



Supporting a future with safe, nutritious, and sustainable seafood

SEAFOOD<sup>TOMORROW</sup> Final Event, 15.04.2021

# Digital traceability system for the seafood trade chain

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# Problem statement

- Consumer demand for traceability
- Regulation in the agri-food sector (CE 178/2002, etc.)
- Lack of external traceability



# Scale of the problem

- > 100,000 companies in Europe
- Sanitary crisis management

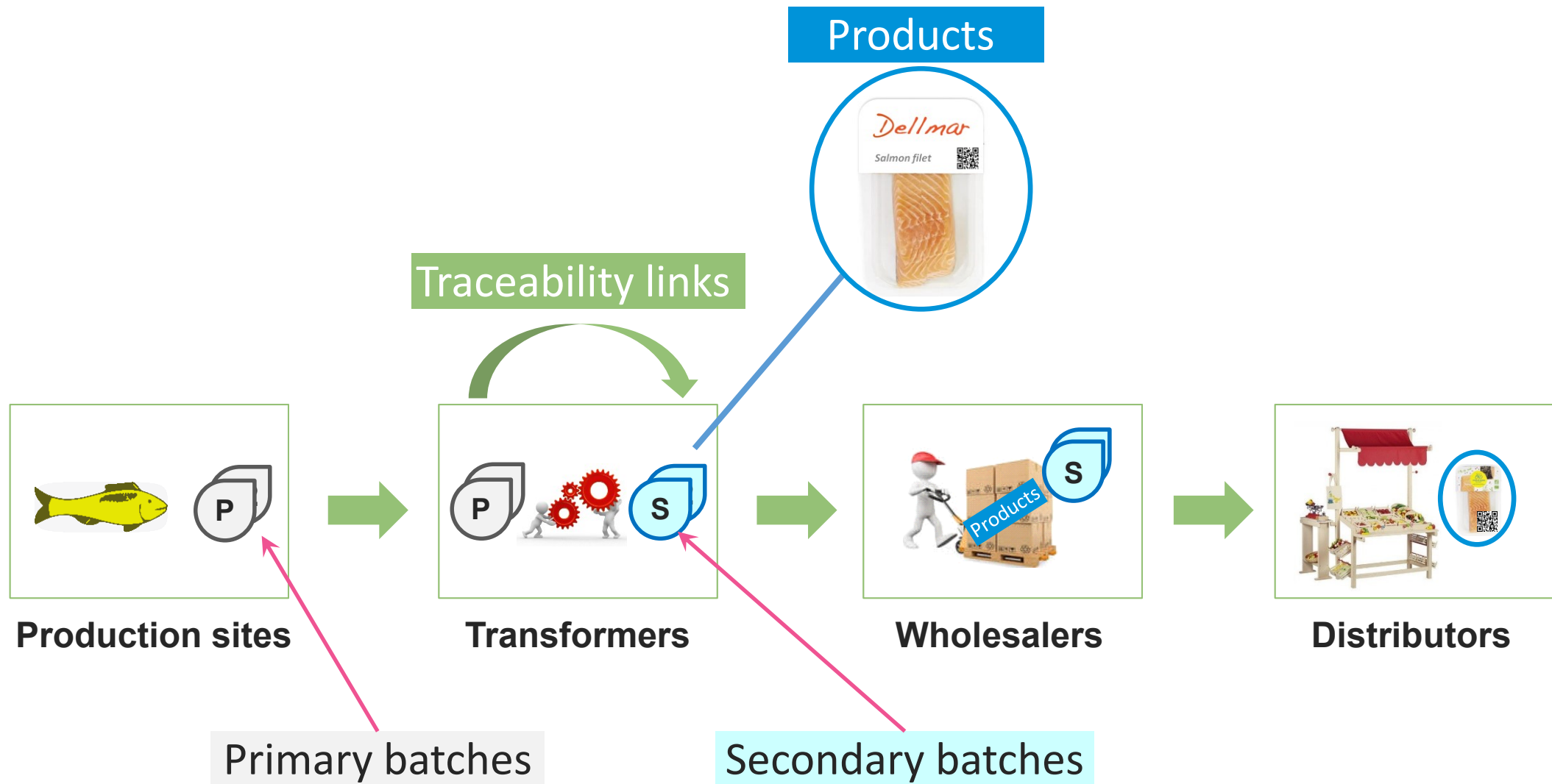


# Objectives of the task 5.2

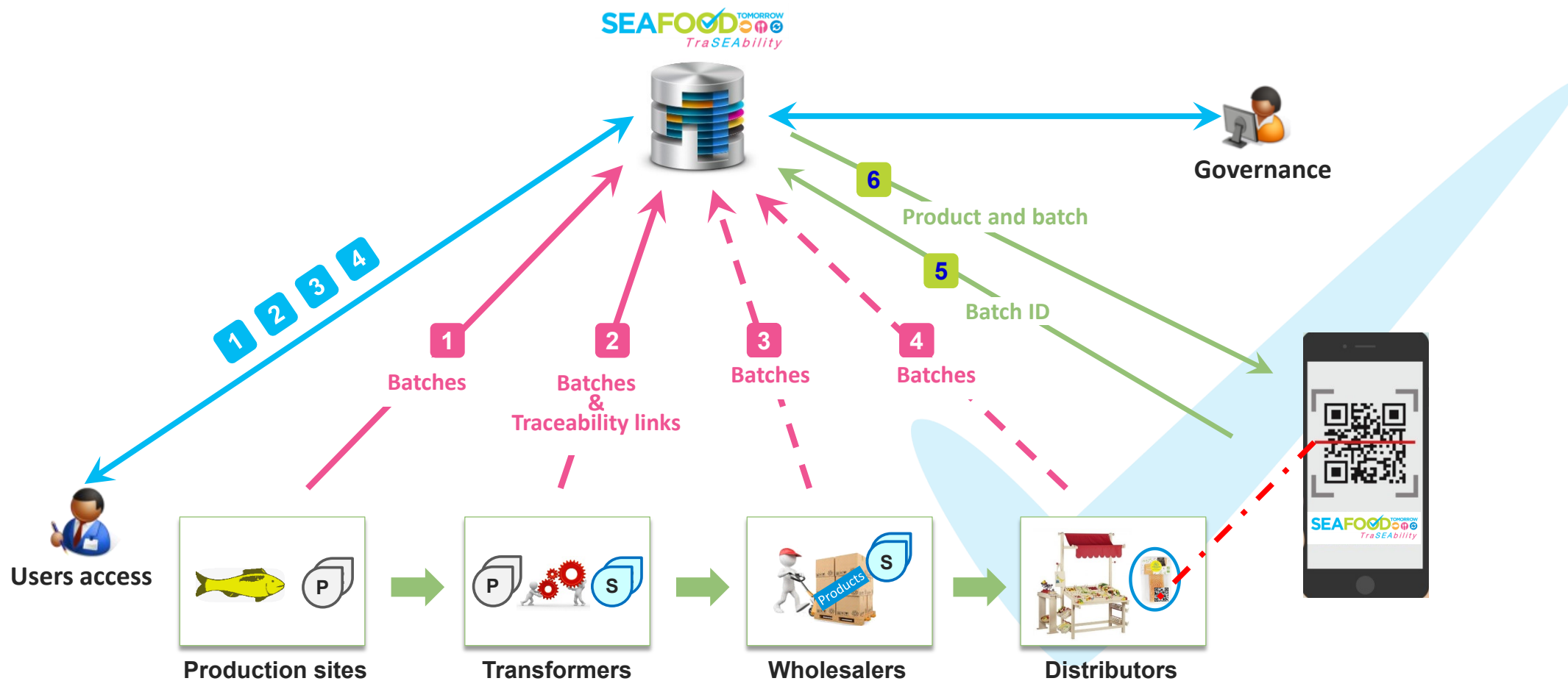
- Major : Provide an external traceability solution (tool)
- Other objectives :
  - ☞ Aquaculture and capture
  - ☞ CE 1224/2009
  - ☞ Deployment cost



# Traceability of fish batches along the whole supply chain

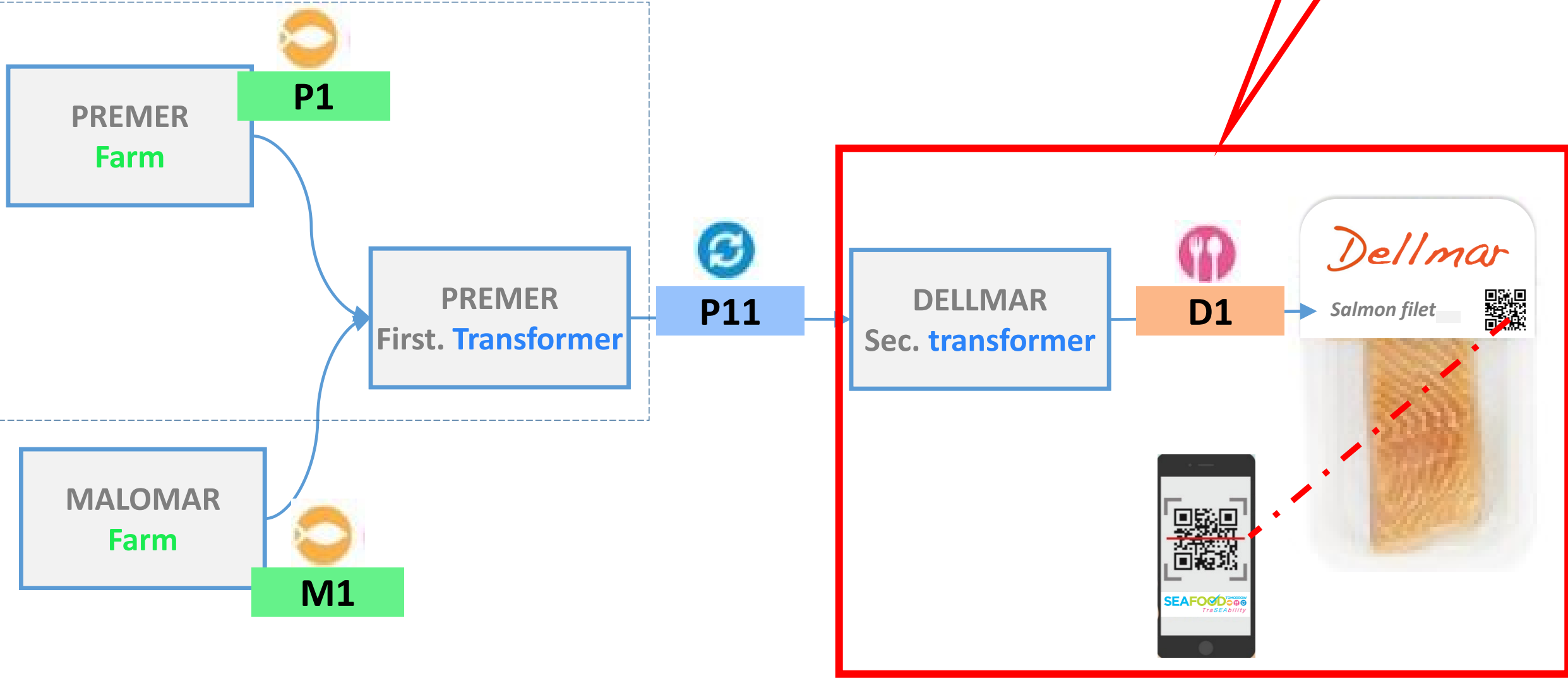


# Principles of the solution



# Demonstration

Demo



# Potential Business Model

## Value proposition

Confidence in seafood products

Know-how valorization

Consumer relationship

Time saving (crisis)

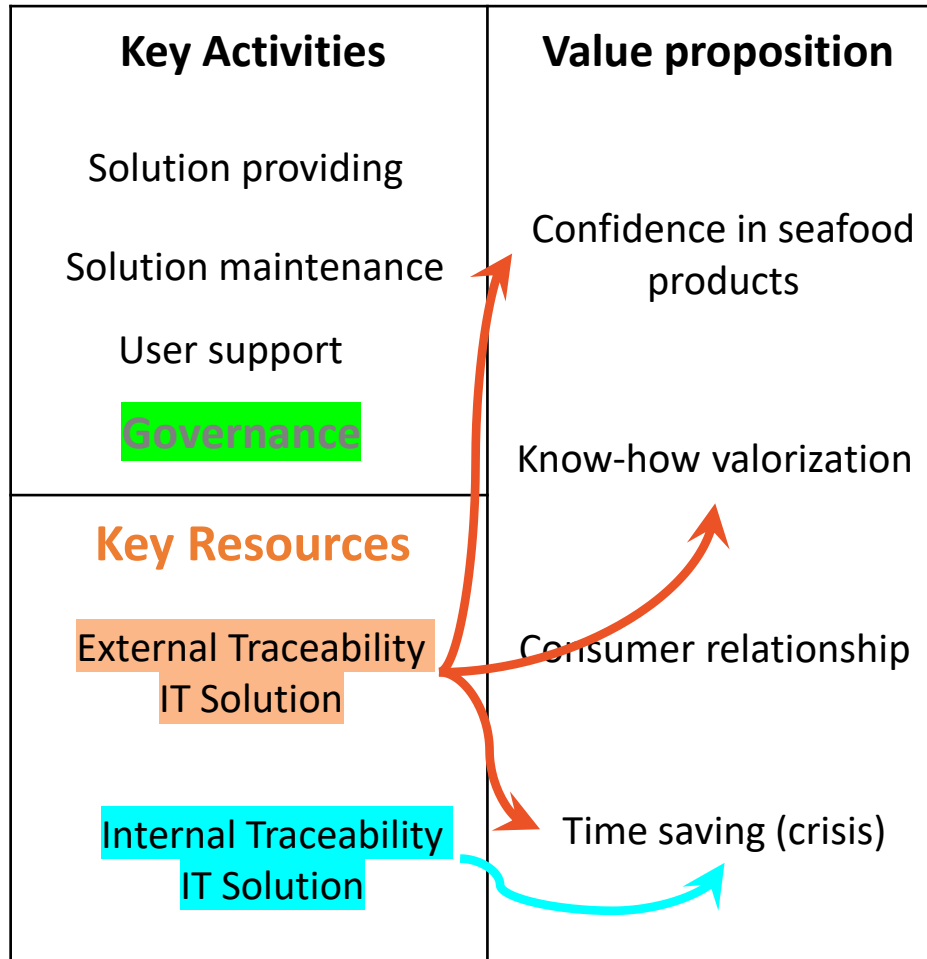


# Potential Business Model

<b>Key Activities</b>	<b>Value proposition</b>
Solution providing	Confidence in seafood products
Solution maintenance	Know-how valorization
User support	Consumer relationship
<b>Governance</b>	Time saving (crisis)

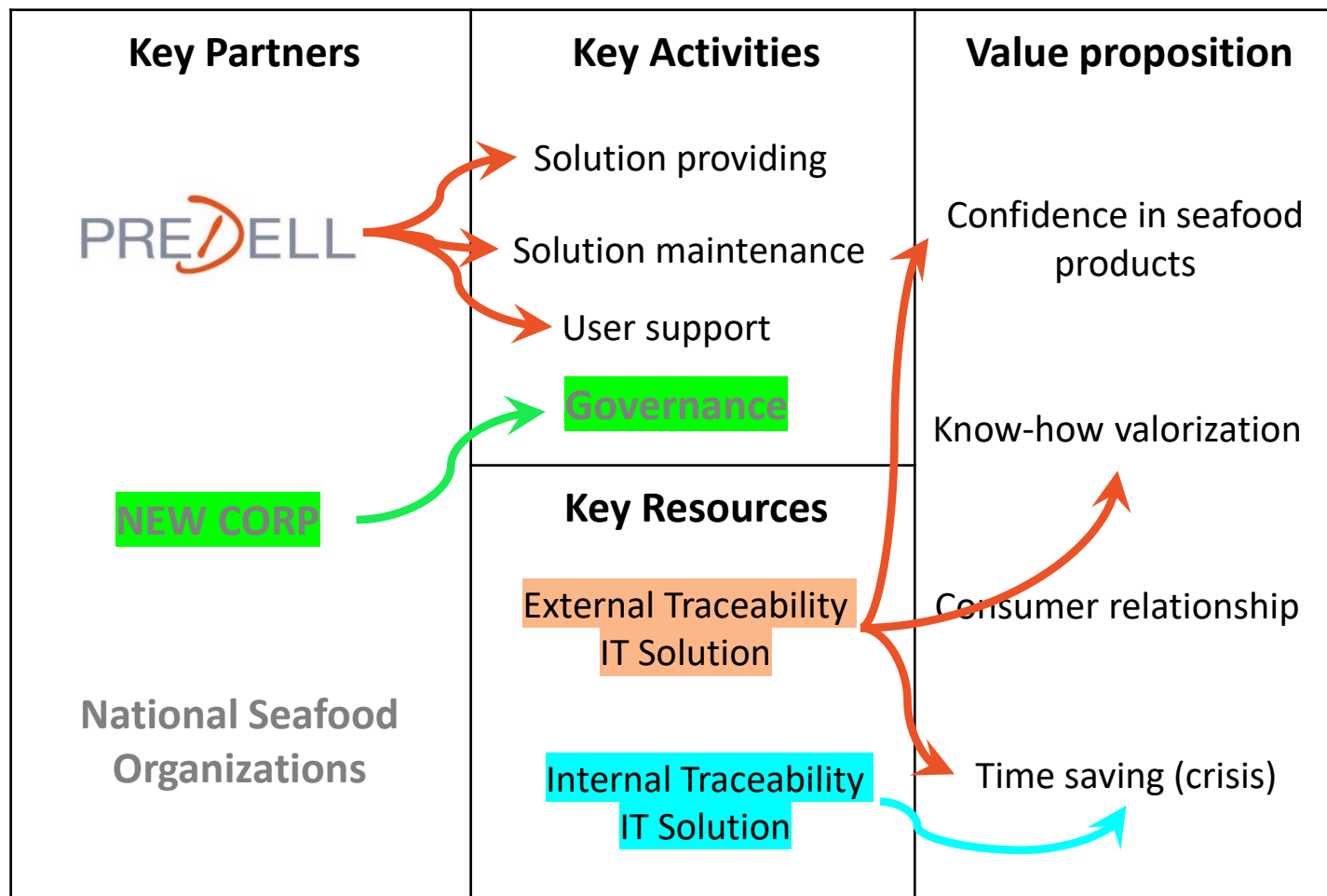


# Potential Business Model





# Potential Business Model



## Customer Segments

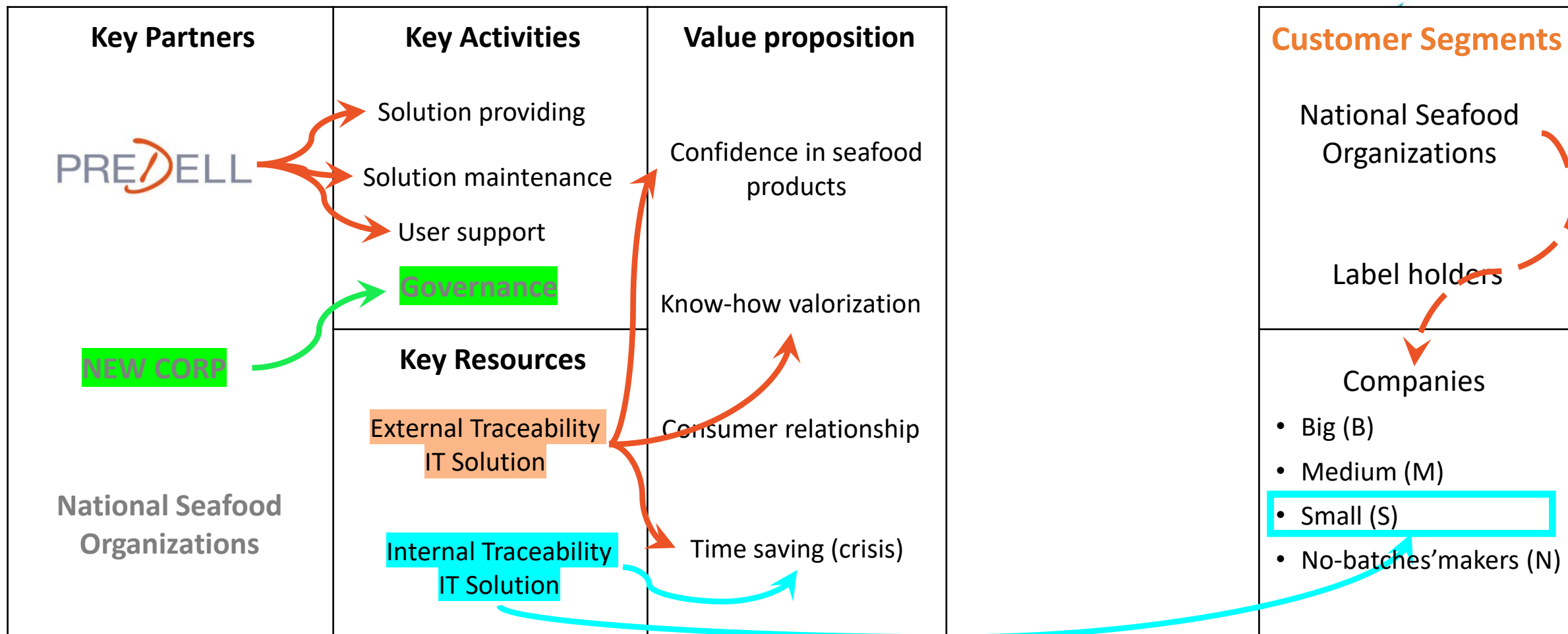
National Seafood Organizations

Label holders

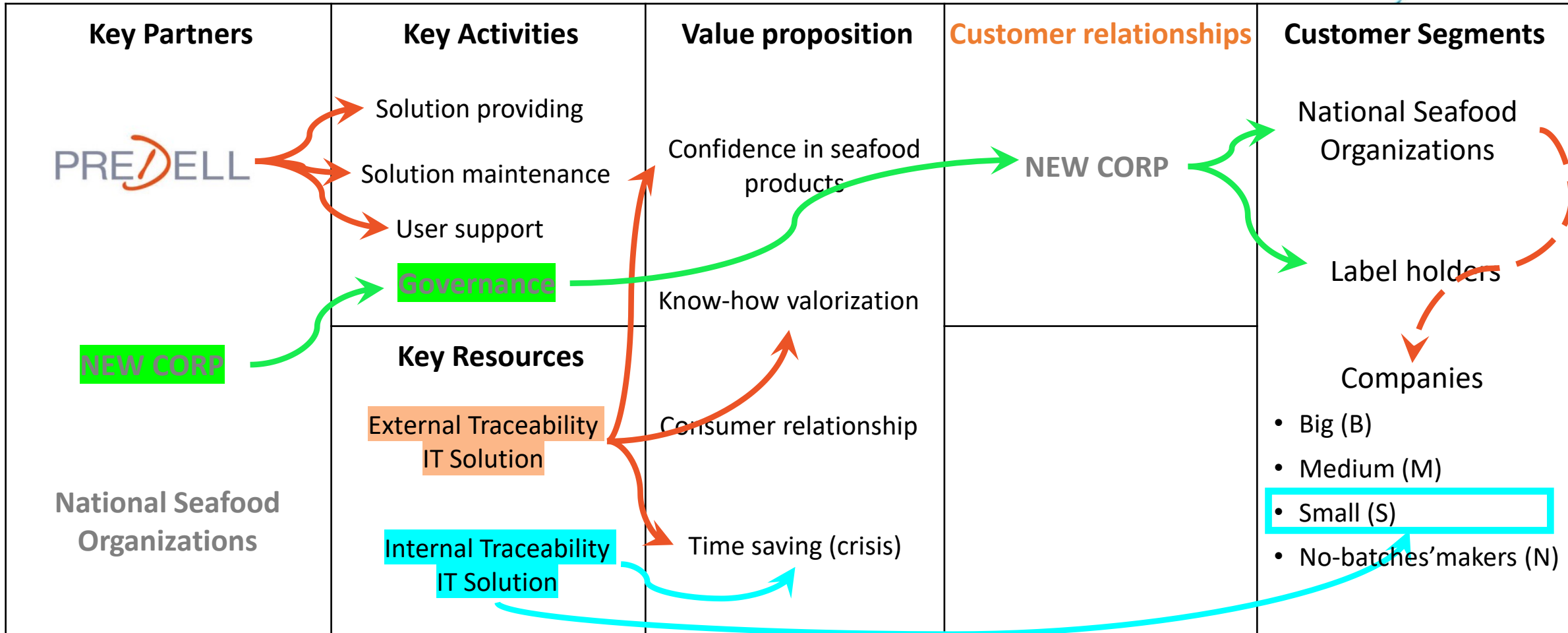
Companies

- Big (B)
- Medium (M)
- Small (S)
- No-batches'makers (N)

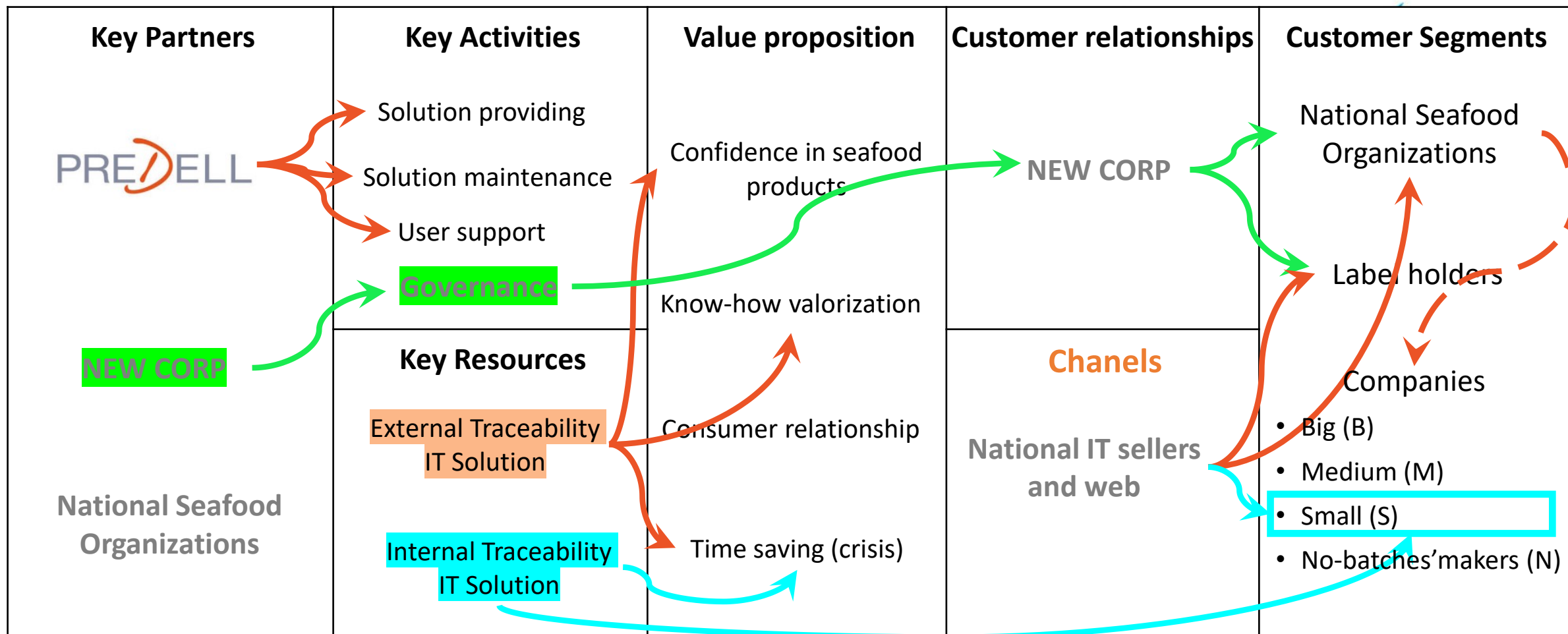
# Potential Business Model



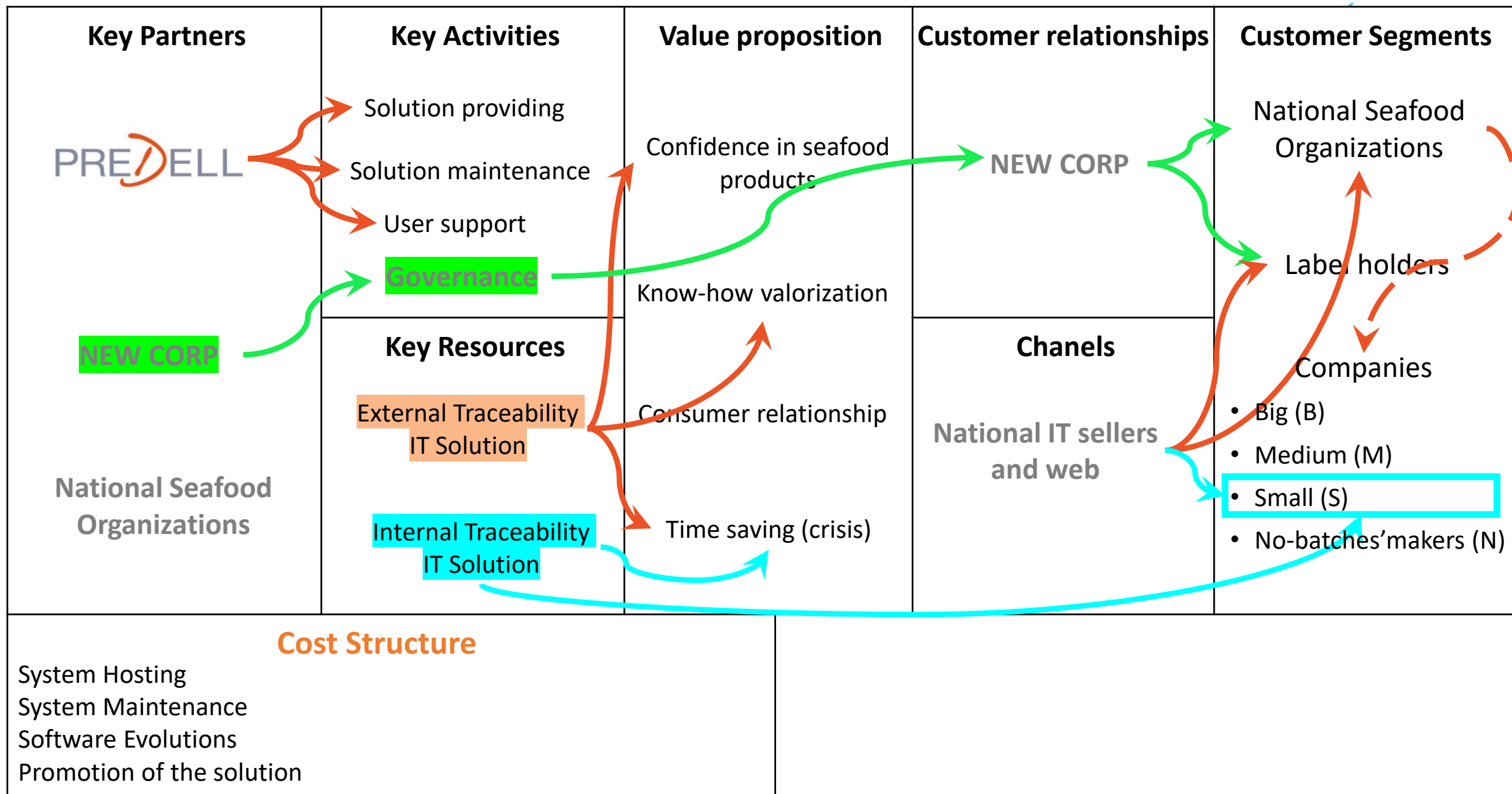
# Potential Business Model



# Potential Business Model

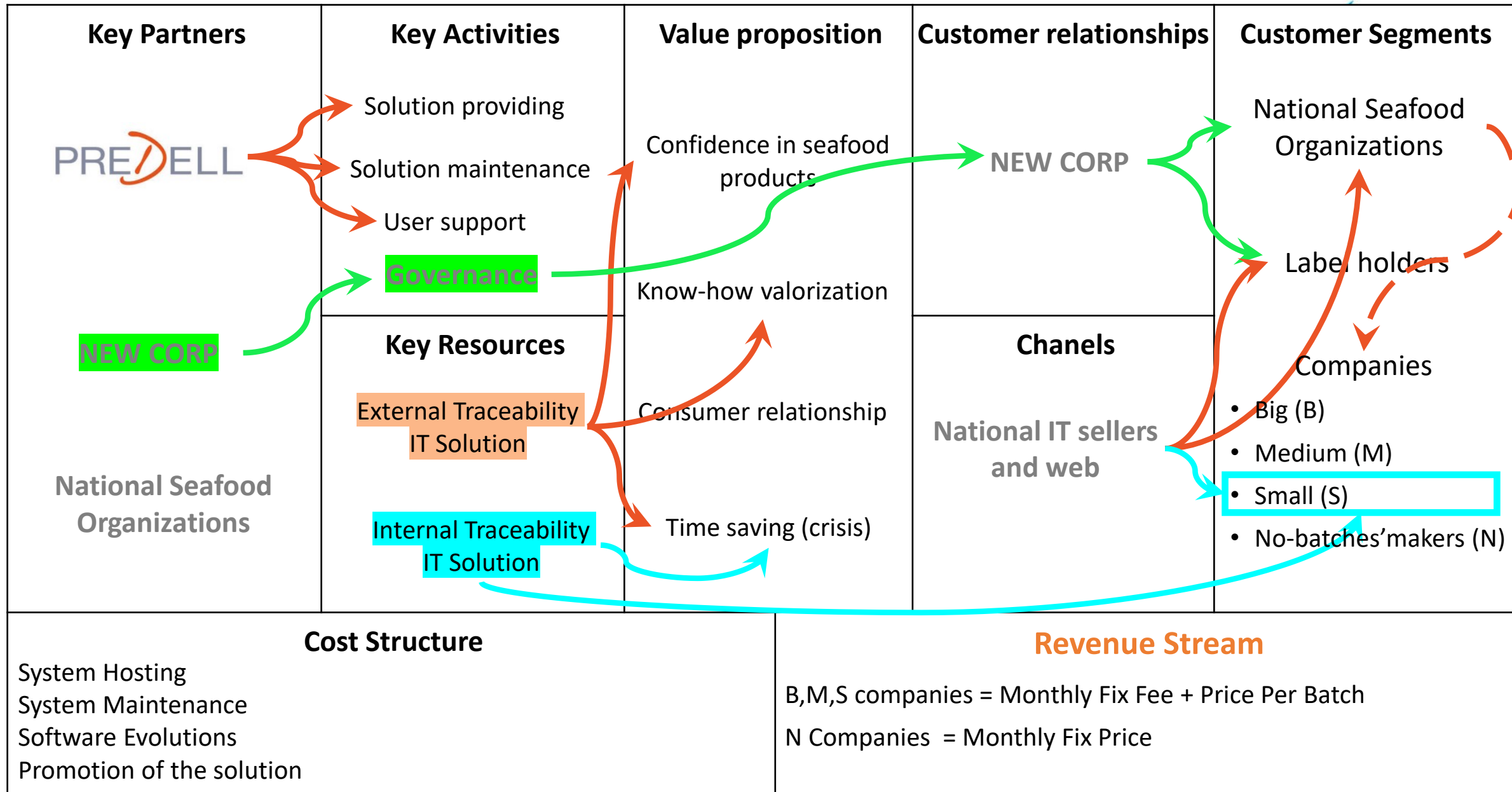


# Potential Business Model





# Potential Business Model



# Conclusion

- A complete system
- Good assessment by testing companies
- Adoption is the key success factor





# Thank You

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