Case Study:  
CP Foods Aquaculture Shrimp

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

Use Case Tested

The CP Foods pilot enabled the conveyance of traceability data on aquaculture shrimp, from harvest to processing, through a vertically integrated operation.

Challenges

CP Foods information and data was in Thai. External Traceability required using GS1 & Non-GS1 keys.

Next Steps

There is a subsequent pilot to trace the wild-caught origin of protein in feed through feed production.

Methodology

CP Foods participated in the first wave of pilots conducted by the 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 CP Foods subsidiaries’ systems, a seafood product company in GDST.

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 shrimp production/harvest.

Commodity
Frozen, cooked, de-veined, tail-on aquaculture shrimp

Geographic region
Aquaculture, harvest, and primary processing in Thailand, with secondary processing and distribution in the US.

Participants

CP Foods (Charoen Pokphand Foods Public Company Limited) operates integrated agro-industrial and food business, including livestock and aquaculture such as swine, broiler, layer, duck, shrimp and fish. The businesses are categorized into 3 categories, namely Feed, Farm and Food. The Company also operates retail and foods outlets. With annual sales revenue of ~$21 billion USD, CP Foods is a large, multi-national conglomerate with subsidiaries listed on both the Hong Kong and Taiwan stock exchanges. CP Foods was an early partner with GDST and has committed that all fishmeal used in the entire group are made from fish caught legally from traceable supply chains.

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:
Frank Terzoli frank.terzoli@wwfus.org | Nathan Droesch – Nathan.droesch@wwf.de

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