

Tracing seafood from catch to consumption

Traceability is the backbone of our sustainability program. This is the journey of tracing seafood from catch to consumption and how it will help prevent the biggest issues in seafood sustainability - Illegal, Unregulated and Unreported (IUU) fishing; and human rights abuses.

1 The information we collect

Ocean

Port

Supplier

Factory

Retailer

Plate



-  Species
-  Harvest method and location
-  Harvest volume
-  Vessel/refer container details
-  Labor compliance
-  Validated VMS information

-  Consolidated harvest data
-  Supplier details
-  Harvest volume
-  Transportation documents
-  Customs clearance
-  Competent authority documenting
-  Docking info and time at sea

-  Verified volume of raw material/seafood sold and purchased
-  Location of supplier and buyer
-  Supplier details
-  Product details

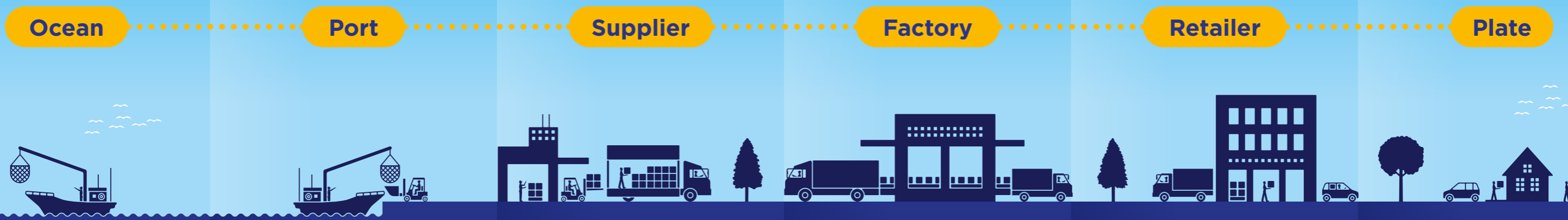
-  Processing plant
-  Packaging type
-  Product specification
-  Production dates / type
-  Verified supply chain data





-  Location of product in store

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2 How we collect the information




-  Onboard observers
-  Certificate of origin
-  Captain statement
-  Catch certificate

-  Catch documents
-  Port State Measures Agreement (PSMA), where applicable
-  Chain of custody documentation
-  Regional/national government databases

-  Chain of custody documentation
-  Import/export permits
-  Food safety compliance

-  Enterprise Resource Planning (ERP) system
-  Purchase / sale documentation
-  Validated chain of custody documentation
-  Food safety compliance

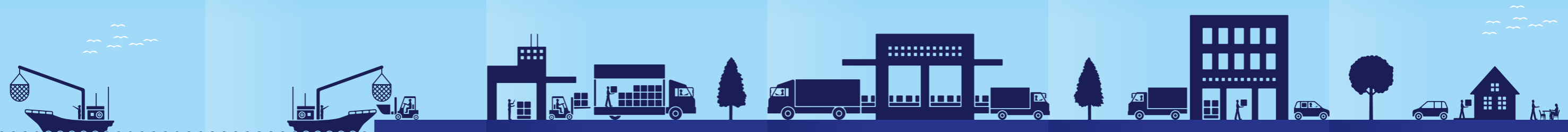
-  Tells the story of the product via POS

-  Online can tracker

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3 The benefits



- | | | | | | |
|---|--|--|--|--|---|
|  Prevents IUU fish from entering the supply chain |  Prevents IUU fish from entering the supply chain |  Prevents IUU fish from entering the supply chain |  Prevents IUU fish from entering the supply chain |  Prevents IUU fish from entering the supply chain |  Prevents IUU fish from entering the supply chain |
|  Prevents human rights abuses |  Prevents human rights abuses |  Prevents human rights abuses |  Prevents human rights abuses |  Prevents human rights abuses |  Prevents human rights abuses |
|  Prevents mislabelling and fraud |  Verifies chain of custody |  Verifies chain of custody |  Verifies chain of custody |  Verifies chain of custody |  Verifies chain of custody |
|  Enables accurate fishery stock assessments |  Prevents mislabelling and fraud |  Transparent chain of custody |  Prevents mislabelling and fraud |  Prevents mislabelling and fraud |  Prevents mislabelling and fraud |
|  Supports development of sustainable fishing policies | | |  Ensures food traceability and safety |  Ensures food traceability and safety |  The consumer can be 100% sure of where their seafood has come from. |