

## Traceability

Traceability has always been an important consideration in the seafood industry. In the event of a product recall, or even in filing an insurance claim, the ability to thoroughly trace a product's genealogy and forward history is a crucial best management practice.

Public and governmental scrutiny has intensified everywhere in recent years as to the conditions under which food products are grown, captured, processed, imported, or exported. New legislation, both in Europe and the US, has spurred the need for systems to provide full product traceability. The challenge of meeting these regulations can seem a steep one. The WiseFish system offers complete traceability from origin to final destination.

**Microsoft®**  
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**Solutions**

Software for the seafood industry



## End-to-end traceability

The concept of traceability is integral to all WiseFish functional areas so that stock identification data is recorded and transmitted seamlessly in every stage, from in-entry to final sale. Maritech offers the only integrated, end-to-end, tracing system on the market, providing users with the tools to trace the fish from the fishing vessel right to the customer.

## Lab, hatchery, or farm level

A major concern of customers is the need to verify medication and vaccine use and to be certain that stocks have not been mixed with incompatible groups on the site. This is clearly shown in both the History report and the Product Certificate and, indeed, WiseFarming warns the user if they are about to mix groups. Feed types and volumes of feed and pigment are shown on the Feed report and Production report. All key stock information is easily generated and organized at the time of sale in a single, clear report, instilling customer confidence in your product and in your best production practices. Easily trace full details of stock movements and then export these details at the time of a harvest to the next stage of the value chain.

## Vessel Level

Now more than ever, large commercial buyers want a whole range of information, not only on stock origin, but also on environmental aspects of the fishery such as temperature control or dolphin safe conditions in order to differentiate their products in the marketplace and re-assure consumers about product safety and nutritional value. Improved traceability and labeling, especially the inclusion of the date of capture, also enables retailers to more effectively gauge the shelf-life of fresh fish in the stores, reducing potential wastage and increasing the efficiency of stock control for fresh fish. Traceability features in WiseFishing allow you to pinpoint catch to the exact catch date, area and depth and accurately maintain records concerning fishing equipment, handling methods, size and quality grades, and storage conditions. These records are important in identifying quality issues and can bring additional value in the market.

## Lot Level

In the context of a recall, the ease of traceability is not just a regulatory one but also an important economic factor for manufacturers when faced with the need to withdraw products from the market. An efficient tracing system will help you to isolate only those batches or lots of product which are affected, thus reducing recall costs. The WiseTrace console allows you to visually trace (both forwards and backwards) any production lot to instantly understand its component origin lots as well as any further repacking or contracting lots it may have been comprised into. You can drill further into the lot record to trace a single collection within the lot and see all of the related records and transactions.

## From Vendor to Customer

In a costly recall scenario, the ability to speedily isolate with accuracy the amount of affected product and its location in the distribution system and in the market place is critical. In the WiseFish system, you can easily drill down in the Traceability search to identify all vendor and origin-related information to gather a complete picture of all potentially affected stock. Simultaneously, identify all customers to whom any given batch of product has been shipped so that you can react swiftly to minimize liability and potential harm.

## Quality Records

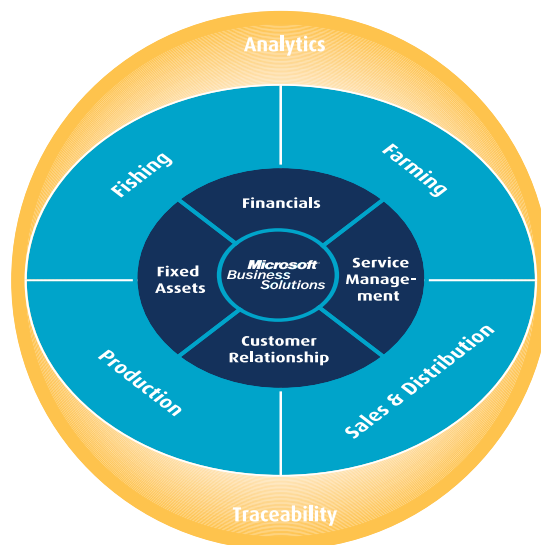
The essence of a HACCP Quality systems is traceability. It allows you to assess the overall problem, evaluate the hazard, make timely decisions on the strategy to be followed and make recommendations as to whether or not to close production plants and on when production may recommence. Use the WiseTrace module to instantly locate all relevant quality inspections recorded for any given lot or combination of lots, keeping liability and associated costs under control.

## Case Study

Brim Seafood is one of the largest seafood companies in Iceland, boasting over 400 employees. Brim's rapid growth and the rising demand for automation within the industry required an expansion of their IT operation systems to be able to provide full traceability of their products. They also required easier access to key management information – which their former system did not allow:

"We needed a solution that would cover our complete value chain and provide us with total traceability. WiseFish was the only solution that made sense. WiseFish™ is invaluable to our business and has increased the ability of managers to access the information they need to stay on top of issues that may be affecting the bottom line."

Gunnar Larsen - Managing Director, Brim Seafood



The WiseFish™ value chain