



**Why is Seafood Traceability
Necessary and a Value Chain
Opportunity?**

To provide supply chain transparency
based on verifiable data

85%

**of consumers
desire assurance of
a product's origin**

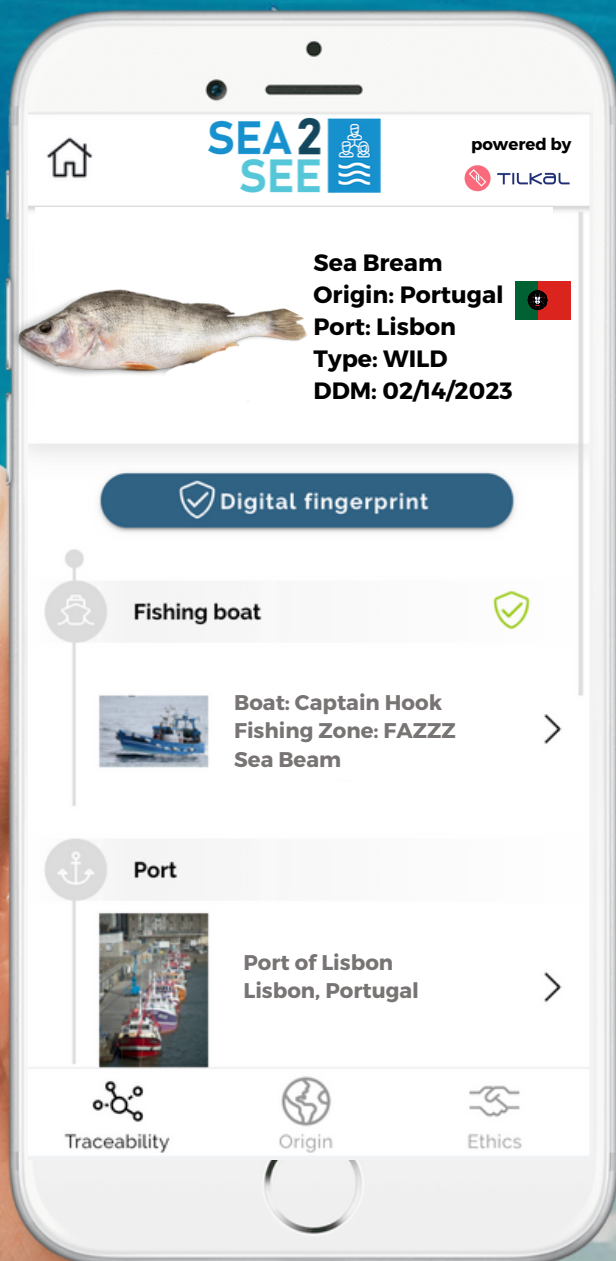
To comply with EU food safety and consumer information regulations

Production method and Catch area: Caught in Bay of Biscay		Gear code: Trawler
Commercial designation: TURBOT		FAO: TUR
Scientific name: <i>Scophthalmus maximus</i>		
Net weight:		Presentation: Defrosted
Supplier:	Address:	
	Guia Garcia Barbón, 5	
	- XX - YY	
	Date of minimum durability: DD/MM/YYYY	

EU fish labelling 2013. (Photo: EU)

Regulation (EU) 1379/2013(European Union, 2013)

To empower consumers and encourage the sustainable consumption



65%

We must only consume seafood from sustainable sources in order to safeguard the ocean.

Sustainable production claims should be clearly labeled and independently verified.

71%

To obtain auditable supply chain data
for competitive advantage

56%

of consumers are willing to
pay more for sustainably
produced seafood.

Up to **30%**

Increase in profitability
for fishing companies with
consumer-focused
traceability systems



The traceability of the seafood supply chain is advantageous to all value chain stakeholders, including producers, retailers, distributors, and consumers as well as policymakers, and the use of blockchain is a novel application of technology for sustainability.

This also provides a competitive advantage for European seafood on the global market.