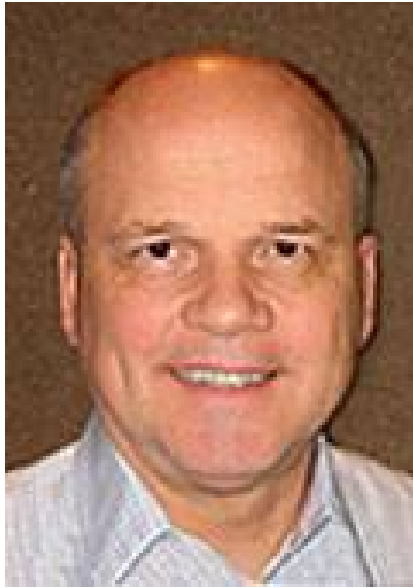




Traceability Trends And Benefits



Phil Werdahl
Trace Register



global aquaculture
the alliance

Phil Werdahl

Trace Register, United States

- Phil Werdahl is the founder, CEO and director of Trace Register. He has 37 years of experience in the seafood industry, including serving as a U.S. government observer aboard Japanese surimi vessels and aboard a whaling fleet in Antarctica.
- Born and raised in Japan, he has in-depth understanding of Japan's social, cultural and business traditions. He possesses unique perspectives on international issues related to both the production and marketing sides of commercial aquaculture. A graduate of the University of Washington, Werdahl is also co-founder and former president of Jubilee Fisheries, Inc., a fully integrated fishing company that catches and freezes bottom fish in Alaska.

Agenda

- Company Overview
- Trends Influencing Traceability
- Trace Register System
- Benefits of Traceability



Trace Register

- Over 450 customers
 - 24 countries, 7 languages
- Headquarters in Seattle
 - Offices in Europe, China, Japan, Thailand, Vietnam, Ecuador, Brazil
- BAP development partner since 2006
- Linking Buyers
 - Retail and Food Service
- With their Suppliers
 - Seafood, farmed and wild
 - Large and small
 - North America, Europe, Asia, Central and Latin America



Global Trends Influencing Traceability

- Changing Way Information is Put to Work
 - Was monolithic data storage and reporting
 - Now data sharing and collaboration
- Drive to Improve Efficiency by Continuously Removing Waste
- Consumer IT is way Ahead of Business IT
- Early Adopters of Traceability are Writing the “Rules of the Road”



Comprehensive Product Data

Received
Create
Sent
Reports

CONFIGURATION
ADVANCED
HELP

Received Traceability Documents

Active
Archived
HELP PAGE

Download Registered Received Report

Received
Pending (3)

Show Filters
robert
Labels...
SmartTrace..
Archive

	COMMON NAME	LOT NUMBER	SUPPLIER / BUYER	RECEIVED / RECORDED	TRACEABILITY DOCUMENT	COUNTRY OF ORIGIN
☐	+	North Pacific Halibut	SF2-34	Frozen Fish LLC	July 30, 2010	0000000006033A United States
☐	+	North Atlantic Halibut	NAH56	Frozen Fish LLC	July 27, 2010	0000000005972 Norway
☐	+	Blue Mussels	SF-0710	Frozen Fish LLC	July 27, 2010	0000000005972 Australia
☐	+	King Fish	SF1-070810	Frozen Fish LLC	July 27, 2010	0000000005972 Australia
☐	+	TUNA SOLID IN BRINE LITH(	USJ17A7-J4B	Peters Importers	July 27, 2010	0000000005960 Ecuador
☐	-	P&D White Shrimp	S664664L	Seafood Distributors	July 27, 2010	0000000005901 United States

Attributes
Certifications
Source Products
Seller
Logistics

Close X

Purchase Order Number CAA898979
Lot Number S664664L
Total Net Weight 4000
Item Code LS4445666
Unit of Measure lb
Common Name P&D White Shrimp
Country of Origin United States

Invoice Number SDL6364597
Trade Unit(s) Shipped 400
GTIN 14 12345678979897
Trade Unit Cases
Product Form Frozen
Scientific Name Litopenaeus setiferus
Production Method Wild

Pages: 1 2
Total Rows: 26



Document Management



[MAXIMIZE](#) [LOGOUT](#)

USER: Robert Burmeister
COMPANY: Fresh Inc.
ROLE: ReProcessor

[Received](#) [Create](#) [Sent](#) [Reports](#) [CONFIGURATION](#) [ADVANCED](#) [HELP](#)

Received Traceability Documents ☒ Active ☐ Archived [HELP VIDEO](#) [HELP PAGE](#)

[Received](#) [Pending \(0\)](#)

[Show Filters](#) | [Views...](#) | [Labels...](#) | [Archive](#)

COMMON NAME

▼ LOT #

SUPPL RECEIVED / RECORDED

TRACEABILITY DOCUMENT

PRODUCT TEMPLATE

LABEL

Attributes

Attachments

Source Products

Seller

Logistics

NAME

DESCRIPTION

SIZE

09(BL).tif

100782

09(CO).tif

78259

09(HEALTH).tif

36769

09(ICCATT).tif

91943

09(Packing).tif

46238

[View TraceDoc](#) [Download to PDF](#) [Trace Product](#) [Download All Attachments](#)

☐ + BIGEYE TUNA

D: 201

August 13, 2010

0000000067646

Pages: 1 2

Total Rows: 18



Third Party Laboratory Analysis



LOGOUT

USER: Robert Burmeister
AFFILIATE: PL Labs In.c

Lab Reports | Reports | CONFIGURATION | HELP

Lab Reports Active Archived

Results

Filter: All | Take Sample | Archive

LOT	SCIENTIFIC NAME	DESCRIPTION	SAMPLE DATE	LAB DATE	ALERT	REPORT
123456789-0	Penaeus vannamei		Thu May 20 00:00		☒	

Sample

Results

Close X

Lab Report ID
Record Date
Recorded By

Cumb010

Peter Larkins

Economic

Subst

Size

Weigh

Glaze

Quality

Spoil

Filth

Dehyd

Textur

Odor

Damag

Prep

Safety

E-col

Floro1

Floro2

Floro3

Floro4

Floro5

Nitro1

Nitro2

Nitro3

Nitro4

Chlor

Staph

List

Salmo

Save

Revise Report

View Report

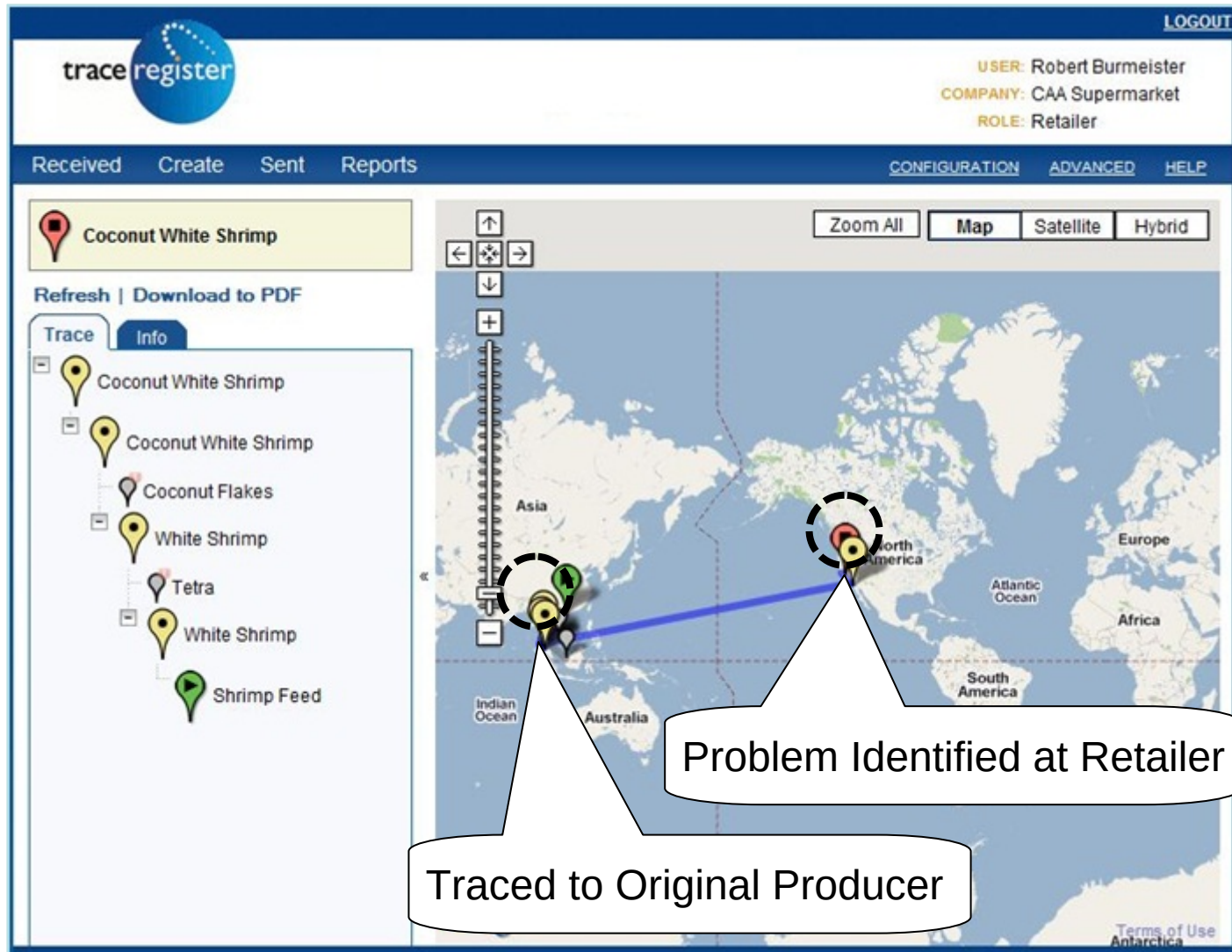
View Revision: 010 A

Pages: 1 2 3

Total Rows: 25



Trace Back to Source



Identify Product Recipients



Demonstration

[Logout](#)

[Home](#) [Affiliates](#) [Accounts](#) [Traverse](#) [Configuration](#)

PL - White Shrimp

Track **Info**

- PL - White Shrimp
 - White Shrimp
 - White Shrimp
 - White Shrimp
 - White Shrimp
 - White Shrimp
 - White Shrimp
 - White Shrimp
 - White Shrimp

Map controls: Zoom All, Detailed, Simple, Map, Satellite, Hybrid

Retailer 3

Retailer 1

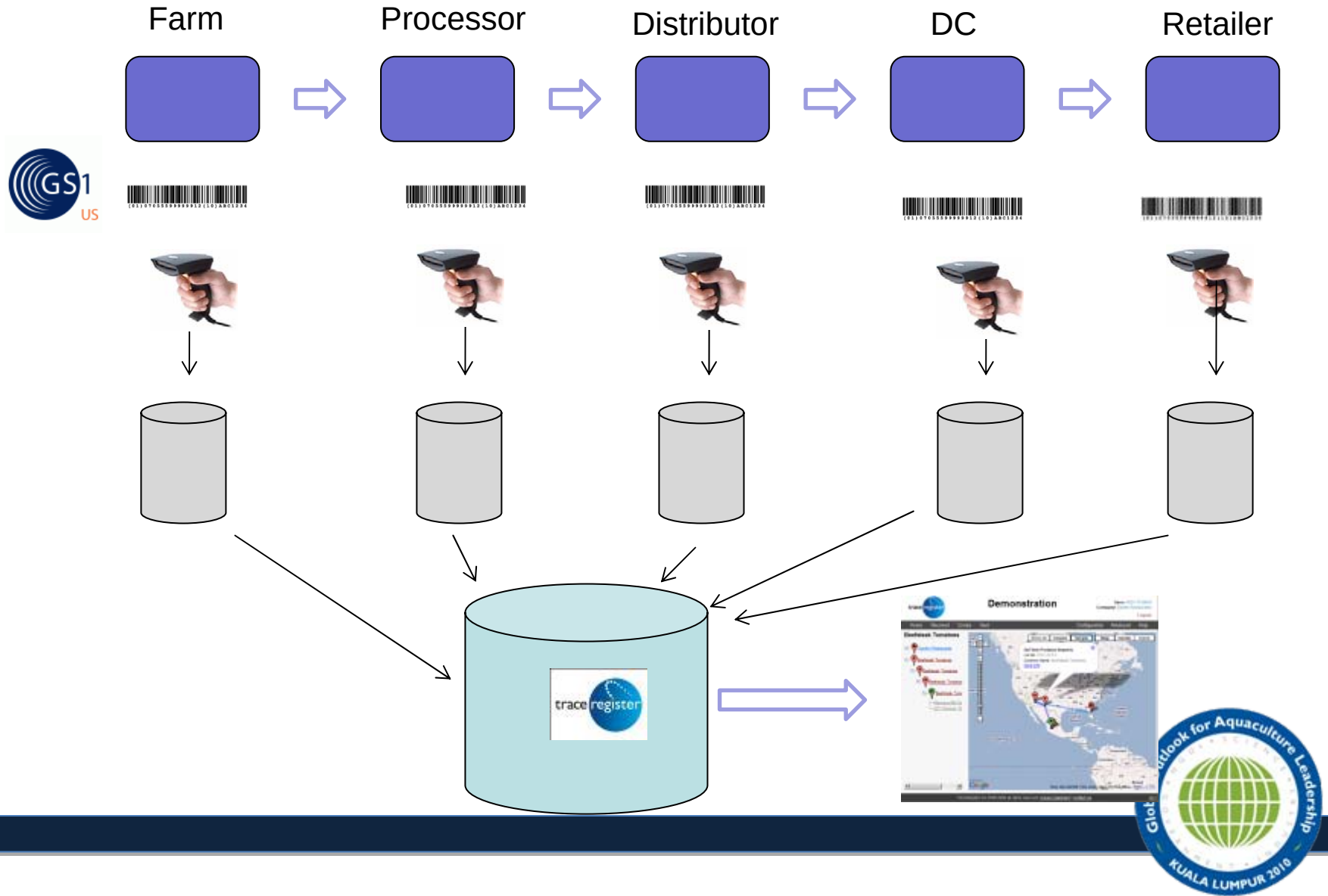
Retailer 2

Frank's Gourmet Fish
Lot No: 220-09-001A
Common Name: White Shrimp
Scientific Name: *Penaeus vannamei*
[more info](#)

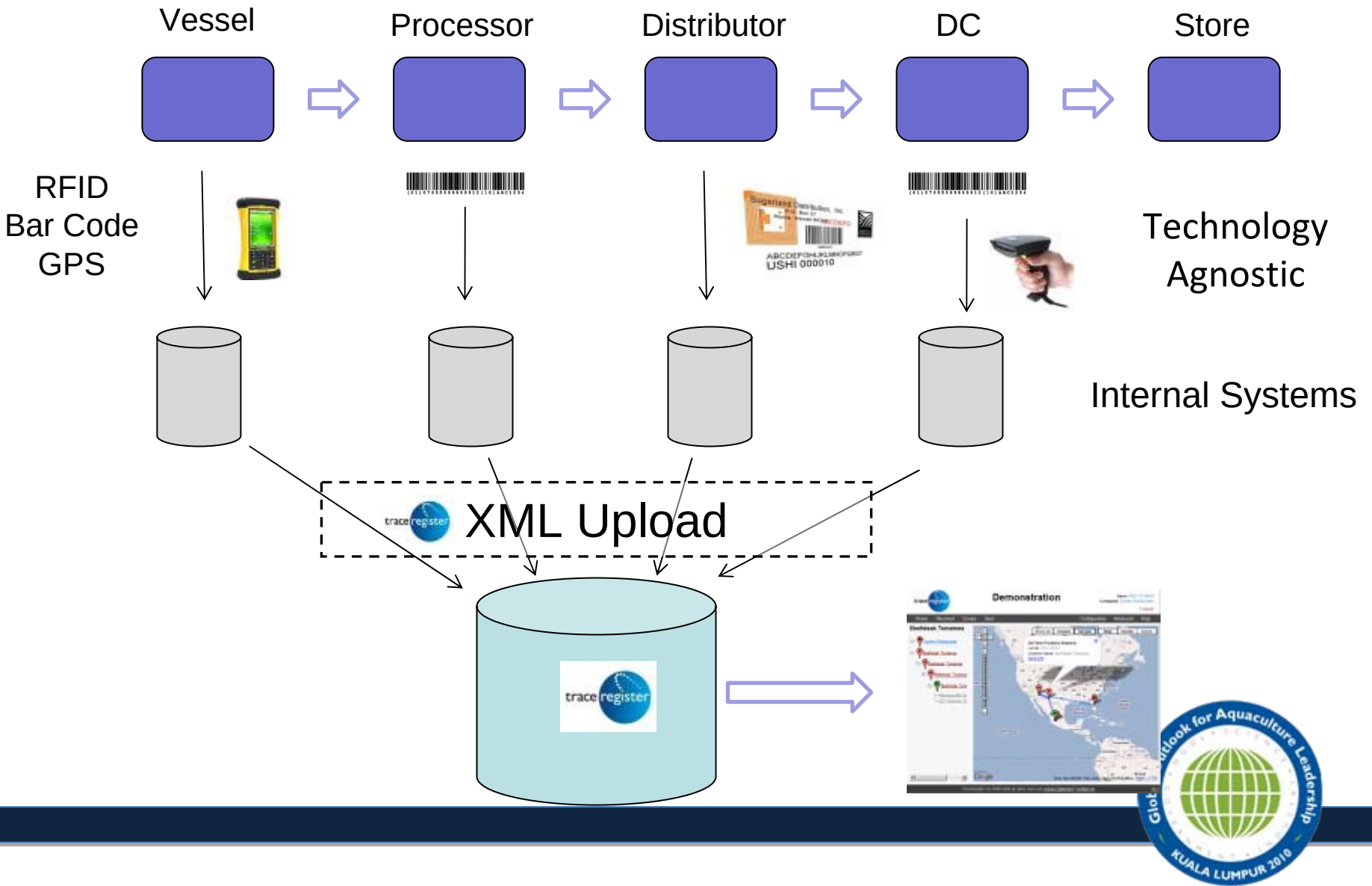
Map data ©2009 Tele Atlas, Europa Technologies - [Terms of Use](#)



GS1 and Trace Register



Automated Upload



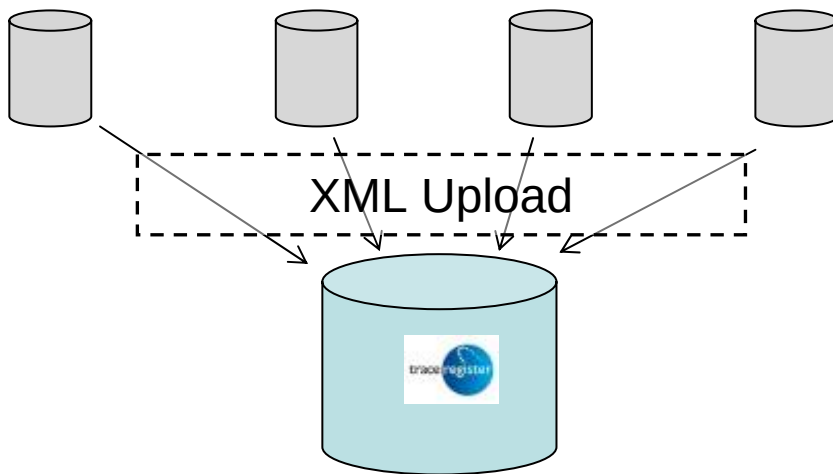
Trace Register Compatibility

Ability to work with major seafood software programs

e.g.

- Sea-soft
- SAP
- Net Yield
- Seaside Management Systems
- Fishmonger
- SIMBA
- Astra Information Systems
- Fishbowl
- Datastream

Etc.



Auto Uploads in:

USA, UK, Thailand, Indonesia, China, Colombia, Ecuador



Certification Verification and Management

Tasks: **ARCHIVE** **RECEIVE TRACEDOC** **SHOW FILTERS**

Registered Received Report ☒ Active ☐ Archived

Received **Pending (3)**

Add / Remove Labels: Labels...

☐ Seller TD Number Status

☐ Qingdao Seafoods 0000000001430 Recorded Mar 10 2009

Seller **Logistics** **Products**

Product	Template ID	Trade Units	Net Weight
☐ Alaskan Pollack	TF D/S PBO FB - Alask Pol	10 TW/FRZ - 3/16.5 lbs	495 lb

Attributes **Description** **Certifications** **Source Products**



Certification #: MSC-130-0308-1

Certified Russian Fish

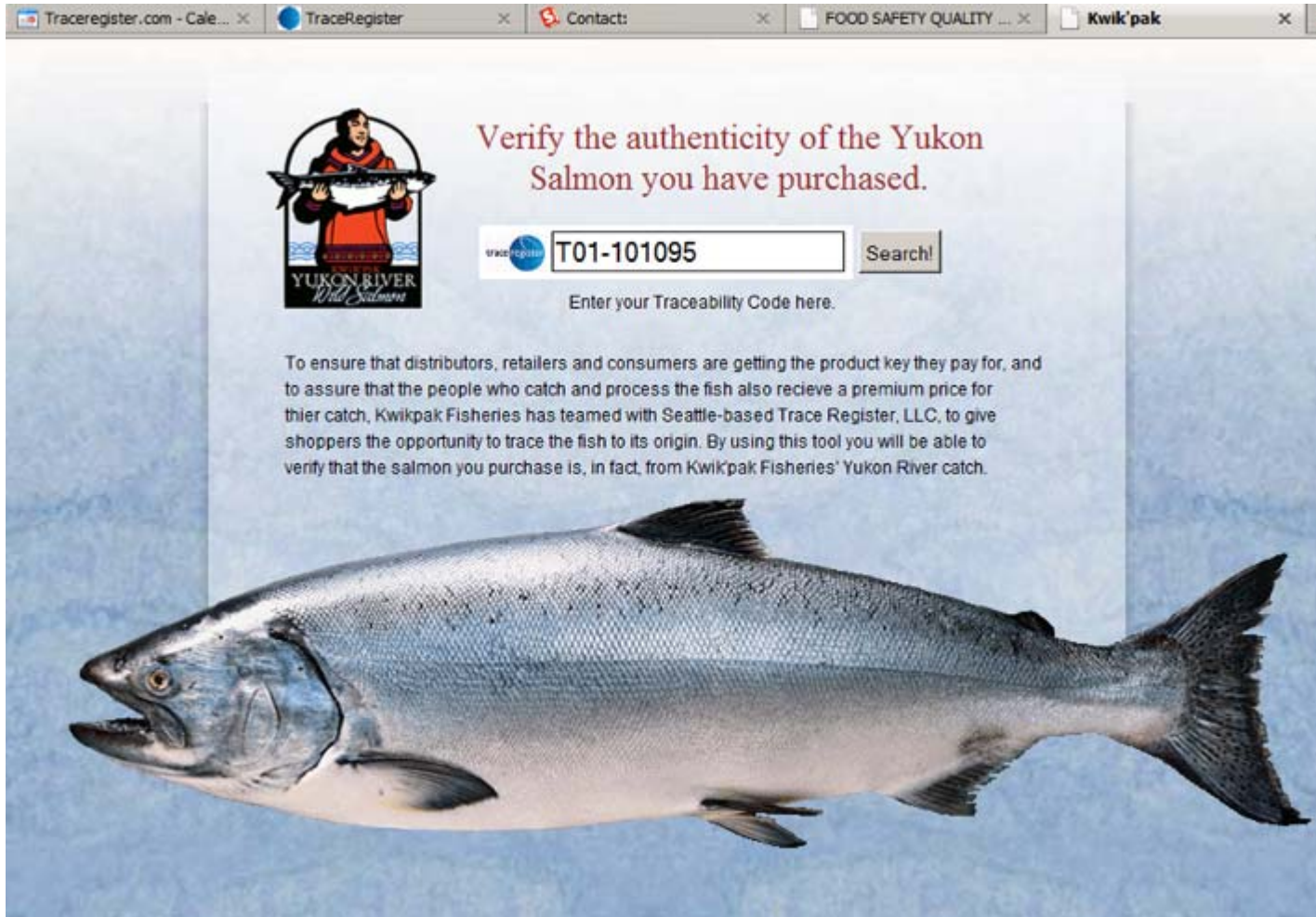
TRACE PRODUCT **DOWNLOAD TO PDF**



Branding and Marketing



Branding and Marketing



The screenshot shows a web browser window with several tabs: "Traceregister.com - Cale...", "TraceRegister", "Contact:", "FOOD SAFETY QUALITY ...", and "Kwik'pak". The main content area features a logo on the left depicting a fisherman in a red jacket holding a salmon, with the text "YUKON RIVER Wild Salmon" below it. To the right of the logo, the text reads "Verify the authenticity of the Yukon Salmon you have purchased." Below this is a search interface with a "TraceRegister" logo, a text input field containing "T01-101095", and a "Search!" button. Underneath the search field, it says "Enter your Traceability Code here." A paragraph of text follows: "To ensure that distributors, retailers and consumers are getting the product key they pay for, and to assure that the people who catch and process the fish also receive a premium price for their catch, Kwikpak Fisheries has teamed with Seattle-based Trace Register, LLC, to give shoppers the opportunity to trace the fish to its origin. By using this tool you will be able to verify that the salmon you purchase is, in fact, from Kwik'pak Fisheries' Yukon River catch." At the bottom of the page is a large, detailed image of a salmon.

www.kptrace.com



Potential Benefits

- Standardized Communication and Collaboration
- Effective Sales Tool to your Customers
- End Consumer Branding and Marketing
- Automated Information Management
- Efficient Product Specification Management
- Enhanced Supplier Management and Analysis
- Automated Sustainability Reporting
- Proactive Risk Management
- End to end Demand Management
- Others to be determined

