TRACEABILITY

The ability to trace all raw materials and added components—from source through final disposition—in a logistics chain.

LOG BOOKS
Sharing and reconciling catch/production records with competent resource management authorities governing the fishery or aquaculture operation.

TRANSPARENCY
The ability to easily, economically, and readily view the entire logistics chain.

ACCOUNTABILITY
Recording all inputs, including feed and its components, pharmaceuticals, additives, ingredients, packaging that come into contact with the raw material or finished good.

3RD PARTY VERIFICATION
Validating all raw materials (origin, species, inputs, disposition)

TRACEABILITY AND OVERFISHING
If the goal is to fully exploit a fishery based upon scientific management, then the data used must be as complete, accurate and timely as possible. Electronic Traceability, which is third-party validated, provides that higher level of confidence.

TRACEABILITY AND SEAFOOD FRAUD
Fish catches recorded using analog data are often difficult to verify due to remote catch locations and the sheer volume of data involved. This allows IUU (illegal, unreported, and unregulated) fish to enter the logistics chain undetected, which both dilutes the value of the legitimate fisheries and serves to discourage compliance. By simplifying third-party audits, electronic traceability reduces the incentive to fish in non-compliant ways.

TRACEABILITY PROVIDES CONSUMERS WITH VALUABLE (AND VERIFIABLE) INFORMATION ABOUT THE FOOD THEY BUY. IT HELPS EXPLAIN...