

FROM SEA TO TABLE: RECOMMENDATIONS FOR TRACING SEAFOOD

What Seafood Tracing System Should Monterey Bay Aquarium Recommend To Industry Partners?

How Can You Trace Seafood?

Online Reporting

Web-based system that centrally stores information across an entire supply chain. Self reported and accessible to supply chain members.



Product Tagging

Physical tags containing information on origin and catch method that accompany a product or group of products.



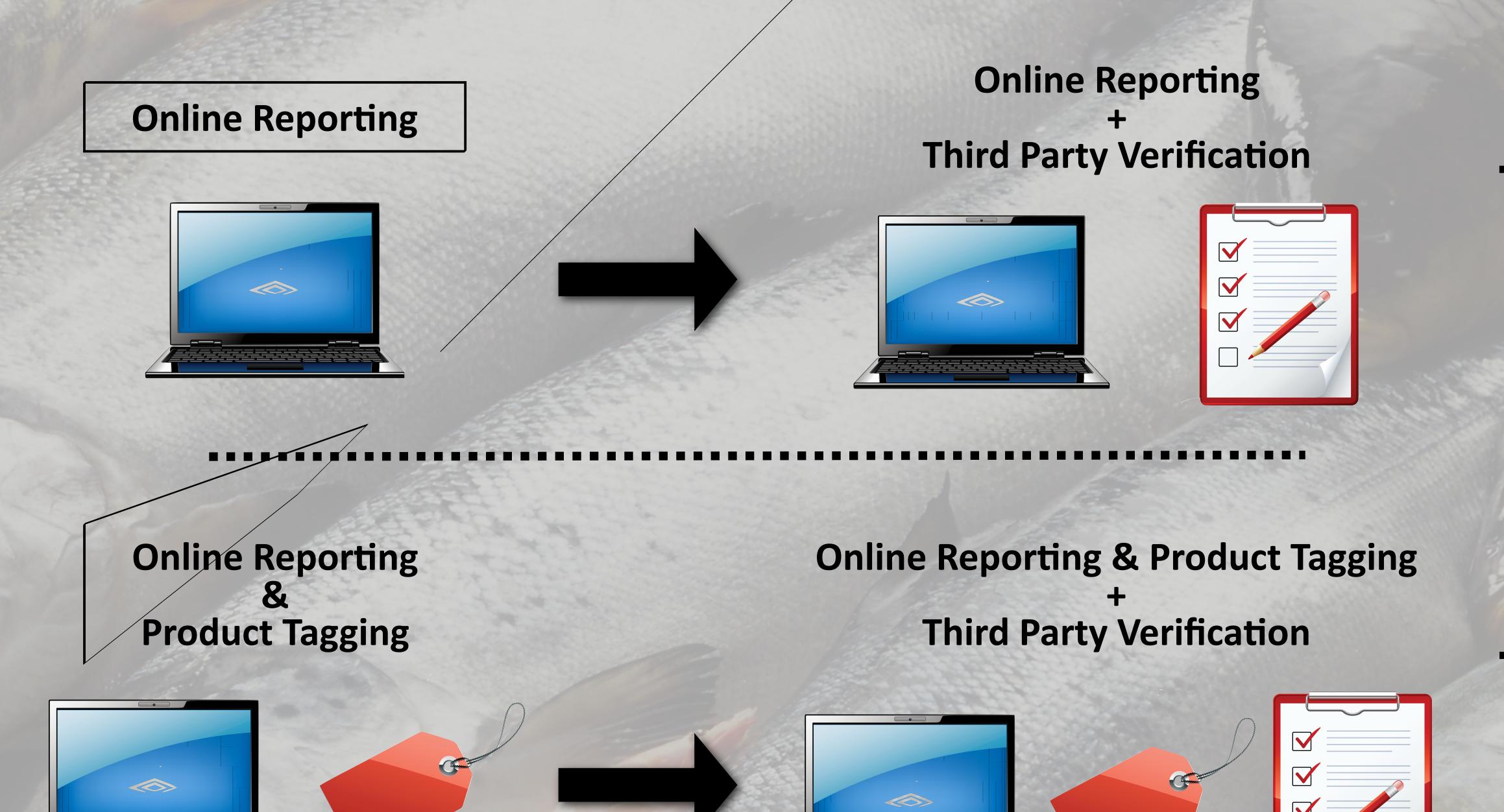
Third Party Verification

Independent audits to verify and confirm reported supply chain information.



Jamie Gibbon, Connor Hastings, Tucker Hirsch, Kristen Hislop, & Eric Stevens

Recommendations for Tracing Seafood: Two Options



Two Options for Tracing

Option 1: Initially implement Online Reporting, later augment with Third Party Verification to confirm accuracy and completeness of provided information.

Option 2: Implement Product Tagging until the product reaches a point in the supply chain where data can be entered online, later augment with with Third Party Verification.

Partnerships, Tracing, Sustainability

Monterey Bay Aquarium



Promote Sustainable Seafood Through Consumer Awareness and Partnerships

Santa Monica Seafood



Provide Sustainable Seafood Products by Purchasing from Trusted, Quality Sources

Bren School of Environmental Science & Management



Recommend Seafood Tracing Systems to Monterey Bay Aquarium & Santa Monica

Key Findings

Industry Perceptions

Misconceptions exist surrounding seafood tracing systems regarding costs, confidentiality, and ease of implementation.

Opinions are split between industries of high and low volume products.

Cost Analysis

Tracing Schemes	Type of Cost	Cost*
Product Tagging	Barcode tagging technology	\$20,000 - \$30,000
	Barcode reading devices, per device	\$4,000
	Fish tagging, per tag	\$.03-\$1,000
Online Reporting	Annual fee for a member of the supply chain, association or government	Sliding scale
	Membership fee	Free for restaurants and individual fishermen \$150-\$1,000 per other member
Third Party Verification	Initial fees	>\$1,000
	Online assessment	\$1,200 - \$1,500
	Onsite fishery certification	\$10,000 - \$450,000
	Group Chain of Custody Certification, Headquarters	\$1,000 - \$1,500 +\$250 - \$300 for each site
	Single Chain of Custody Certification	\$550 - \$1,000 per control visit
	Annual fee, per product	\$4,000
	Annual audits	\$10,000 - \$20,000
	Royalties for use of logo	5% of product value
	Consulting for compliance, per hour, per consultant	\$225
		*see report for citations

Advisors: Hunter Lenihan and John Melack
Proposers: Kim Selkoe and Chris Costello
Thank you to Monterey Bay Aquarium and Santa Monica
Seafood, and to all of our industry contacts.