



# **Beyond the Buzzwords: Translating Traceability for Everyone**

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# Seafood Traceability Collaboration



# Panel



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# Defining our Terms

What do we mean by traceability?

A basic definition: “a record-keeping system designed to track the flow of product through the production process or supply chain”

Let's drill down:

# Defining our Terms

- The ability to track and trace product as it enters and exits a facility, also known as internal traceability.

# Defining our Terms

- The ability to track and trace key data elements (KDEs) of a seafood product as it moves between trading partners (one up, one down), in a supply chain.

# Defining our Terms

- The ability for any node in the supply chain to obtain information about a product, such as catch location, species name, catch date, and processing location, throughout the entire supply chain (end-to-end).

# Defining our Terms

- The physical attachment of product information to the product itself. This can be achieved with a barcode, RFID chip, QR code, or alphanumeric (human-readable) code that journeys with the product as it moves through the supply chain.



# Defining our Terms

- The ability to validate and confirm information about seafood origins and other characteristics that may be on a label or otherwise associated with a product.

# Resources

- A Common Vision for Sustainable Seafood  
<http://solutionsforseafood.org/wp-content/uploads/2014/10/A-Common-Vision-for-Sustainable-Seafood.pdf>
- FishWise Traceability White Paper  
<https://www.fishwise.org/traceability/traceability-white-paper/>
- Additional Resources:
  - Future of Fish Traceability Toolkit
  - WWF Traceability Principles
  - GFTC Online Seafood Traceability Financial Tool