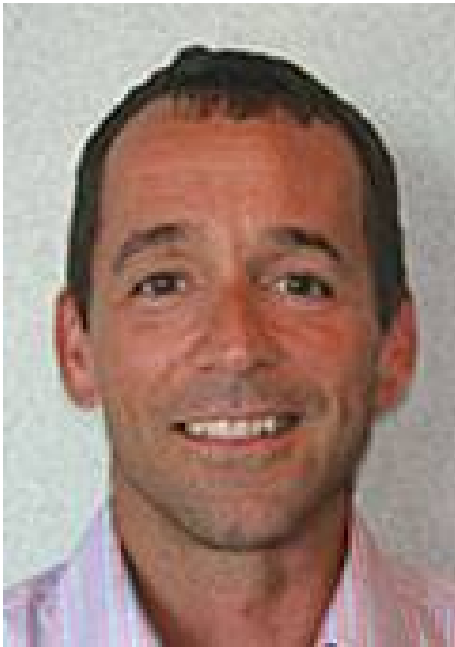




# Traceability

Jeff Fort

Delta Blue Aquaculture



global aquaculture  
**the alliance**

## Jeff Fort

BAP Certification Management, United States

- **Jeff Fort is treasurer of Best Aquaculture Practices Certification Management. He has been on the board of the Aquaculture Certification Council (now BAPCM) since its inception. Fort's Bluecadia Aquaculture Group was a Founding Member of the Global Aquaculture Alliance, and he also served on the GAA board from 2000 to 2005.**
- **Fort is now president of Delta Blue Aquaculture; owner of Fog River, a fresh seafood processor and distributor; and a partner at AmericaMeadows.com, a leading online retailer of wildflowers.**
- **In these ventures, Fort leverages technology and entrepreneurial management. He has designed and implemented internal traceability systems and developed unique software for aquaculture production and online retailing.**

# Traceability

## Issues and Solutions

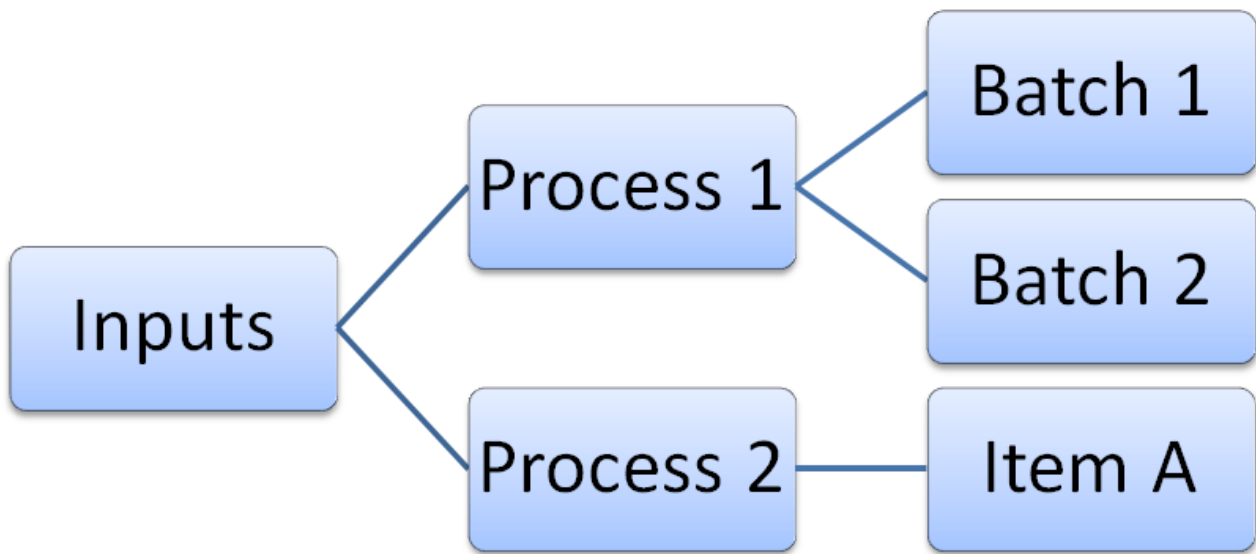
- What is Traceability and why is it important
- Internal vs. Whole Chain Traceability
- The BAP approach to Traceability and Verification



# What is Traceability

- Traceability: accurate and timely identification of products, their origins, contents, characteristics and locations in the supply chain
- Spectrum of methods and implementations
  - Internal and Whole Chain
  - Chain of custody
  - One up, One down
  - Digital, paper, electronic storage and linkages





# Importance of Traceability

- Ensure Food Safety
- Identify physical characteristics, specifications, quality
- Establish and protect brands
- Mandated by regulatory agencies



# Importance of Traceability

- Traceability is good business when implemented correctly
  - Good for industry
    - Ensure quality, limit exposure and risk
    - Marketing and promotional potential
    - Government regulation/compliance
  - Good for Consumers
    - Confidence and information



# Customers and Marketplace

- Constant demands of the marketplace to prove the origin, contents, quality and safety of food
- Expectation that food must be safe to consume, increasing regulations over time
- Trust your suppliers... but Verify





# End Users/Consumers

- Information Accessibility
  - Have come to expect more detailed information, faster, with reliability
- Opportunity to turn into a competitive advantage, marketing tools
- Opportunity to promote uniqueness, quality and safety of seafood



# Internal vs. Whole Chain

- Internal Traceability
  - Systems within a facility or company to track products and attributes
    - Lots numbers, dates of production, ingredients
  - Basic requirement for doing business these days
    - Government regulations, legal consequences



# Whole Chain Traceability

- Whole Chain Traceability
  - The linkages between internal traceability data
  - Allows for detailed information from many handlers to be shared along distribution chain



# Whole Chain Traceability

- Whole Chain Traceability
  - Can contain incredible amount of information
  - Key to increasing food safety
  - Spectrum of implementations
    - One up/one down
    - Digital, online exchanges and data storage
    - Full supply chain visibility



# Digital Whole Chain

- Benefits of digital/electronic systems
  - Keep the information relevant- only report back what is important
  - Instantaneous availability
  - Replace time consuming manual audits to verify and ensure product characteristics
  - Company can mine their data for trends



# BAP Approach to Traceability



- BAP Standards demand robust Internal Traceability systems.
- BAP audits these every year, on-site
- Not attempting to replace any existing internal traceability systems



# BAP Approach to Traceability

- Challenge:
- Provide mechanism for BAP program participants to be assured of the product attributes
  - Grown and Processed at certified facilities
  - 1 star, 2 star, 3 star, etc.



# BAP Approach- Verification

- BAP uses technology developed with TraceRegister to allow for digital verification of Certified Facilities and Products
- Store limited, but key data online forming linkages through the supply chain
- Allows verification of all BAP product
  - 1 star, 2 star, etc.





# BAP Approach

- Leverage digital systems, automate the data uploads, reduce errors and time
- BAP Supports Whole Chain Traceability concepts, but BAP extends only through processing level
- Result: integrity of the BAP mark for the marketplace

