

Case Study: Aquaculture Salmon

Mt. Cook Alpine Salmon / 178 Degrees

Enabling the conveyance of traceability data on alpine salmon using Global Standards 1 (GS1)'s Electronic Product Code Information Services (EPCIS) XML schema.



Use Case Tested

The 178 degrees pilot enabled the conveyance of traceability data on aquaculture salmon, from harvest to processing, through a vertically integrated operation to high end food service. The pilot was instrumental in application of GS1 standards for seafood traceability.

Challenges

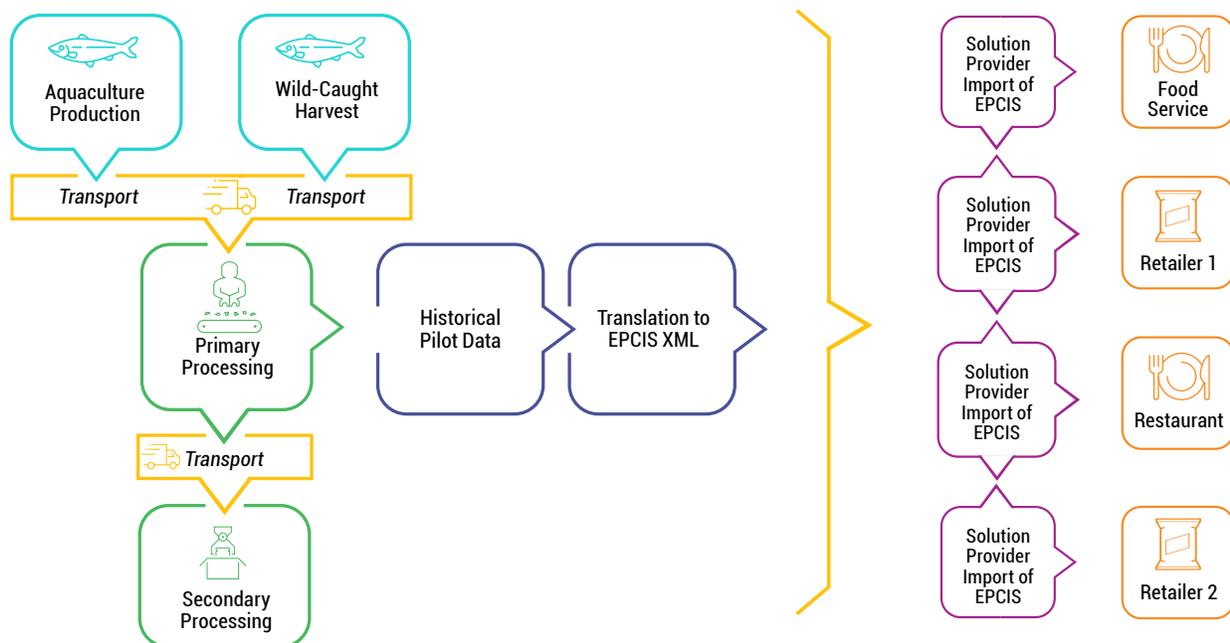
178 degrees was one of the first pilots conducted with the GDST. In this pilot we refined our pilot methodology and delineated fundamental Critical Tracking Events to aquaculture.

Next Steps

178 degrees are using live trackers for supply chain visibility in conjunction with implementing the GDST standard.

Methodology

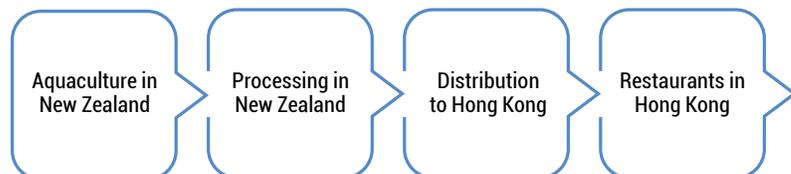
Mt Cook Alpine Salmon, 178 Degrees, Lilly and Bloom, Hilton, and the Grand Hyatt participated in the second wave of pilots conducted by Global Dialogue on Seafood Traceability (GDST) to test interoperable sharing of supply chain data. Traceability data was collected by GDST co-conveners Institute of Food Technologists' Global Food Traceability Center and the World Wildlife Fund for Nature. The data was then translated into GS1's EPCIS XML schema to test interoperability between Mt Cook Alpine Salmon and their consumer-facing restaurant partners. The advantages of EPCIS are that it is designed to be used to represent visibility data within the supply chain and is well-suited for housing traceability data through its Critical Tracking Events (CTEs). Many supply chain partners, especially processors, distributors, and retailers used GS1 standards of identification and data sharing, including EPCIS. The file was developed through the collection of historical traceability data, translation to EPCIS, and testing with retail partners and their respective solution providers.



Critical Tracking Events



Supply Chain



Catch Method

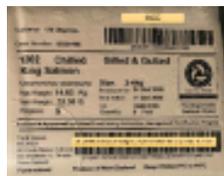
Aquaculture for salmon production/harvest.

Commodity

aquaculture salmon

Geographic region

Aquaculture, harvest, processing in New Zealand. Distribution and consumption in Hong Kong.



Participants



Mt Cook Alpine Salmon is located deep in the Southern Alps of New Zealand lies Aoraki/Mount Cook National Park. From its craggy alpine ridges flows the purest fresh water on the planet, perfectly chilled for a much-prized southern delicacy – king salmon.

alpinesalmon.co.nz



178 Degrees is a distributor and retailer of fine, New Zealand foods in Hong Kong. 178 Degrees sources responsibly produced foodstuffs exclusively from New Zealand. The country's pristine natural environment produces an abundance of good, honest food: stuff like freshly-caught fish, natural manuka honey, and free-range grass-fed meats. Key restaurant partners include Lilly and Bloom, The Grand Hyatt and Hilton.

178degrees.com



The Global Dialogue on Seafood Traceability (GDST) (also referred to as the Dialogue) is an international, business-to-business platform established to advance a unified framework for interoperable seafood traceability practices. The Dialogue brings together a broad spectrum of seafood industry stakeholders from across different parts of the supply chain, as well as relevant civil society experts from diverse regions.

The Dialogue is catalyzing the development of interoperable practices that will:

- Improve the reliability of seafood information
- Reduce the cost of seafood traceability
- Contribute to supply chain risk reduction
- Contribute to securing the long-term social and environmental sustainability of the sector.

traceability-dialogue.org

Get involved

Is your company involved commercially in the seafood supply chain?

Would you like to participate in the Dialogue?

Please fill out our application form or contact us:

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Applying is understood as an expression of interest in active participation, but does not create any commitments. Registered participants will receive invitations to on-line and in-person meetings of Dialogue working groups, and will be kept fully informed of the Dialogue process. Registration does not commit any participating organization or individual to attend meetings or to endorse the final Dialogue results.