”
What does this entail?

Engaging multiple actors inside a supply chain: NGO, Gov’t, Seafood Companies, Tech Vendors.
What’s in the way?

People and business – not technology
- Unwillingness to share information
- Lack of full-chain – collaborative - deployment
- Lack of incentives for mid-chain players
- Lack of clear return on investment
- Lack of technology interoperability
Idea Incubation

Supply Chain Pod:
- financing models
- client group (fisheries based) deployment prototypes
- consumer marketing research

Tech Pod:
- collective marketing
- technology standards
- ROI business cases
- pilots and interoperability deployment
Supporting Work

Research, Education & Culture:
• educational tools for seafood community
• ethnographic studies understanding cultural deployment issues and ROI

Sales & Story:
• analysis of how data sells and resonates with consumers…
• working with industry to test what data drives consumer engagement & sales
Get Involved!

Contact us: kflett@futureoffish.org