

Case Study: Farmed Chinook Salmon

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



Use Case Tested

This pilot tested information capture in a farmed Scottish salmon supply chain featuring hatchery, feeding, harvest, and processing in Scotland, and shipping to retailer distribution centers (DCs) across the UK. Supply chain includes a Dutch feed supplier; MOWI, a vertically-integrated hatch, farm, and processing company; and a retailer, Sainsbury's.

Challenges

MOWI, as a vertically integrated, digitized producer, is well positioned to start implementing GDST standards. This pilot had few challenges, but serves as the basis for beta testing (see next steps)

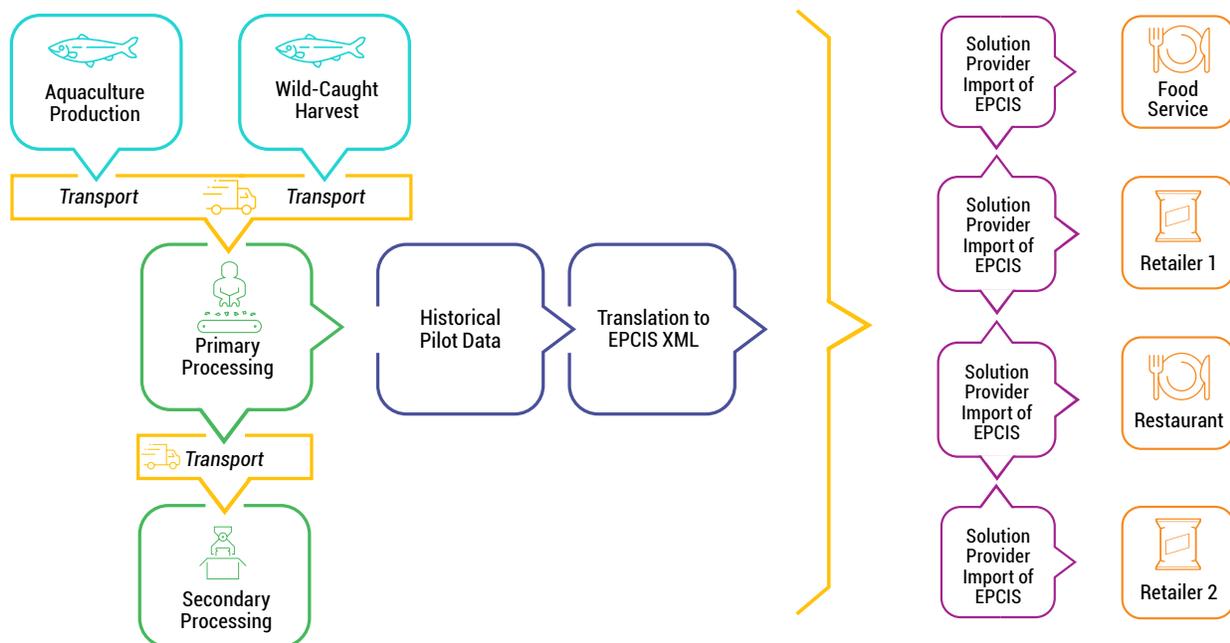
Next Steps

MOWI is participating in beta testing interoperable traceability of another of their supply chains in partnership with SeaBOS (Seafood Business for Ocean Stewardship) and IFT/GDST (Institute of Food Technologists/ Global Dialogue on Seafood Traceability).

Methodology

This pilot tested interoperability in a vertically-integrated farmed salmon supply chain. Traceability data was collected by Global Dialogue on Seafood Traceability (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 the traceability systems of a seafood product company in the 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.



GDST

Data Collection of Supply Chain KDEs/CTEs
(Simplified Example Shown)

Data Conversion

Interoperability Testing
Downstream from Processing

Critical Tracking Events



Supply Chain



Catch Method

NA-farmed

Geographic region

Hatch, Feed, Harvest, and Process in Scotland.
Distribute to retail across the UK.

Commodity

Farmed chinook salmon



Participants

MOWI

MOWI is the is one of the largest seafood companies in the world, and the world's largest producer of Atlantic salmon. Founded in 1964, the company has now grown to more than 14,000 employees with operations in 25 countries and annual revenue of 3.8 billion Euro.

Mowi.com

Sainsbury's

Sainsbury's is the second largest chain of supermarkets in the United Kingdom, with a 16.0% share of the supermarket sector, and approximately 1,500 locations. Founded in 1869, by John James Sainsbury with a shop in Drury Lane, London, the company became the largest retailer of groceries in 1922 and had £28.456 billion in revenue in 2018.

Sainsburys.co.uk



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.