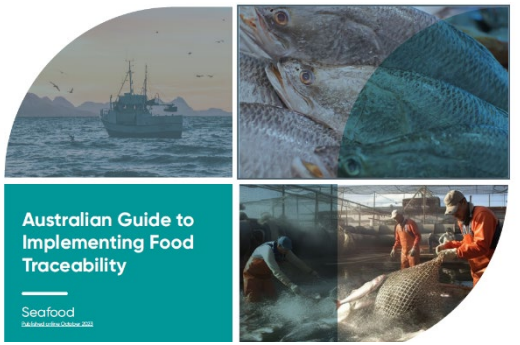
Seafood traceability demonstration findings at a glance

Traceability is a critical challenge for Australia's seafood industry with increasing concerns around food safety, quality, food fraud, sustainability, and regulatory breaches. Seafood provenance matters to consumers, producers, and regulatory bodies across the globe.



- The **Australian Guide to Implementing Seafood Traceability** is the fourth in a series designed by Deakin's Food Traceability Laboratory to assist companies identify CTEs and KDEs required to track their products from Production and harvest to point of sale to consumers.

. The Guides enable businesses to share data securely and safely through the use of global data standards and data security protocols. Available for free download.

Industry demonstrations are an effective way to test the Guide's data model for supply chain traceability in real world settings, allowing us to identify any challenges in implementation, whether operational or infrastructure such as telecoms coverage, technology, system integration or

Seafood companies involved in the demonstrations were Austral Fisheries, SupaFin Seafoods, Petuna, Seafarms Group and Humpty Doo Barramundi. The Woolworths Group were the destination retailer for the companies, and Open SC, iTrazo TraceTech, Trust Provenance and IBM provided technological solutions. GS1 Australia supported the use of global data standards.

Learnings identified during the industry demonstrations

The challenges

- While collaboration enabled each project team to identify mutual benefit, the use of traceability platforms for shared inventory visibility is a commercial concern for suppliers.
- The separation of production, ERP and storage and distribution/transport systems makes locating traceability data points s challenge
- Key gaps in data availability for traceability relate to handovers, siloed internal systems, supply chain system integrations, co-mingling of product, and harmonisation of data fields between supply chain partners.

The opportunities

- Harmonisation of identifiers along the supply chain doesn't preclude existing identifiers but enables them to be traceable across systems.
- Incorporating a human-readable user interface at point-of-sale, extracts additional value from traceability for end-consumers, connecting the origin, production methods and journey with the producer.
- Serialised batch, lot and carton codes through to retailer, rather than PO/date/bin and SKU-based recording will give the best traceability result and best prospect for recall effectiveness.
- As more options for compliance emerge the savings from digitising internal traceability data elements become drivers for investment and migration from manual systems
- Digitising data capture using the four solutions deployed in the industry demonstrations demonstrably reduced the time to identify product contamination on-farm and post-farm gate, defective packaging and temperature excursion in transport.