Case Study:
Tech Vendor/Wild Caught Tuna

GLOBAL DIALOGUE on Seafood Traceability

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 passing traceability data among traceability technology solution providers working at three different points in the supply chain: Vericatch (catch/harvest), ThisFish (processor), and Trace Register (retailer).

Challenges

This pilot included much discussion and debate around how to maintain global unique-ness for supply chain actors who lack a GS-1 prefix and a URL, settling on UUIDs as the third-choice option.

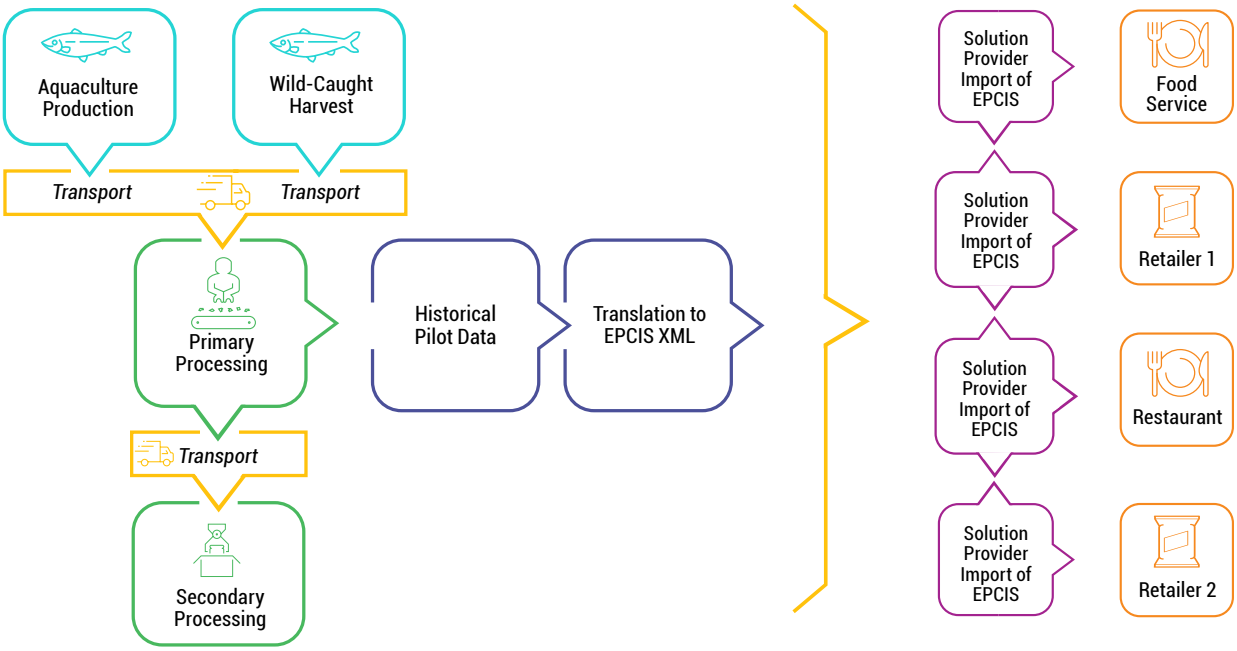
Next Steps

Adding additional event types, particularly transformation events; and expanding event history are all areas of future development. These partners are continuing to develop interoperability through a pilot as well as collaboration through a variety of forums and channels on remaining issues such as API implementation, data security, etc.

Methodology

This pilot tested interoperability in a wild-caught tuna 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.



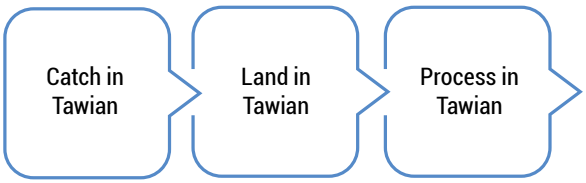
GDST

Data Collection of Supply Chain KDEs/CTEs (Simplified Example Shown)	Data Conversion	Interoperablity Testing Downstream from Processing

Critical Tracking Events

Catch	Transformation	Landing	Pack/Unpack	Ship/Receive	Pack/Unpack	Ship/Receive

Supply Chain



Catch Method

Purse seine

Commodity

Yellowfin tuna *(Thunnus albacares)*

Geographic Region

Catch area FAO Zone 77; Landing at Port of Kaosiung, Taiwan;
Primary Processing at Plant 1, Chiayi County, Taiwan

Participants

Vericatch believes in empowering fishers with data. They developed their FisheriesApp as an electronic reporting and fisheries management platform to bring the power of data to fishers. Their app gives fishers the ability to make that information available the supply chain, regulators, and scientists.

Vericatch.com

ThisFish Inc. is a leader in seafood traceability and production software that improves business efficiency and increases trust and accuracy in supply chain data. Our mission is to improve the social, environmental and financial sustainability of the seafood industry. ThisFish Inc. was founded by Ecotrust Canada, a Vancouver-based enterprising non-profit powered by the vision of people and nature thriving together.

This.fish

TraceRegister offers full-chain traceability platforms. Founded in 2005, they serve customers in more than 50 countries. The Trace Register team spans three continents and includes leaders with a depth of industry expertise and knowledge about global perspectives. Their leading platform, TR5, offers full chain traceability through both a methodology and a set of technical solutions for enabling traceability from the product's origin to the consumer.

Traceregister.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:

Thomas Burke tburke@ift.org | Frank Terzoli frank.terzoli@wwfus.org

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.