



Follow the Fish

The evolving world of seafood traceability

February 9th, 201

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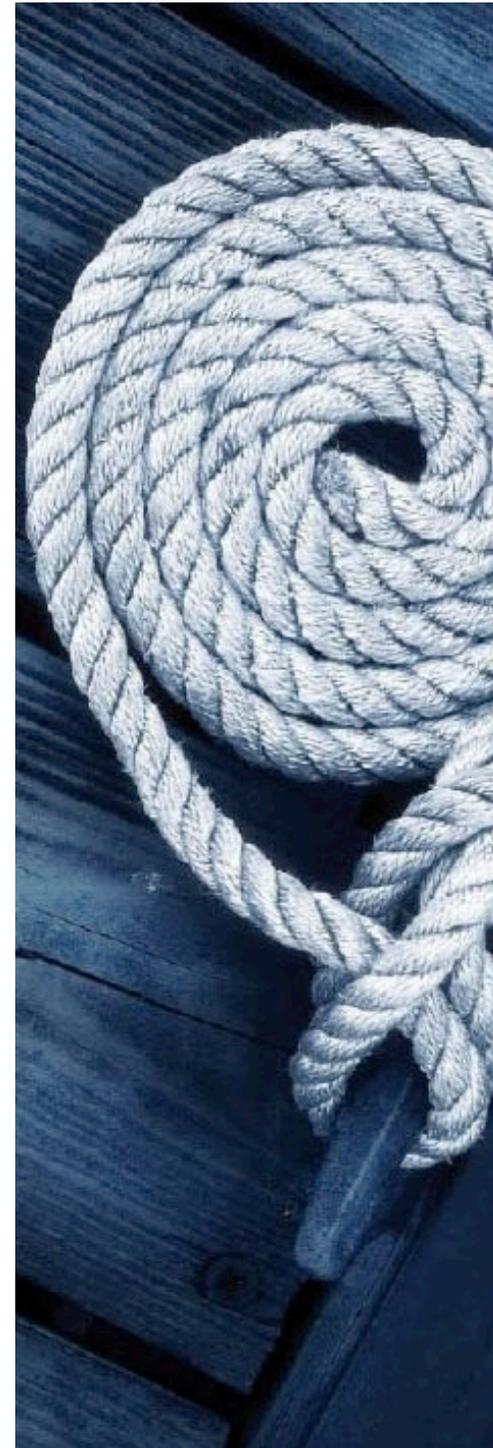
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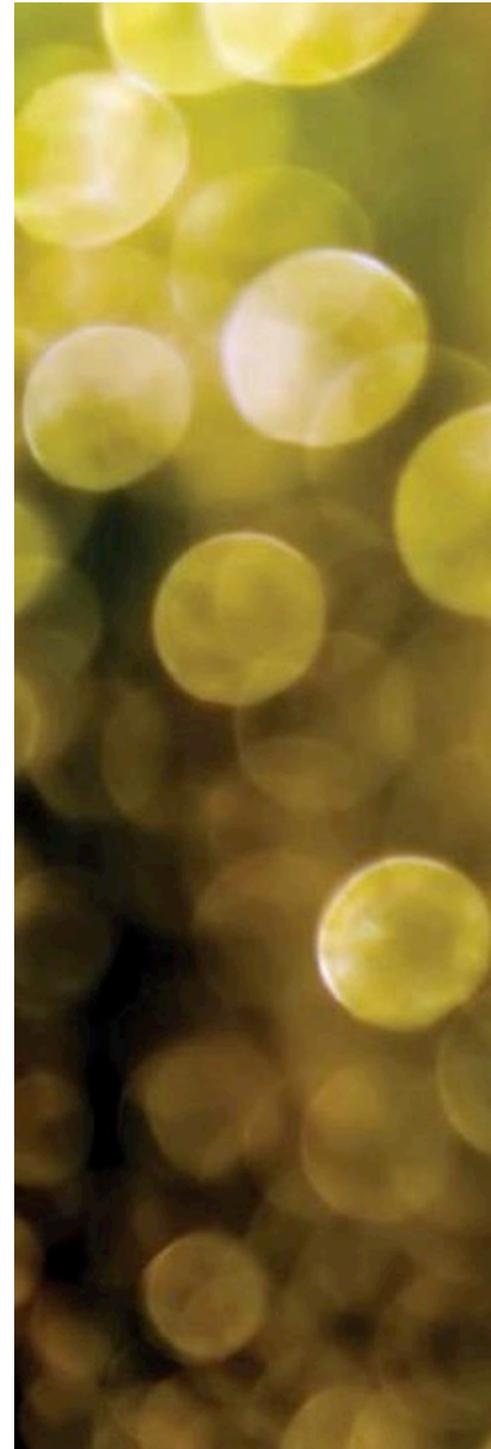
What is FoF?

We are systems design people and idea incubator... we help intrepeneurs, entrepreneurs, businesses and NGOs collaborate in an impactful way to change practices in the seafood industry on behalf of ending overfishing.



What is traceability?

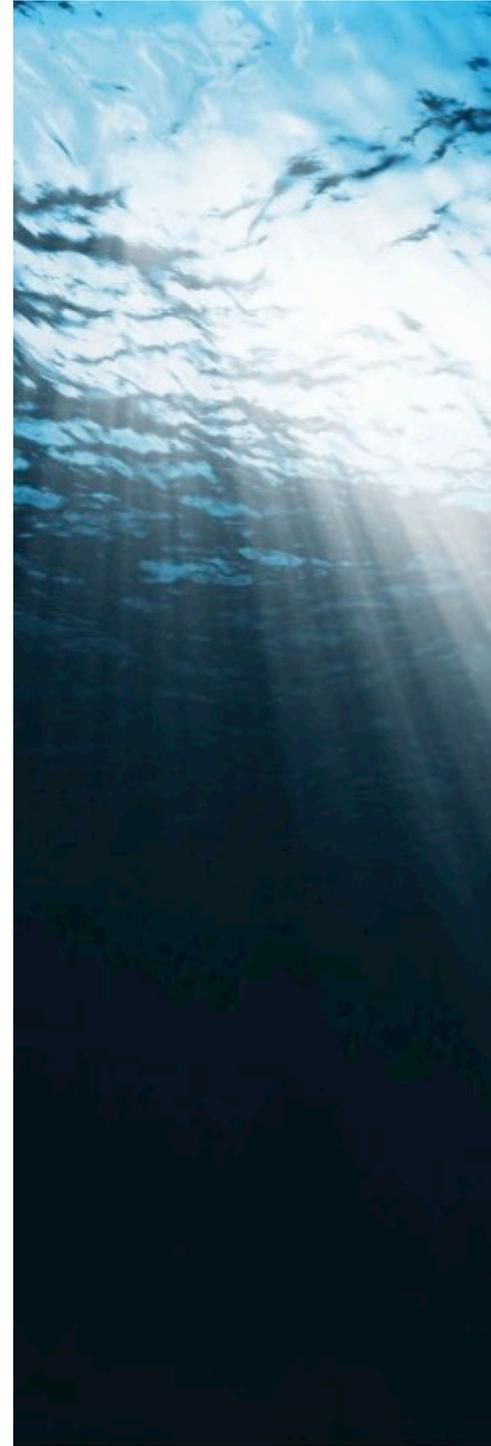
A record-keeping system designed to track the flow of product or product attributes through the production process or supply chain



RE
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The reality

*.what it looks like in practice can mean
different things to different people*



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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!

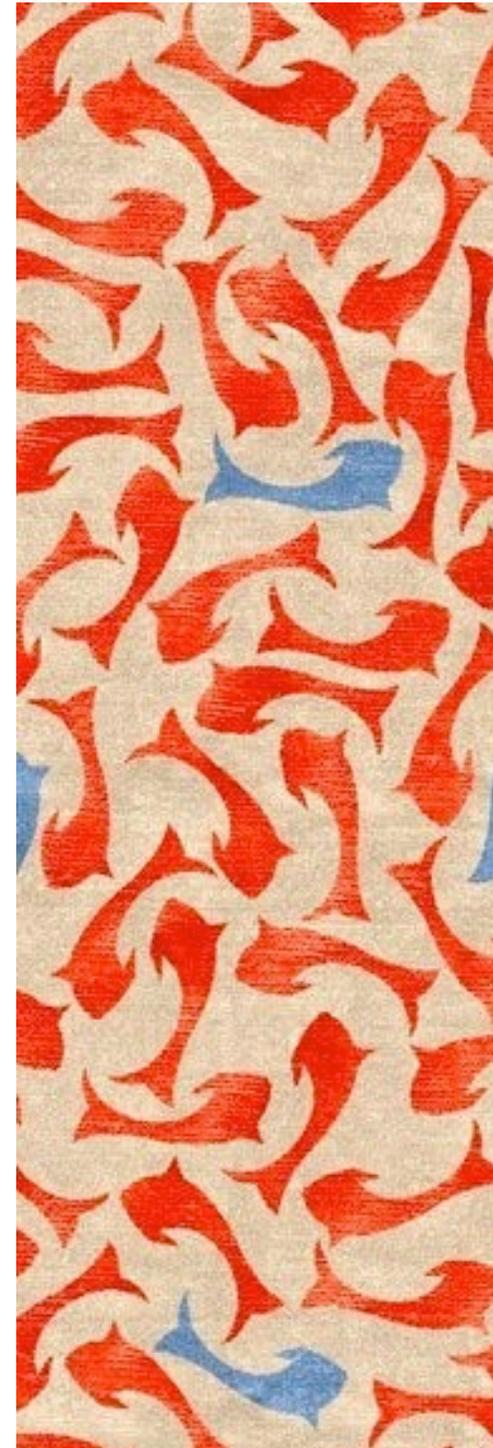
There are multiple functions of traceability that meet different needs and provide different benefits

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

High-level data uploaded at the source



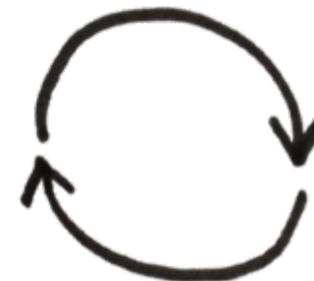
Product/data pairing

Physically attaches data to the product



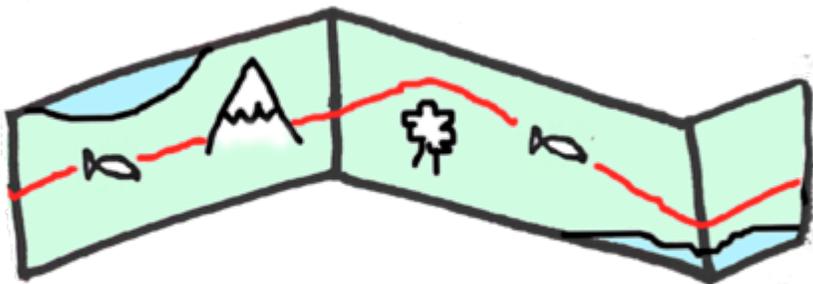
Internal traceability

One-up, one-down tracking



Supply chain visibility

Supply chain traceability and risk management



Data verification

Capacity to cross check and verify data accuracy



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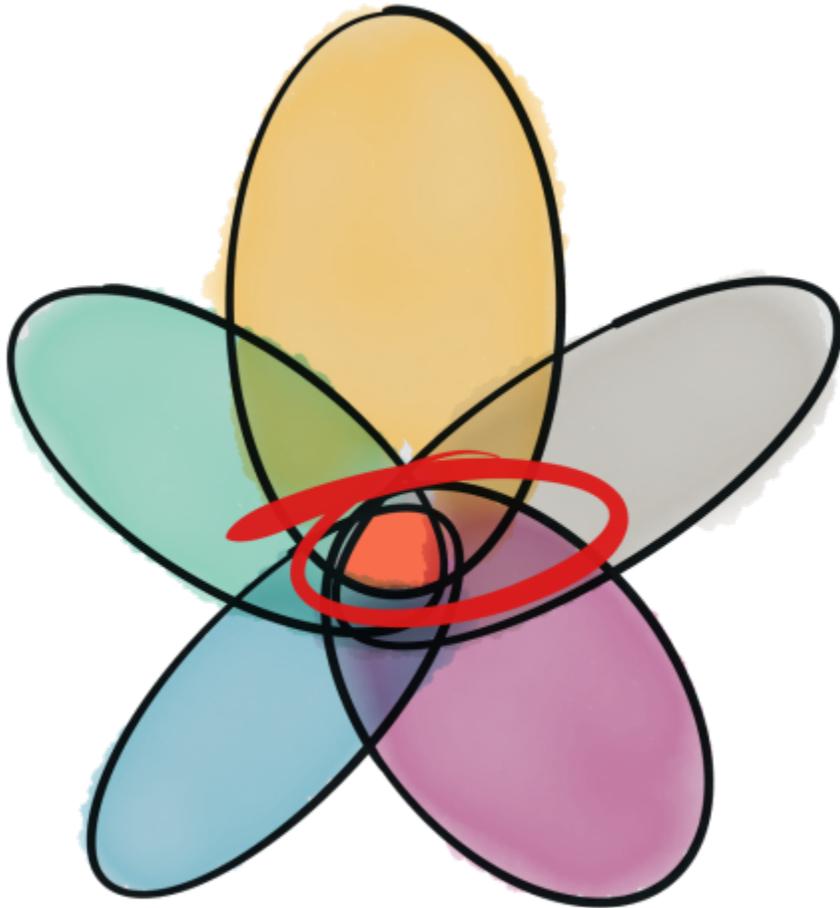
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The ideal: all 5 functions in a supply chain



What does this mean?

It's an ecosystem approach multiple stakeholders with multiple technologies working together. One company alone does not solve "traceability."



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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



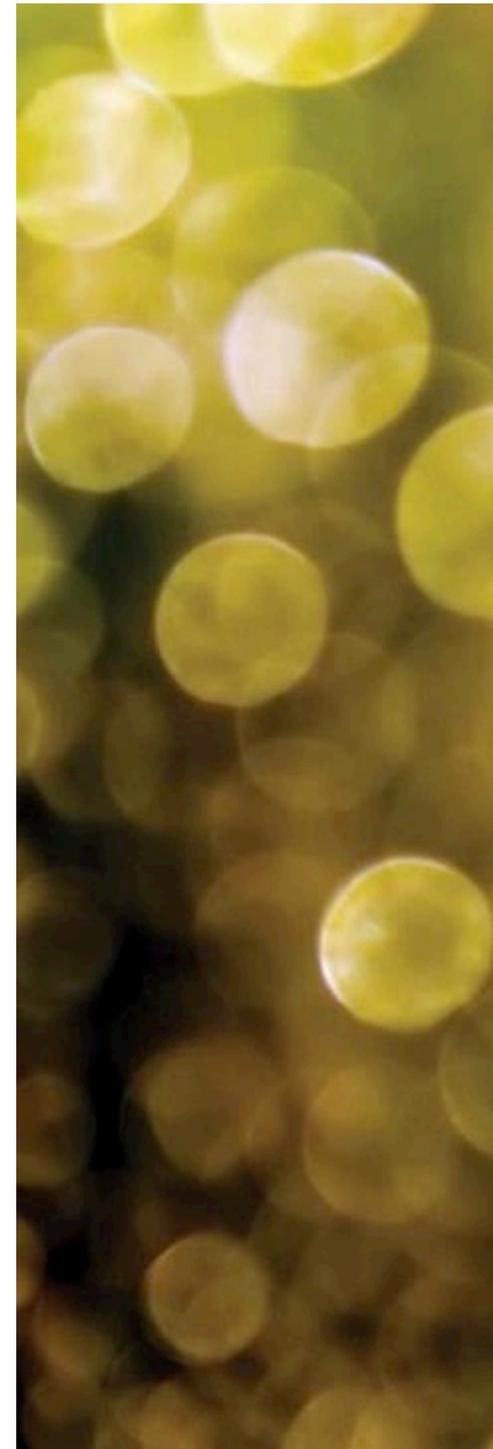
Supporting Work

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:
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