



# Traceability

Engaging your customers

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*Helping you trust what you buy*

## Web Based Traceability

- Founded in 2005
  - based on seafood industry operational experience
- Headquarters in Seattle with world wide support (7 languages inc. Spanish and Portuguese)
- System Operational in 2006
  - Current version 3.4
- Supports leading standards
  - BAP, GFSI, GlobalGAP, PTI, GS1, etc.



# Traceability Drivers

## Safety & Quality



## Sustainability & Legality



## Branding & Marketing



# Trace Register is a flexible product information platform

The screenshot displays the Trace Register web application interface. At the top, the 'trace register' logo is on the left, and 'MAXIMIZE' and 'LOGOUT' links are on the right. Below the logo, user information is shown: 'USER: Peter Larkins', 'COMPANY: Pi Processors Ltd', and 'ROLE: Processor'. A navigation bar contains 'Received', 'Create', 'Sent', and 'Reports' tabs, with 'Sent' being the active tab. To the right of the navigation bar are links for 'CONFIGURATION', 'ADVANCED', and 'HELP'. Below the navigation bar, the section is titled 'Sent Traceability Documents'. There are radio buttons for 'Active' (selected) and 'Archived'. To the right are links for 'HELP VIDEO' and 'HELP PAGE'. Below this, there is a 'Download Registered Sent Report' link. The main content area shows a table of documents. The table has columns: 'COMMON NAME', 'LOT NUMBER', 'SUPPLIER / BUYER', 'RECEIVED / RECORDED', and 'TRACEABILITY DOCUMENT NUM'. The table is filtered to show 'Sent' documents. There are tabs for 'Sent' and 'Drafts (1)'. Above the table, there are filters: 'Show Filters', 'Default' (dropdown), 'Labels...' (dropdown), 'Marketing...' (dropdown), and 'Archive'. The table contains 8 rows of data.

COMMON NAME	LOT NUMBER	SUPPLIER / BUYER	RECEIVED / RECORDED	TRACEABILITY DOCUMENT NUM
<input type="checkbox"/> + Cod Loin	11111	Pucci Foods	31 October 2011	0000000009135
<input type="checkbox"/> + White Shrimp	123	Pucci Foods	31 October 2011	0000000009134
<input type="checkbox"/> + Shrimp	12345	Delhaize America	20 September 2011	0000000008997A
<input type="checkbox"/> + CANNED SKIPJACK TUNA CHUNK LT.	88-09291	Peters Importers	20 September 2011	0000000008994A
<input type="checkbox"/> + HEAD OFF TIGER SHRIMP	2243-4333	Peters Importers	20 September 2011	0000000008994A
<input type="checkbox"/> + White Shrimp	100490003322	Peters Importers	15 September 2011	0000000008973A
<input type="checkbox"/> + Yellowfin Tuna	1245667	PT Central Pertiwi Bah	6 October 2011	0000000008958D
<input type="checkbox"/> + White Shrimp	J23433	M Sayo Importer	1 November 2011	0000000008872A

trace register

# Traceability ... and much more

## Safety & Quality

- *Traceability*
- *Lab reports*
  - *3<sup>rd</sup> party labs*
  - *Attachments*
- *Quality Attributes*

## Sustainability & Legality

- *Electronic proof of BAP certification*
- *Attachment of permissions, audit reports etc*
- *Reporting of sustainability metrics.*
- *Shipment management (FDA imports)*

## Branding & Marketing

- *Marketing module simple “out of the box” set up for marketing via step by step set up to generate web pages and QR codes*

# Traceability: Branding and Marketing

- Enhances Credibility
- Innovative Medium
- Tells a “Story”
- Educates and Informs





# Engaging the Consumer



**To the shopper...**



# Example - Yukon River Salmon





to the attention given to handling.  
These salmon, processed by Kwik'pak  
Fisheries, end their long journey  
delivered as a prized catch to markets  
round the world.



### PREPARATION:

To prepare Yukon Salmon, defrost in the refrigerator overnight or for  
several hours. Remove salmon from the bag and pat dry. Cook using  
your favorite recipe – for direct heat, allow approximately 10 minutes  
per inch of thickness. Do not overcook.

This product has full traceability.  
Go to [www.kptrace.com](http://www.kptrace.com)  
to verify that you are purchasing an authentic  
Wild Yukon River Salmon.



Wild, Natural & Sustainable

Certified sustainable  
by MSC.

### Nutrition Facts

Serving Size 4 oz (113g)

Amount Per Serving

Calories 190      Calories from Fat 90

% Daily Value\*

Total Fat 10g      15%

Saturated Fat 3g      10%

Polyunsaturated Fat 2g

INGREDIENTS: Yukon Keta Salmon

CONTAINS: Fish.

Wild Catch from Alaska.

Product of USA.

Kwik'pak Fisheries

Central, Alaska




# Marketing Widget – desktop set up

[Kwikpak](#) [Brochures](#) [Product](#) [Recipes](#) [Fishermen](#) [Retail](#) [TraceMap](#)

THE TRACE NUMBER YOU HAVE ENTERED IS A

**KWIK'PAK WILD YUKON RIVER SALMON!**




To ensure that consumers are getting the product they pay for – and not a substitute - and to assure that the people who catch and process the fish also receive a premium price for their catch, Kwik'pak Fisheries has teamed with Seattle-based Trace Register, LLC, to give shoppers the opportunity to trace the fish to its origin.

This is a valuable fish and Kwik'pak is committed to leading the industry by using traceability to protect against fraud. Kwik'pak wants to make sure that everyone who brings it home to feed their families is getting the 'real thing.' Our traceability program will help provide that assurance.

**ABOUT TRACE REGISTER**

Seattle-based Trace Register, LLC is a global food traceability company that provides web-based chain traceability to companies in 22 countries.




# Engaging the Consumer



close [x]

Kwik'pak Brochures Products Recipes Fisherman Retail TraceMap




## Meet The Fishermen

### Billy and Grace Charles

Grace and I have fished all our lives, starting out by helping family members in the commercial fishery and then becoming permit holders when the State of Alaska limited the number of permits. Like many other families in this fishery, our family members also pitch in to help us—and we are teaching our young grandson to fish.

Our parents taught us the importance of caring for the food we harvest, and like generations before us, we take pride in caring for our catch. We bleed and chill our fish; it's the right thing to do to preserve the quality.

### Ellen Keyes



My husband, Humphrey, and I are both permit holders. We bought our own permits and have been fishing together for the past 21 years. We do not have helpers, other than our own children. I have also worked a lot with my mother, cutting fish for subsistence. I also fished commercially with my brother.

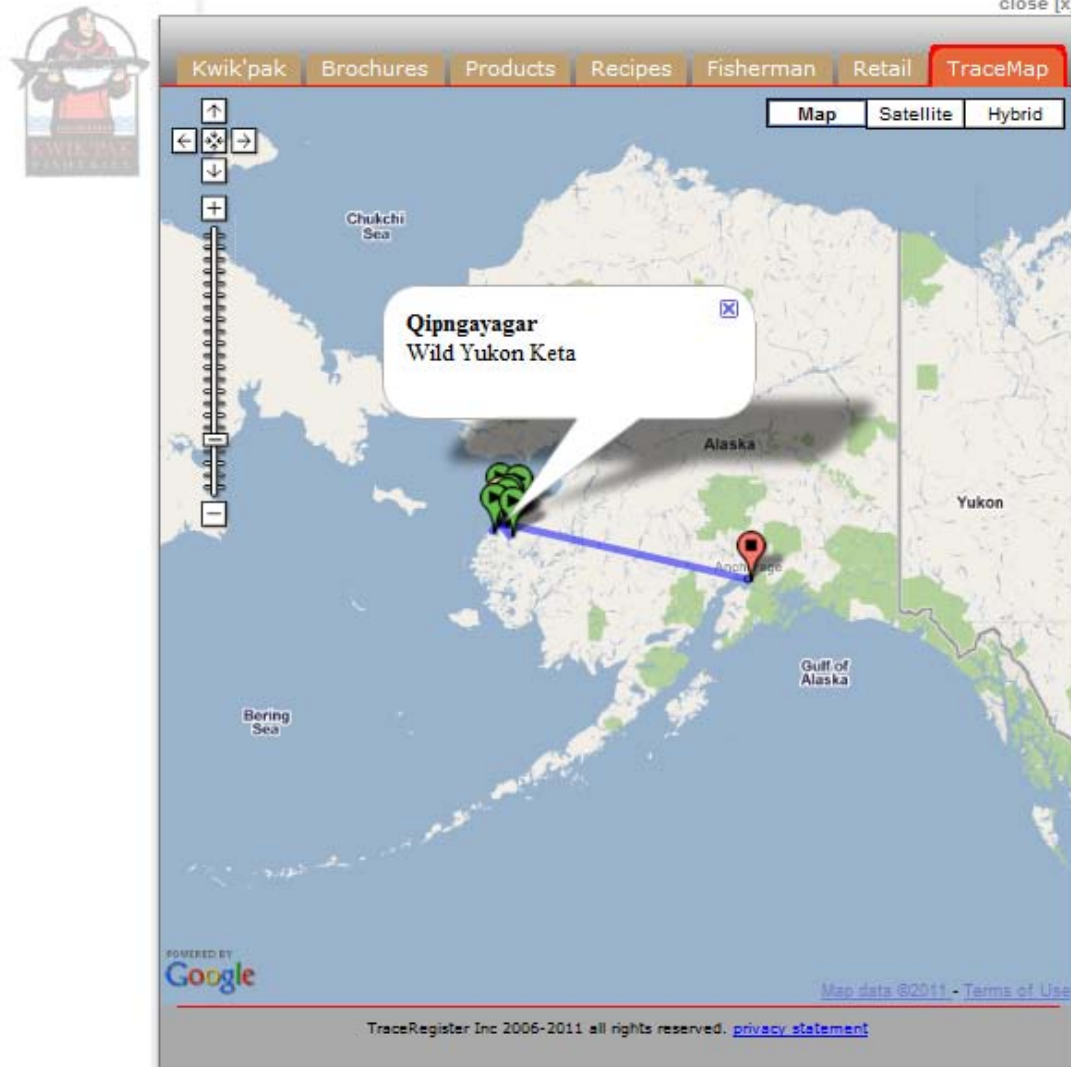
We have always taken care of our fish, whether that fish is being sold or kept for our own use. To make sure we are producing quality fish, we bleed and ice the fish we catch, for our own use or

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# Engaging the Consumer



# Marketing module set up for cell phones – step by step set up

The screenshot shows the 'trace register' logo and 'Training Systems' title. The user is Peter Larkins, a Processor at Pi Processors Ltd. The interface includes tabs for Received, Create, Sent, Reports, CONFIGURATION, ADVANCED, and HELP. The 'Configuration: Product Templates' section is active, showing a table of attributes for 'PopCorn Shrimp'. The left sidebar lists various modules, with 'Marketing' highlighted in a red box.

**Configuration: Product Templates**

Active | Archived | HELP VIDEO | HELP PAGE

Save | Save Copy | Rename | Create | Archive

ATTRIBUTE	REQUIRE	PROTECT	PUBLIC	DEFAULT VALUE
Lot Number *	X	<input type="checkbox"/>	<input type="checkbox"/>	
Store No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Purchase Order Number *	X	<input type="checkbox"/>	<input type="checkbox"/>	
User Def 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Custom ID 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Production Date *	X	<input type="checkbox"/>	<input type="checkbox"/>	
Item Code	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10001
Total Net Weight *	X	<input type="checkbox"/>	<input type="checkbox"/>	
Wt Per Unit (Avg Net Wt)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Common Name *	X	<input type="checkbox"/>	<input type="checkbox"/>	White Shrimp
Custom ID 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10001

**Available Attributes:**

- APW Standard Deviation
- Additives Used
- Airline
- Airway Bill No
- Alert
- Ambient Temperature
- Average Product Weight
- Banner
- Beard %
- Belly %
- Best By

**Marketing**



# Follow the steps to develop your marketing message

The screenshot displays the 'trace register' logo in the top left corner. The main header is 'Training Systems'. On the right, user information is shown: 'USER: Peter Larkins', 'COMPANY: Pi Processors Ltd', and 'ROLE: Processor'. A 'LOGOUT' link is in the top right. Below the header is a navigation bar with 'Received', 'Create', 'Sent', and 'Reports'. To the right of this bar are links for 'CONFIGURATION', 'ADVANCED', and 'HELP'. The main content area is titled 'Configuration: Product Templates'. It includes a dropdown menu set to '\*PopCorn Shrimp' and buttons for 'Active', 'Archived', 'HELP VIDEO', and 'HELP PAGE'. Below these are buttons for 'Save', 'Save Copy', 'Rename', 'Create', and 'Archive'. The left sidebar contains a list of categories: 'Base Attributes', 'Feed', 'Ingredients', 'Treatments', 'Certifications', 'Description', and 'Marketing'. The 'Marketing' category is expanded, showing a list of steps: '1. Select Template', '2. Select Options', '3. Upload Product Image', '4. Edit Tracemap', '5. Add/Edit Recipes', '6. Add/Edit Where to Buy', '7. Add/Edit Tasting Notes', and '8. Select Role Showcase'. The main content area is titled 'PopCorn Shrimp' and contains a 'Marketing:' section with two radio buttons: 'Do Not Use Marketing' and 'Use Marketing'. The 'Use Marketing' option is selected. At the bottom of the main content area is a 'Next' button.





# Example Potts Harbor



QR code takes you to a short url  
[trce.us/8g](https://trce.us/8g)



https://aws.traceregister.co x

trce.us/8g

TR Prod Personalizar vinculos Muebles de Oficina 525i lights E34 items... TR Helpdesk Cerb5HelpDesk

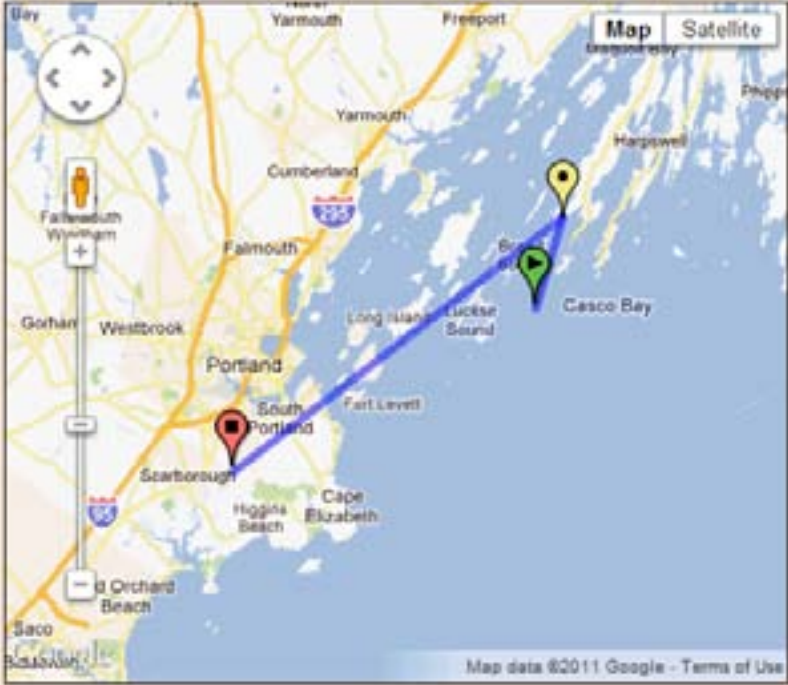
**YOUR TRACEABILITY CODE IS:**  
**031711**

**YOUR PRODUCT IS A:**  
**Lobster**

**POTTS HARBOR LOBSTER**  
P.O. Box 261 • Portland, ME 04279  
207.867.1190

**Homarus americanus**

Your Product Details More Info



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Lobster is currently being served in these featured locations:

> [Hannaford Stores](#)

# Example Emerils Shrimp

## [trce.us/eh](http://trce.us/eh)

[trce.us/eh](http://trce.us/eh)



YOUR TRACEABILITY CODE IS:  
HSN0014

YOUR PRODUCT IS A:  
Emerils Wild American  
Shrimp

YOUR PRODUCT IS FROM:  
United States



Recipes

[Emeril's Recipes](#)

Your Product Details

About The Fishing  
Vessel

More Info



The Louisiana shrimp fisherman comes from a long line of fishermen; they've learned the skills of bringing in the catch from their parents, grandparents and great grandparents. They wake in the morning while the rest of the world is still fast asleep to venture out into the beautiful gulf waters and cast their nets overboard and bring in glistening shrimp that will be brought back to the dock and prepared by some of the nation's top chefs in white tablecloth restaurants and served at kitchen tables and backyard shrimp boils across the country. Louisiana fishermen take pride in their work and there is a quality in their shrimp that you will be able to taste at first bite.

[More about Louisiana Fishermen](#)

trace register

# Traceability: Ways to engage the customer



*Engage the buyer*

*General  
Message*

Safe, Premium, Sustainable

*Confidence and Trust*

*Specific*

Prove the source, Tell the story



