

Course Change: Facilitating Adoption of Emerging Technology in the Supply Chain

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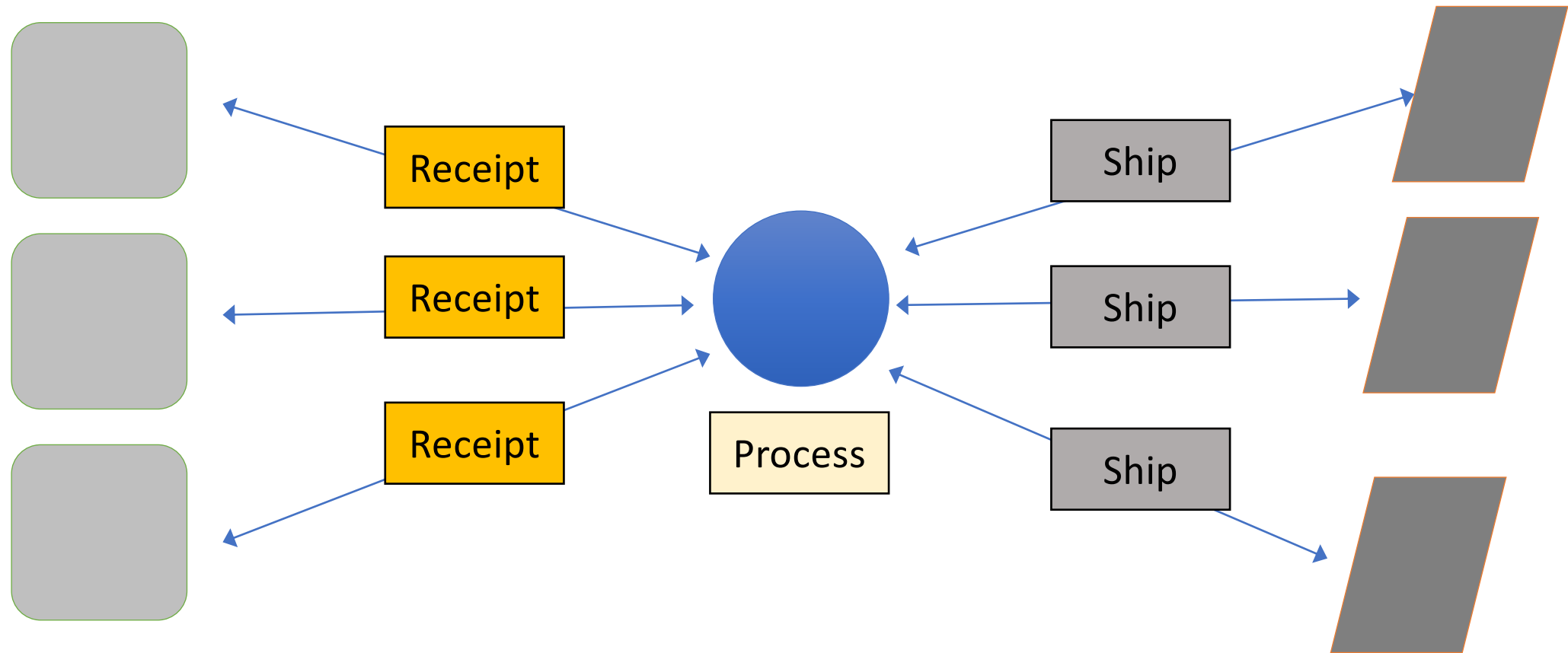
GLOBAL DIALOGUE on Seafood Traceability

Andy Kennedy,
IFT Global Food Traceability Center

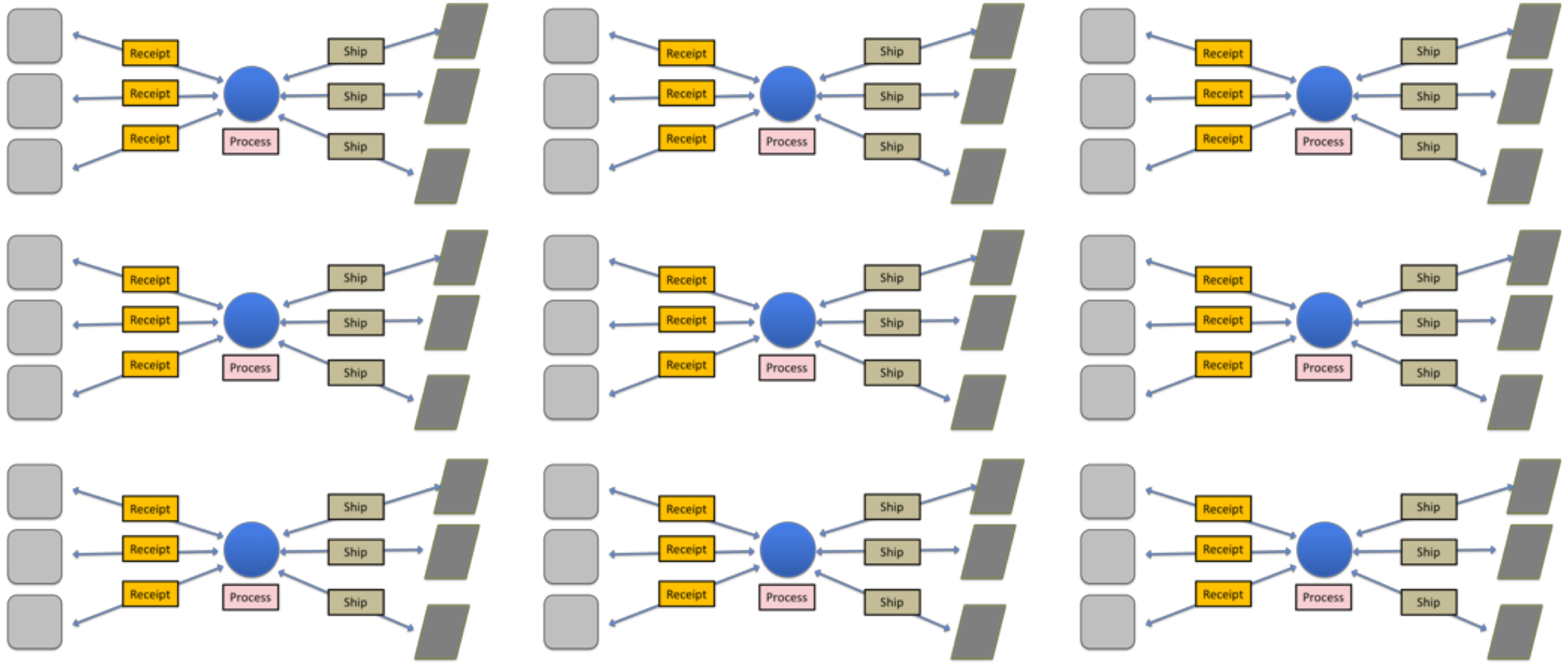
Global Dialogue on Seafood Traceability

An international, business-to-business platform established to advance a unified framework for interoperable seafood traceability

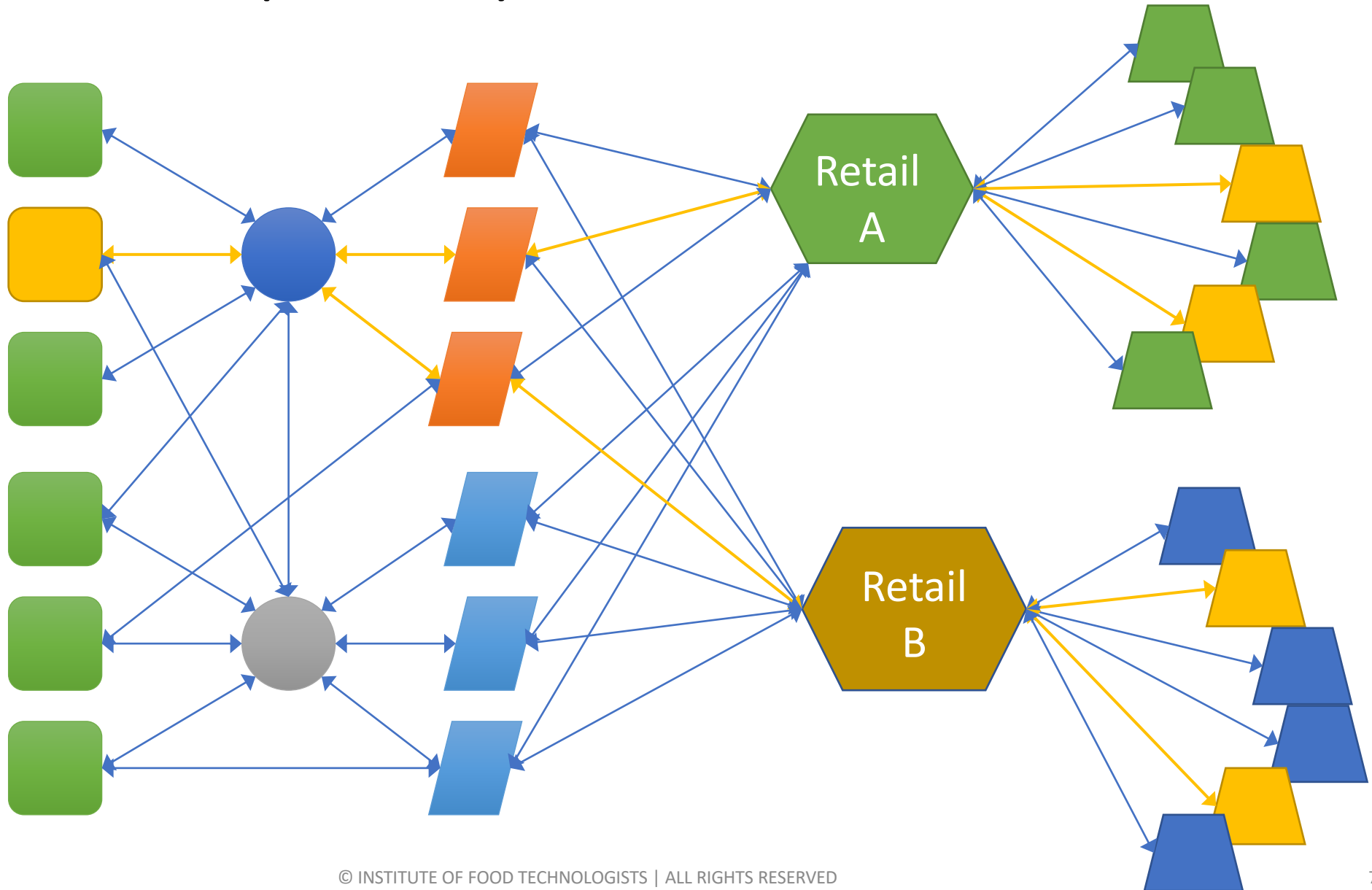
Today: One-up, One-Down Traceability



The Challenge: How do we connect the dots?



The Answer: Interoperability



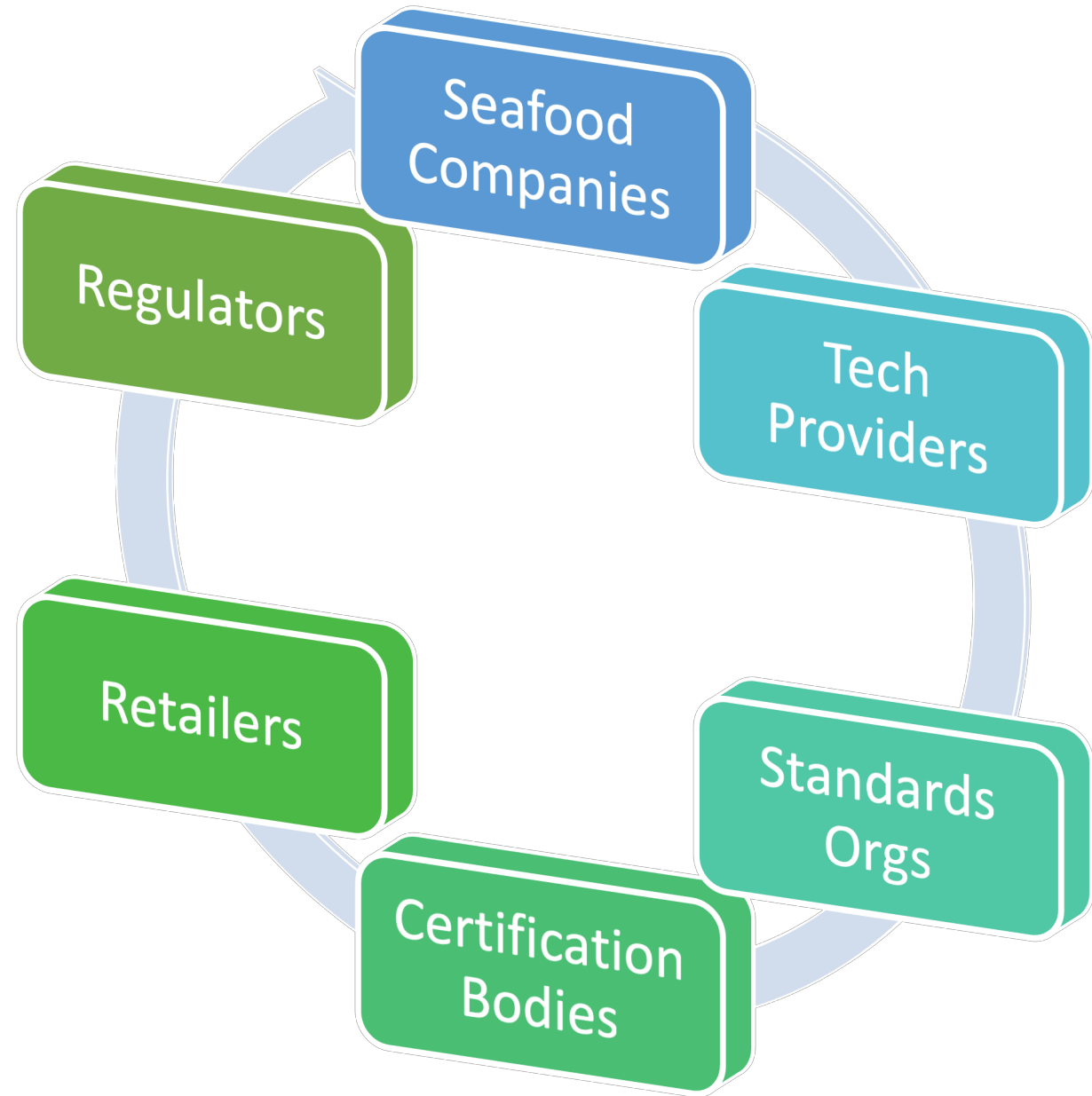
Key Components of Interoperability

- Globally Unique Identifiers
- Standardized Data Carriers
- Readers for Data Collection and Sharing
- Visibility Event Data Standards
 - Lookup Lists
 - Master Data
 - Key Data Elements
 - Critical Tracking Events
 - File Format
 - Validation Protocol
- Traceability Data Sharing Technologies

Customer:			
Order Number:		(00)094178230003920909	
1202 Chilled King Salmon		Gilled & Gutted	
Oncorhynchus tshawytscha		Size: 3-4kg	
Net Weight: 13.83 Kg		Production Date: 14 May 2018	
Net Weight: 30.49 lb		Best before: 24 May 2018	
		Lot: 1820-0399	
		 The Responsible Seafood Choice	
Audited & Approved by Global Food Safety Initiative - recognized Certification Program			
Pack House: MCAS01 Mt Cook Alpine Salmon 80 Sheffield St, Timaru New Zealand			
		(01)94178230012021(3103)013830(13)180514(21)392090	
Farm-raised		Product of New Zealand	
		Keep Chilled 0°C to +4°C	

Connecting the Dots

- *Hackathons*
- *Pilot Projects*



Seafood Trackathon



GLOBAL DIALOGUE on Seafood Traceability

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Bringing order to the chaos of seafood traceability

Is your seafood traceable?

Do you know what's in your fishstick? Was that salmon caught in Alaska and processed in China? Do you know the story of how your tuna was caught, canned and then made its way to your dinner table?

Global Dialogue members (fishers, processors, and retailers) are shifting the market towards traceability systems that enable tracking seafood from vessel to plate. They are developing industry standards in a pre-competitive environment that include solutions for small- and large-scale actors alike. The key element is linking traceability systems so they can seamlessly communicate with each other. Interoperable traceability will mean we know when, where, how and by whom the seafood we consume is caught, processed and shipped.

We need your expertise in designing technical solutions to capture data, creative ways to share that data, and strategies to convert data seamlessly. Ultimately, with your help we will make progress towards connecting the seafood industry to make sure we can answer these questions accurately in the future.

Hacking Seafood Traceability

The Global Dialogue on Seafood Traceability (GDST) brings the seafood industry together to design standards for interoperable seafood traceability. Only when the industry has aligned on how to trace seafood along the supply chain and works in unison with a common standard that allows systems to communicate with each other, will you be able to answer those questions.

On 10-12 February 2019, [see [Agenda here](#)] the GDST is hosting a Seafood Traceability Hackathon (Seafood Trackathon) at the Centara Grand Central Plaza Ladprao Bangkok Hotel (see [secure booking options here](#)). It coincides with a [PartnerLAB](#) from the Seafood Alliance for Legality and Traceability (SALT), which is also taking place at the Centara hotel and will be followed by the [Seafood and Fisheries Emerging](#)

Look for teammates

You're registered for this hackathon.

[Unregister](#)

Submissions open soon

Feb 11 – 12, 2019

[view all dates](#)

📍 Centara Grand Central Plaza Ladprao
Bangkok Hotel
1695 Phahonyothin Rd, Khwaeng Chatuchak,
Khet Chatuchak, Krung Thep Maha Nakhon
10900, Thailand

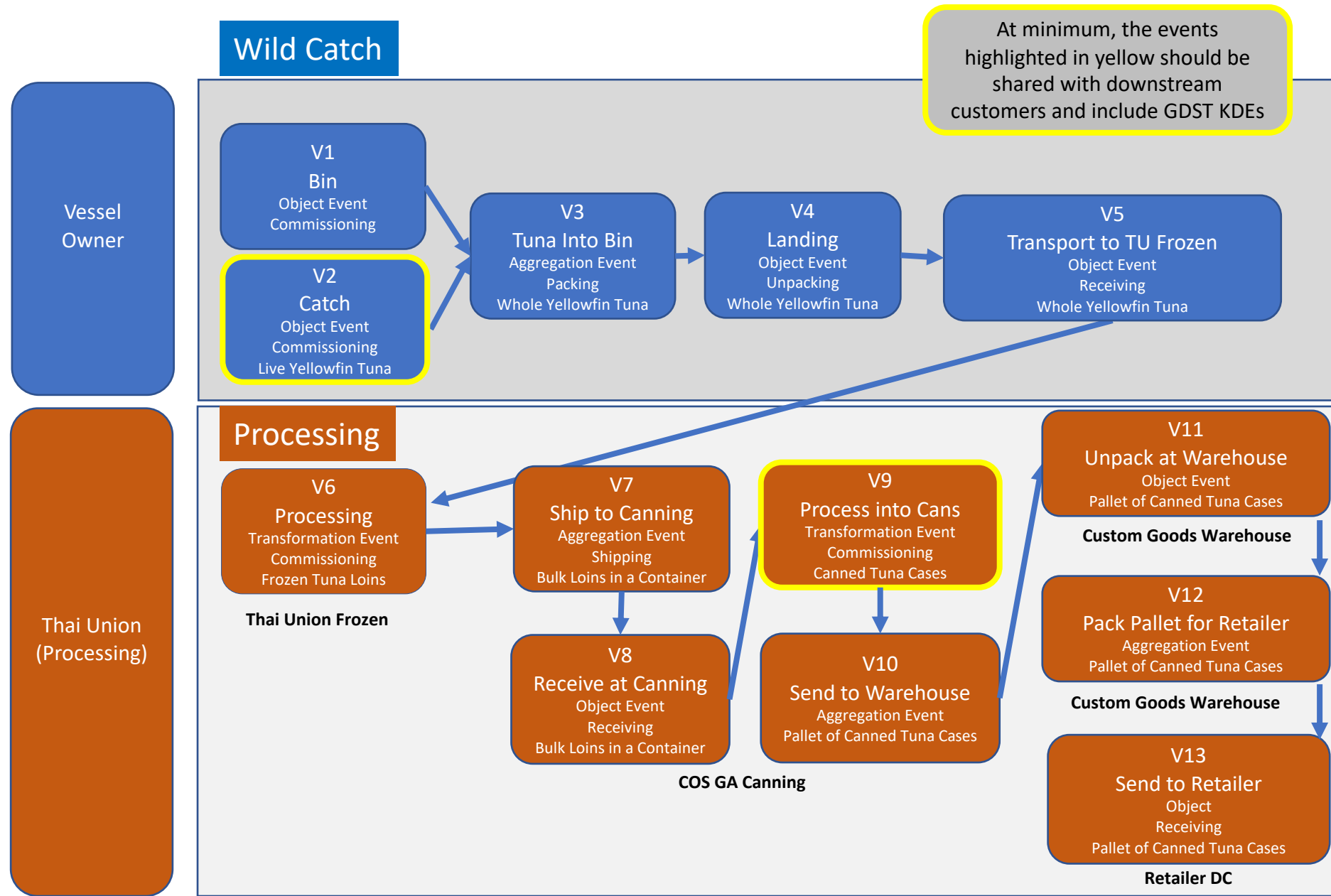
Invite others to compete



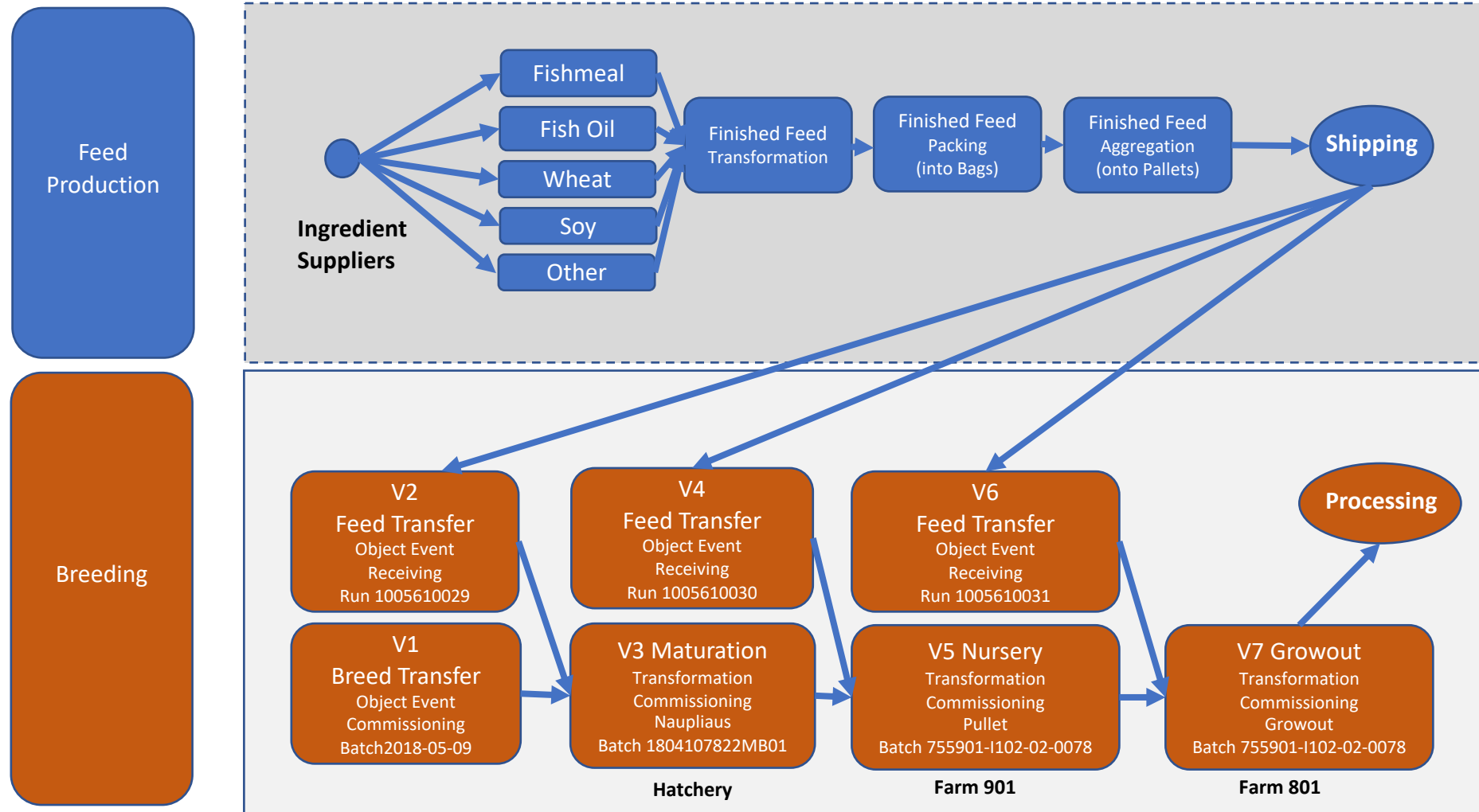
\$8,000 in prizes

★ First Prize

Wild Caught Tuna Pilot



Shrimp Aquaculture Pilot



Shrimp Aquaculture Pilot

