



Marine
Management
Organisation

Exploring the Benefits & Challenges of Traceability

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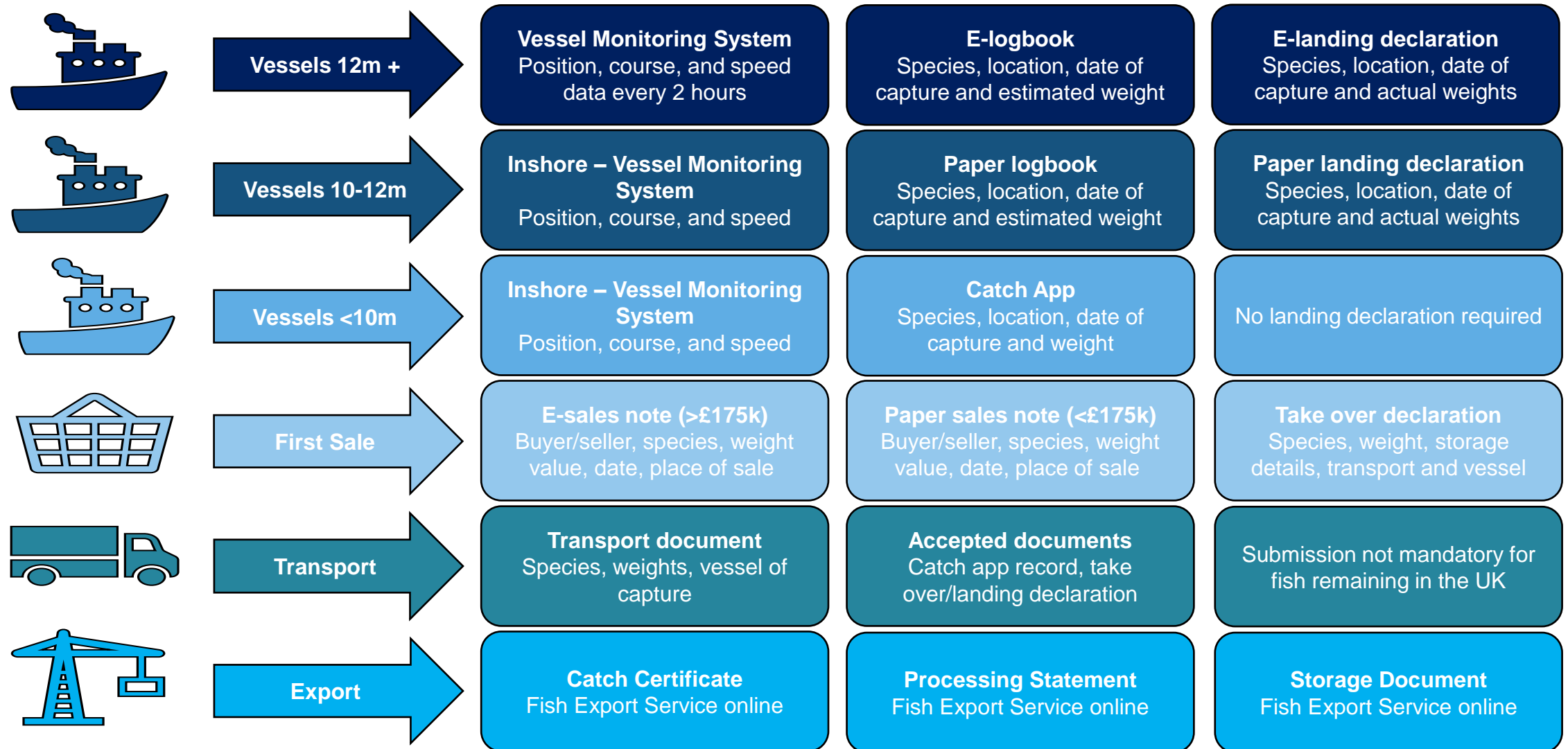
...ambitious for our seas and coasts



Contents

- Traceability in the UK seafood supply chain (implementation & challenges)
- The benefits of traceability
- Can digitalization address some of the challenges of traceability

Traceability in the UK seafood supply chain



Benefits of seafood traceability to health, wealth & the environment.

Stakeholders have different priorities:

Consumers

Food Safety
Avoiding fraud
Provenance

Regulators

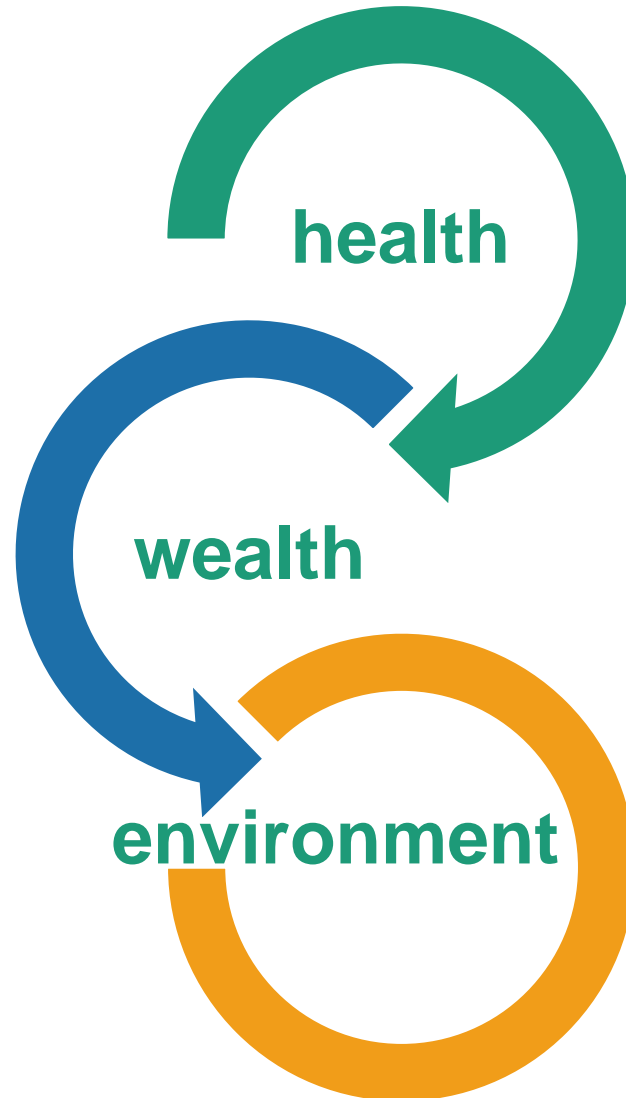
Verification
Supporting trade
Resource management

Supply chain

Fair competition
Increased opportunities
Market differentiation

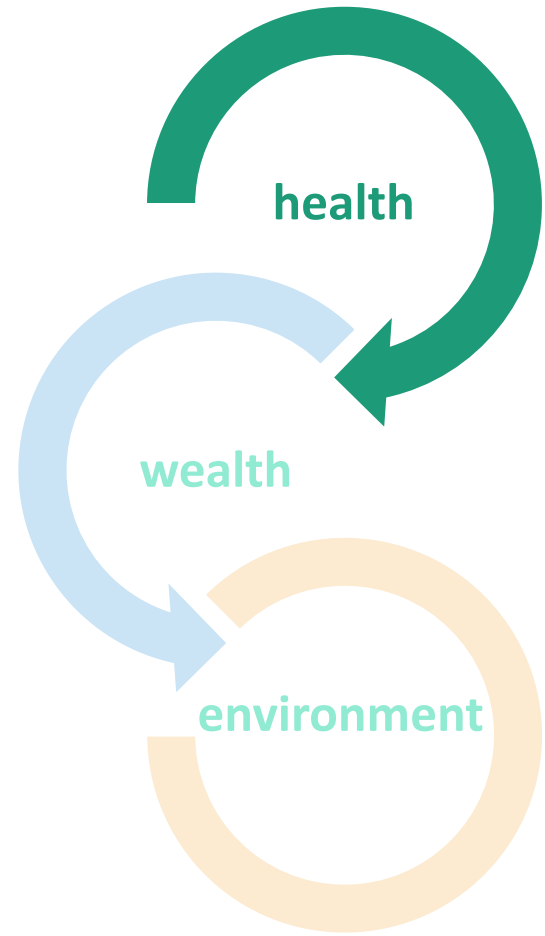
Fishers

Validate activities
Market differentiation
Resource management



Benefits of Seafood Traceability - Health

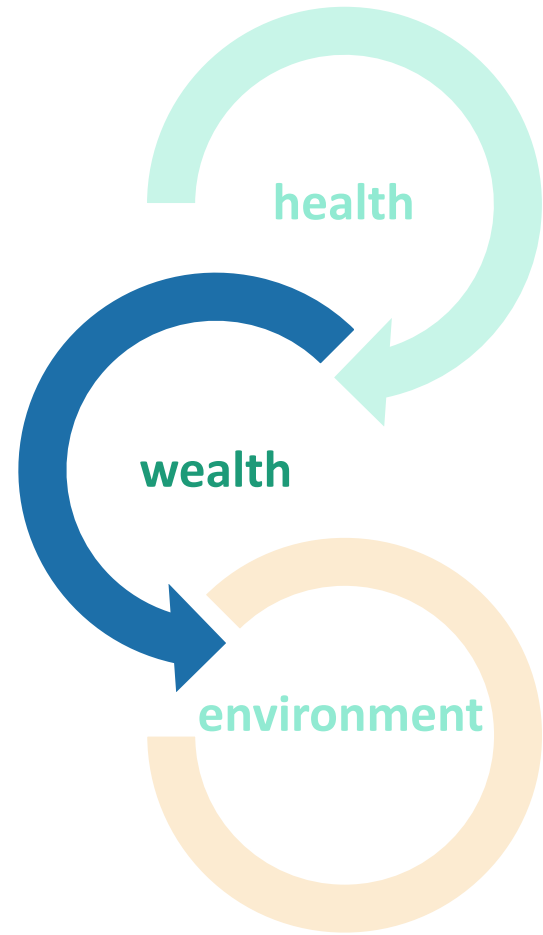
Ensuring the health and well-being of consumers and those within the supply chain.



- **Protecting consumer health**
(identify and remove unsafe products)
- **Improving industry practice**
(promoting good, preventing bad practice)
- **Protecting worker rights**
(stating and verifying that worker standards are met)

Benefits of Seafood Traceability - Wealth

Supporting profitable operations and protection from excessive costs.



Preventing food fraud

(ensuring products are accurately labelled, prevents undercutting by cheaper / non-bona fide products)

Market access

(providing info demanded by customers in high value markets)

Cost-savings & improved supply chain efficiency

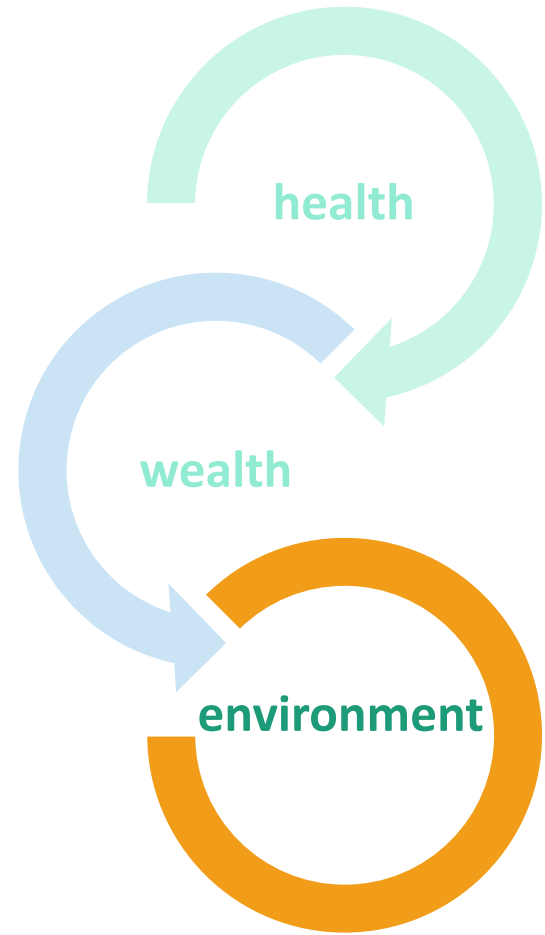
(reducing individual monitoring & checks; limiting the extent of product recalls; improved inventory management)

Evidencing activity

(e.g. informing fisher compensation for disruption)

Benefits of Seafood Traceability - Environment

Encouraging environmental gains through effective resource management, preventing IUU fishing and recognising good practice.



Supporting fisheries management

(providing information on stock removals and fishing activity)

Reducing IUU Fishing activity

(preventing products from IUU fishing entering the supply chain)

Recognising good environmental practice

(sharing info on environmental qualities with responsible buyers)

Can digitalization address some of the challenges of traceability?

1. I have multiple reporting requirements to different agencies, with a lot of duplication. Will implementing traceability not worsen data and reporting duplications?

- MMO are exploring more standardised methods of reporting information.
- Electronic submission of standardised data formats that all agencies can use, as well as integrating systems, will reduce data duplication for users and agencies
- It will also enable timely & effective verification of submissions.

2. I buy catch from several vessels, so how will traceability work for my business?

- Some seafood marketing does link a product to an individual vessel or skipper, but there is not a safety or regulatory need for a specific fish or shellfish to be attributed to a specific vessel.
- A system that traces a product back to a group of vessels using the same gear, landing to the same port is sufficient and can also be effective in marketing.

Can digitalization address some of the challenges of traceability?

3. Doesn't traceability mean commercially sensitive information is shared?

- Traceability is not the same as 'fully transparent' supply chains.
- Digitalisation allows sharing specific information to specific users: what the regulator requires and what you want the customer to know.
- MMO and other public agencies operate under strict data-sharing regulations. Where data is required to be shared outside of these agencies, it is anonymised and aggregated to prevent identification of individual operators.

4. Can traceability systems effectively collect and verify information given seafood's short shelf life?

- Systems need to enable the timely inputs of accurate traceability data, such as automated systems with appropriate data requirements, and recognise the complexities and real-world variability in the seafood supply chain (e.g. applying fuzzy logic in verification systems).
- Providing accurate information and automating inputs better ensures regulatory checks don't delay the trade in correctly-documented seafood.



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Thank you

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