



Traceability means accountability; it's a guide for responsible ocean stewardship and a safeguard protecting a vital natural resource.

It's important to pay special attention to the integrity of the food they buy. It helps explain... 1) THE INTEGRITY OF THE PRODUCT; 2) ITS ORIGIN; 3) TRUE IDENTITY (SPECIES); 4) ITS LEGAL PRODUCTION UNDER A COMPETENT MANAGEMENT REGIME. Without this information, fisheries have a lower level of confidence in the data they use to manage the fishery and consumers have lower confidence regarding the integrity of the food they buy.

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.

Norpo
Honolulu, HI
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1. the opah

11. fish cutters

RM-ID:
raw material
identification
code

FG-ID
finished good
identification
code

V. vacuum
pack

VI. ready to ship

TRACEABILITY PROVIDES CONSUMERS WITH VALUABLE (AND VERIFIABLE) INFORMATION ABOUT THE FOOD THEY BUY. IT HELPS EXPLAIN ... 1) THE INTEGRITY OF THE PRODUCT;