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
   - Species
   - Harvest method and location
   - Harvest volume
   - Vessel/reefer 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

2. How we collect the information
   - Vessel/reefer container details
   - Transportation documents
   - Validation of VMS information
   - Docking info and time at sea
   - Supply chain data
   - Location of supplier and buyer
   - Product details
   - Production dates / type
   - Verified supply chain data

3. The benefits
   - Processing plant
   - Packaging type
   - Product specification
   - Location of product in store
   - Verified volume of raw material/seafood sold and purchased
   - Supplier details
   - Supplier details
   - Supplier details
   - Supplier details
   - Supplier details
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1. The information we collect
   - 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

2. How we collect the information
   - Chain of custody documentation
   - Import/export permits
   - Food safety compliance

3. The benefits
   - 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

How we collect the information

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The benefits

1. The information we collect
2. How we collect the information
3. The benefits

Ocean
- Prevents IUU fish from entering the supply chain
- Prevents human rights abuses
- Prevents mislabelling and fraud
- Verifies chain of custody
- Enables accurate fishery stock assessments
- Supports development of sustainable fishing policies

Port
- Prevents IUU fish from entering the supply chain
- Prevents human rights abuses
- Prevents mislabelling and fraud
- Verifies chain of custody

Supplier
- Prevents IUU fish from entering the supply chain
- Prevents human rights abuses
- Prevents mislabelling and fraud
- Transparent chain of custody
- Ensures food traceability and safety

Factory
- Prevents IUU fish from entering the supply chain
- Prevents human rights abuses
- Prevents mislabelling and fraud
- Ensures food traceability and safety

Retailer
- Prevents IUU fish from entering the supply chain
- Prevents human rights abuses
- Prevents mislabelling and fraud
- Verifies chain of custody

Plate
- Prevents IUU fish from entering the supply chain
- Prevents human rights abuses
- Prevents mislabelling and fraud
- Verifies chain of custody
- The consumer can be 100% sure of where their seafood has come from.

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