



BAIT TO PLATE

Scaling up seafood traceability for the benefit of people, ocean and climate

Bait to plate was an event, organised by the WWF and the Environmental Justice Foundation. Thai Union Europe (one of the world's leading producers of seafood-based food products), Followfish (a German-based company whose products are fully traceable), the European Commission's Directorate General for Maritime Affairs and Fisheries (DG MARE) and WWF exchanged views on best practices for ensuring legal and sustainable seafood supply chains for products sold in the EU. Here are a few of the insights and links to further reading and resources from the event:

DID YOU KNOW?

Globally, seafood supports the livelihoods of 800 million people. However, roughly a quarter of global fish catches are illegal, fuelling a black market that exploits people and the marine environment, and ignores laws.

FOR EXAMPLE:

50% of global mangrove forest has been lost since 1940

Up to 80% of these losses in some countries were due to shrimp aquaculture.

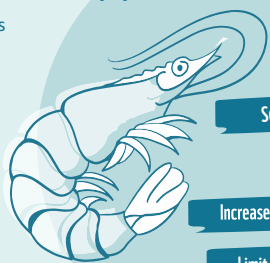
Examples like TCR shrimp, Tracy App, FollowFish and Sea Change were shared to emphasise the need for harmony between policies, industry best practices and technology to ensure that key pieces of information follow a given seafood product on its journey through the value chain.



TCR SHRIMP

Irresponsible Aquaculture can negatively impact people and the environment. Traceability has become recognized as an integral process to address these issues.

WWF has developed an open-sourced traceability system called TruTrace



- Increased accountability
- Monitor risks
- Food health and safety
- Social
- Environmental
- Increase confidence in compliance
- Increase efficiency of audits
- Limit time and money spent on recalls

Laurent Viguie & Blake Harris at WWF-US

[PRESENTATION LINK](#)

WELCOME FROM WWF

Without proper traceability, we can't be sure about the sustainability of the seafood we're spending our euros on. Businesses and policy-makers must urgently establish efficient digital traceability systems which span the entire supply chain, from harvest through landing and processing to retail.

Katrin Vilhelm Poulsen, Senior Seafood Policy Officer at WWF European Policy Office

[WATCH THE ANIMATION](#)



DUE DILIGENCE

With EU due diligence legislation on the horizon, now is a good time for seafood companies to get behind the PAS 1550:2017 Code of Practice, aiming for full-chain traceability so they can make sure they supply their customers with legal, ethical and sustainable products

Georg Werner, EJF Campaigner

[PRESENTATION LINK](#)

WE MUST GO DIGITAL!

FROM HOOK TO COOK

Incentivizing traceability in small-scale tuna fisheries in the Philippines.



Ongoing pilot showing real potential!

UNIQUE! Benefits and incentives across the supply chain and beyond!

Get involved!

How can we incentivize fishers to record and submit consistent catch data?

Raisa Pandan
Project Officer
WWF-Philippines

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BENEFITS OF DIGITAL TRACEABILITY



SETTING AN EXAMPLE:

FOLLOWFISH

Transparency must be integrated into business models so that there is no barrier to being fully transparent. The future of business is the triple bottom line - to care about the planet, then people then profit. This is self-evident. There is no option if you want to do business in a few decades. Transparency is the foundation of all of this.

Julius Palm, responsible for Sustainability & Innovation at Followfish

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STRATEGY & POLICY CHANGE

FARM TO FORK

Traceability is a truly important topic at the heart of EU fisheries policy right now, but we do not have the data we need to have traceability and transparency across the full supply chain. We need to fill these gaps, and the European Commission is proposing to fully digitise all types of data in the fisheries world and across the supply chain, as well as to follow catches back to the individual fishing trip which caught the seafood being sold at market.

Francesca Arena, Head of Unit for Fisheries Control and Inspections at DG MARE

SEA CHANGE

Introducing Thai Union's global sustainability strategy: Changing Seafood for Good Collaborating on traceability and transparency to prevent IUU fishing and modern slavery



OBJECTIVES

Thai Union is involved in various traceability & transparency initiatives, engaging with suppliers, customers & stakeholders

The seas are sustainable now and for future generations

Our workers are safe, legally employed and empowered

Combating climate change and promoting healthy diets through sustainable seafood



Tracy Cambridge
Responsible Sourcing Director (Europe) at Thai Union

[PRESENTATION LINK](#)