

OSMI 2.1 SEAFOOD TRACEABILITY PROJECT OVERVIEW

PROJECT DESCRIPTION

Food Traceability Plan - Builder Tool

Seafood Industry Traceability Toolkit

Tracking and Engaging Other Efforts

Retailer & Supplier Engagement & Adoption

Capture Lessons Learned & Create Imitation Models

Traceability Education & Training for the Seafood Sector

Awareness Promotion of the Traceability Collaboration Services

Supply Chain Mapping & Technology Vendor Assessment

Building Technology Vendor Capacity

Global Dialogue on Seafood Traceability

Key Data Elements

Traceability for Aquaculture Products: Scoping and Integration

LEAD ORGANIZATIONS

Global Food Traceability Center

Future of Fish

FishWise

World Wildlife Fund and FishWise

Future of Fish

Global Food Traceability Center

Future of Fish

Future of Fish

Future of Fish

World Wildlife Fund and Global Food Traceability Center

FishWise

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OSMI 2.1 PROJECT DESCRIPTIONS

FOOD TRACEABILITY PLAN BUILDER TOOL

Lead: Global Food Traceability Center

Supporting Team: FishWise, Future of Fish, and World Wildlife Fund

Expected Completion: Q2 2018

The Food Traceability Plan Builder Tool will be an electronic tool that assists companies and supply chains in conducting their own vulnerability and risk assessments for traceability as well as build a customized step-by-step plan for improving their traceability. The development of this tool not only helps to provide consistent and actionable steps for improving one's supply chain, but it also helps to support this work with less resources required for consulting. The Food Traceability Plan Builder tool will apply the learnings from the food safety and defense fields and will be similar to the Defense Plan-Builder developed by the FDA.

The goal of this project is to develop an easy-to-use, customizable, flexible food traceability tool which can be used by companies and their supply chains to either evaluate the effectiveness of their existing traceability plans and/or create new ones. Through a series of questionnaires and models the Plan Builder Tool will provide elements of risk analysis, vulnerability assessments, and consequence management to provide a range of options from minimal level of traceability to best practices.

SEAFOOD INDUSTRY TRACEABILITY TOOLKIT

Lead: Future of Fish

Supporting Team: FishWise, Global Food Traceability Center, and World Wildlife Fund

Expected Completion: Q1 2018

The Traceability Toolkit is an industry-specific toolkit that will help seafood companies to more effectively and efficiently navigate the complexity of adopting traceability. Modelled around the NGO Traceability Toolkit, this project aims to provide the necessary information and tools for industry to understand the rapidly shifting landscape of seafood traceability.

The developers will engage stakeholders in revealing what tools are needed to better support them in adopting traceability. A toolkit will then be developed based on helping companies find seafood traceability solutions that they can easily adopt with the goal of speeding up the adoption of traceability by giving companies a starter kit that outlines potential returns on investment and a decision-making framework to help inform their decisions.





TRACKING AND ENGAGING OTHER EFFORTS

Lead: FishWise

Expected Completion: Tracker is developed and content is ongoing

The Seafood Traceability Collaboration is closely tracking other efforts within the seafood traceability ecosystem in order to help support our work, identify additional opportunities for collaboration, and provide us with a real time understanding of the traceability landscape as it evolves. Tracking existing and new efforts supports the Collaboration's outreach to new initiatives and organizations working on traceability, increases awareness in seafood traceability work, and reduces redundancies and wasted resources. New initiatives on traceability are starting every month and it is important those are connected to the efforts of this Collaboration and the broader field. The Collaboration has developed a comprehensive reference list of traceability efforts which it updates as new projects and players emerge. While the list is strictly an internal Collaboration resource, we can reference it and direct you to the specific projects and contacts you are interested in connecting with.

RETAILER & SUPPLIER ENGAGEMENT / ADOPTION

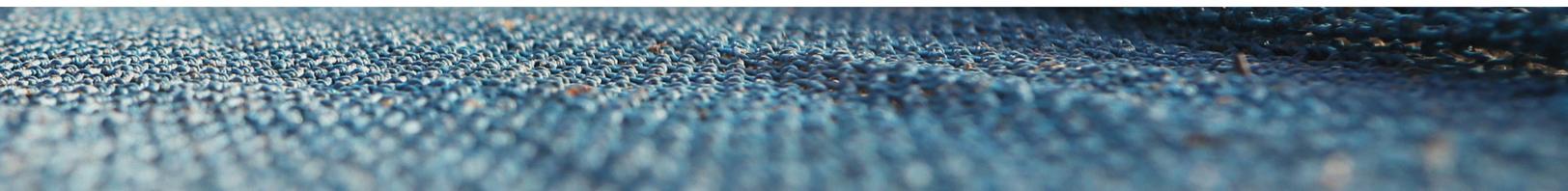
Lead: FishWise and World Wildlife Fund

Supporting Team: Future of Fish and Global Food Traceability Center

Expected Completion: Ongoing through Q2 2018

Through direct engagement with industry actors, we will catalyze new business commitments to seafood traceability along with fostering deeper existing commitments. Retailers and suppliers will be engaged with a suite of actions such as supply chain analyses, adoption of internal traceability solutions, and engagement with market chain partners to design and implement external traceability solutions.

Where possible, emphasis will be placed on promoting multi-buyer/multi-supplier solutions that contribute to pre-competitive standard setting. In addition to delivering concrete advances in seafood traceability, this work will help demonstrate best practices and build momentum towards broader industry adoption.



CAPTURE LESSONS LEARNED & CREATE IMITATION MODELS

Lead: Future of Fish

Supporting Team: FishWise, Global Food Traceability Center, and World Wildlife Fund

Expected Completion: Final report Q2 2018

The Seafood Traceability Collaboration is developing a return on investment (ROI) model, which outlines (and quantifies where possible) the known and anticipated costs and benefits of traceability, generated at both the organizational level and across a full supply chain.

By capturing lessons learned and creating imitation models based on these findings this work will place an emphasis on identifying the additional costs and benefits that result from effective full-chain traceability deployment. We will refine the insights and learning from our whole-chain deployments into a series of published case studies with deployment model templates that can be used to scale.

While current ROI tools (such as Global Food Traceability Center's calculator) are an excellent start in understanding potential costs and rewards for a company, a more complex model will help to support companies in understanding their risks better. No current model incorporates externalities, such as temporary market share loss or margin loss that is a result of implementing the technology.

TRACEABILITY EDUCATION & TRAINING FOR THE SEAFOOD SECTOR

Lead: Global Food Traceability Center

Supporting Team: World Wildlife Fund and FishWise

Expected Completion: Ongoing

Our efforts in creating traceability education and training will help to engage the seafood sector to ensure that implementation for interoperable traceability aligns with the rest of the food industry and meets the needs of sustainable food production practices. This project includes developing a menu of education and training options for raising the level of awareness, acceptance and adoption of traceability within seafood industry. From in-person workshops and distant learning online modules, this work will help to inform and train various stakeholder groups within the seafood sector. The goal will be to build a series of educational entry points that companies can use to make the case for implementing interoperable traceability.



AWARENESS PROMOTION IN THIS COLLABORATION

Lead: Future of Fish

Supporting Team: FishWise, World Wildlife Fund, and Global Food Traceability Center

Expected Completion: Ongoing

The Seafood Traceability Collaboration will work to establish a coherent message for industry and NGOs about our work, as well as a method to share that message. This is an essential function to make all our education and service options accessible. The result will be the ability to promote a “one-stop-shop” for all things traceability related, whether the seeker is an NGO or industry player, to increase the efficiency and effectiveness of our collective work.

SUPPLY CHAIN MAPPING & TECH VENDOR ASSESSMENT

Lead: Future of Fish

Supporting Team: Global Food Traceability Center, FishWise, and World Wildlife Fund

Expected Completion: Q2 2018

The Supply Chain Mapping and Technology Vendor Assessment work will address the confusion that seafood companies have around which software platforms to implement. By providing clear mapping of what data needs to be generated or passed during different points in the flow of supply chain transaction information, seafood companies will have the foundation for implementing traceability commitments. This project also will result in an independent assessment of which technology vendors can meet these data handling requirements for various positions in the supply chain to guide companies better.

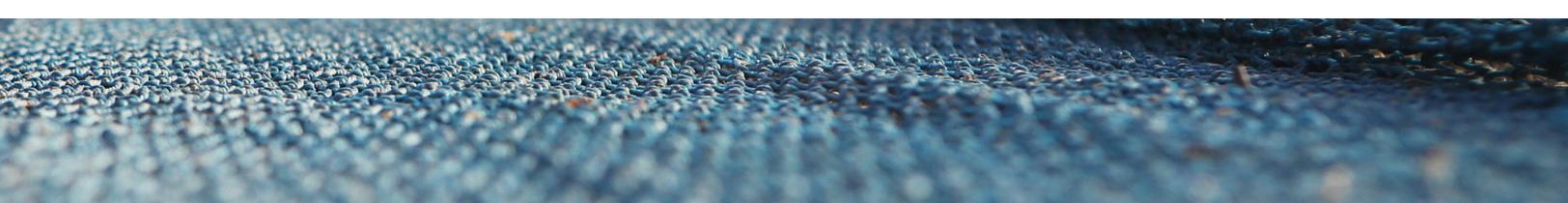
BUILDING TECH VENDOR CAPACITY

Lead: Future of Fish

Supporting Team: World Wildlife Fund, Global Food Traceability Center, and FishWise

Expected Completion: Q2 2018

The Seafood Traceability Collaboration is striving to build technology vendor capacity through engagement with traceability technology vendors to ensure that the market can provide viable and interoperable solutions from financially stable vendors that work in concert with conservation goals. This project will help to support tech vendors to collaborate pre-competitively to ensure their software platforms can “talk to each” other as well as support client companies in making the right vendor choices for their needs. Collectively this will also result in developing joint sales strategies to ensure collaborative deployment of “whole-chain” solutions as well as an industry stance on traceability protocols, company integrity and data verification processes.



GLOBAL DIALOGUE ON SEAFOOD TRACEABILITY (GDST)

Lead: World Wildlife Fund and Global Food Traceability Center

Supporting Team: FishWise

Expected Completion: Beyond Q2 2018

The Global Dialogue on Seafood Traceability is an international, business-to-business platform to advance a unified framework for interoperable seafood traceability practices. The Dialogue strives to bring 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. By promoting interoperability so that traceability systems can “talk to each other” as well as improving access to information and improved national policies, the Dialogue will provide the necessary framework to advance seafood traceability commitments globally.

The GDST officially launched in Brussels with a dedicated website for businesses to become members and participate in this dialogue. The first official in-person meeting took place in Bangkok in May 2017 and future meetings will help to further seafood traceability conversations globally.

To learn more visit www.traceability-dialogue.org.

KEY DATA ELEMENTS (KDES)

Lead: FishWise

Expected Completion: Public List Q2 2018

The Seafood Traceability Collaboration has published “Key Data Elements: A Compilation of Resources” which is publicly available on FishWise’s website. This document is meant to help industry and other stakeholders map the various traceability efforts from across sectors that include KDE lists and recommendations. This document is intended as a resource to help companies and organizations align their KDE practices to existing efforts, and will be an input into other projects within the Seafood Traceability Collaboration such as the GDST. FishWise will keep this report updated as KDE projects and conversations develop, and continue to track and connect KDE conversations to ensure players are well connected and not creating duplicative efforts. In addition to the KDE report, FishWise also compiled a complementary report that compiles resources regarding social responsibility in seafood supply chains.

To learn more visit: https://www.fishwise.org/wp-content/uploads/2016/03/2017.05.25_KDEs-for-Seafood-Compilation-of-Resources_Final_-1.pdf





TRACEABILITY FOR AQUACULTURE PRODUCTS

Lead: World Wildlife Fund

Supporting Team: FishWise

Expected Completion: Q4 2017

The Traceability for Aquaculture Products work is a strategic scoping exercise to help identify key challenges and potential solution sets for aquaculture traceability as well as compare aquaculture-specific issues with those from wild capture fisheries. The project will identify the gap of current aquaculture traceability, as well as create a roadmap and convergence plan that outlines how issues unique to aquaculture should be addressed and how these strategies can be folded in to deliver outputs necessary to achieve traceability.

For more information contact Lana Brandt, the Future of Fish Seafood Traceability Coordinator: lbrandt@futureoffish.org

