

Implementing blockchain in seafood – challenges and opportunities

2nd December 2021

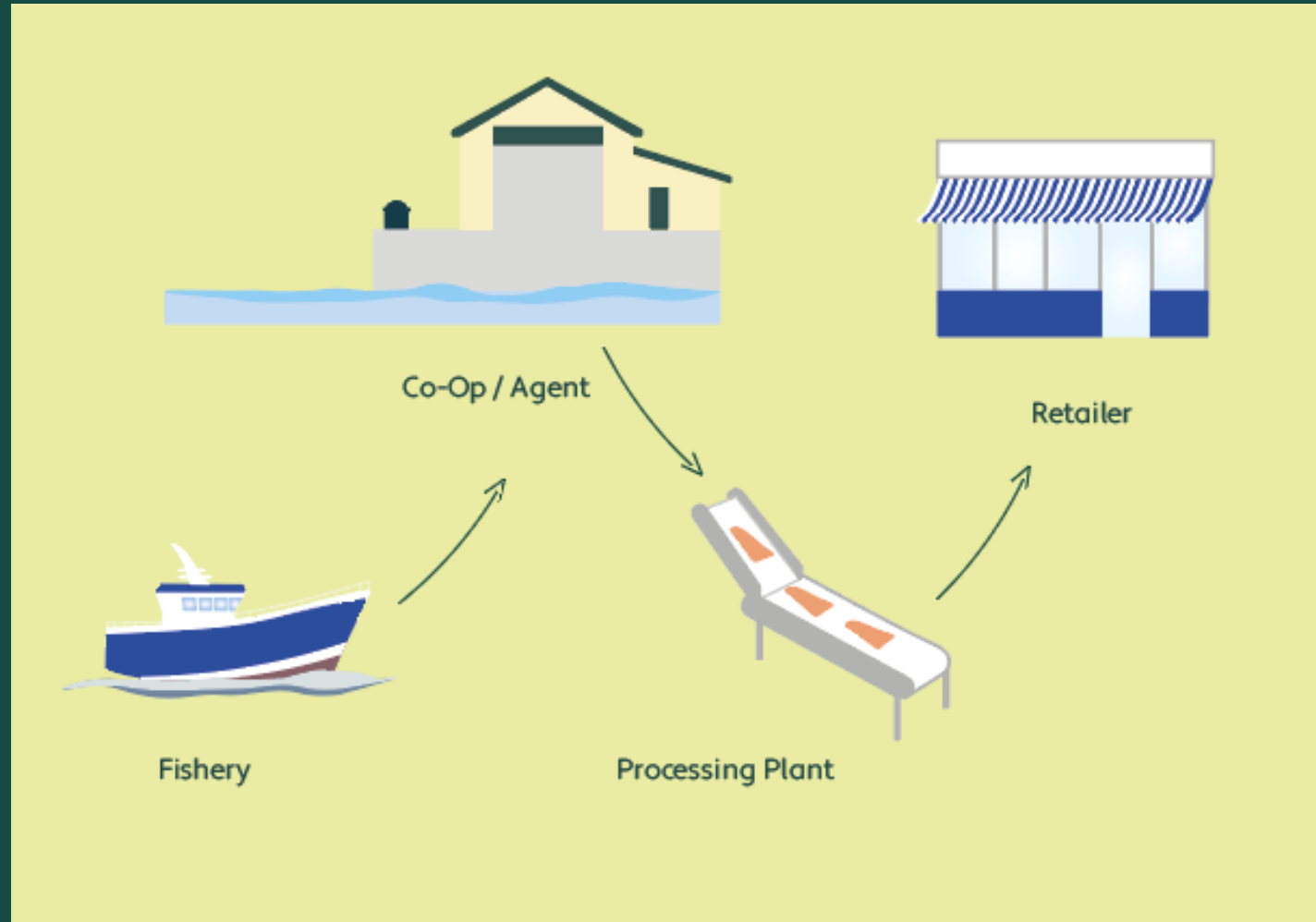
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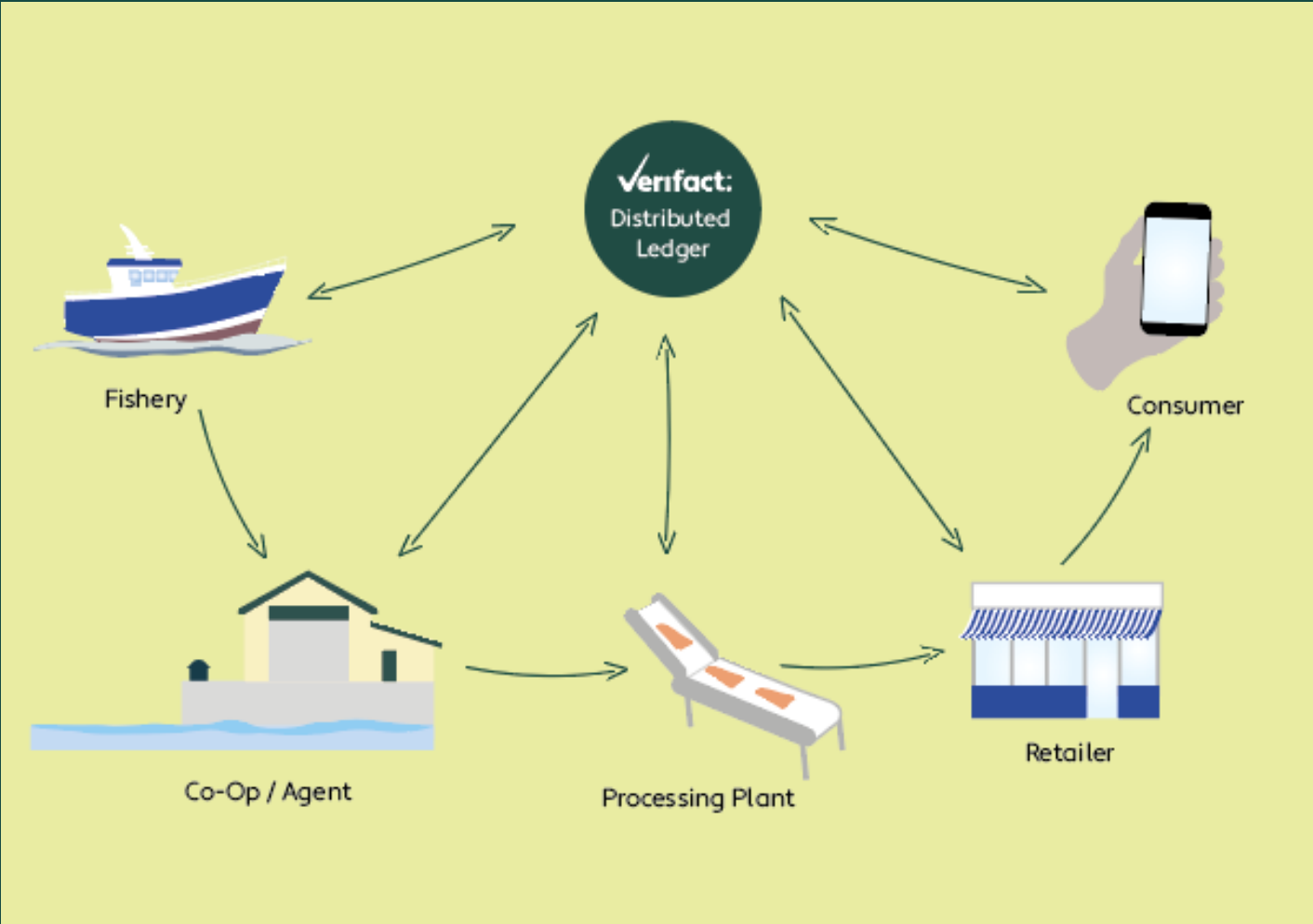
- Software and support services
- Deliver sustainability, food safety and quality projects
- Deep seafood industry knowledge-Fishery Improvement Projects and MSC
- Customers are producers, processors, retailers and state bodies
- Cloud based infrastructure and blockchain platform

What is Blockchain?

Traditional supply chains depend on the labelling of product from one supply chain participant to another - only meeting the legal requirements of 1 step up and 1 step down.



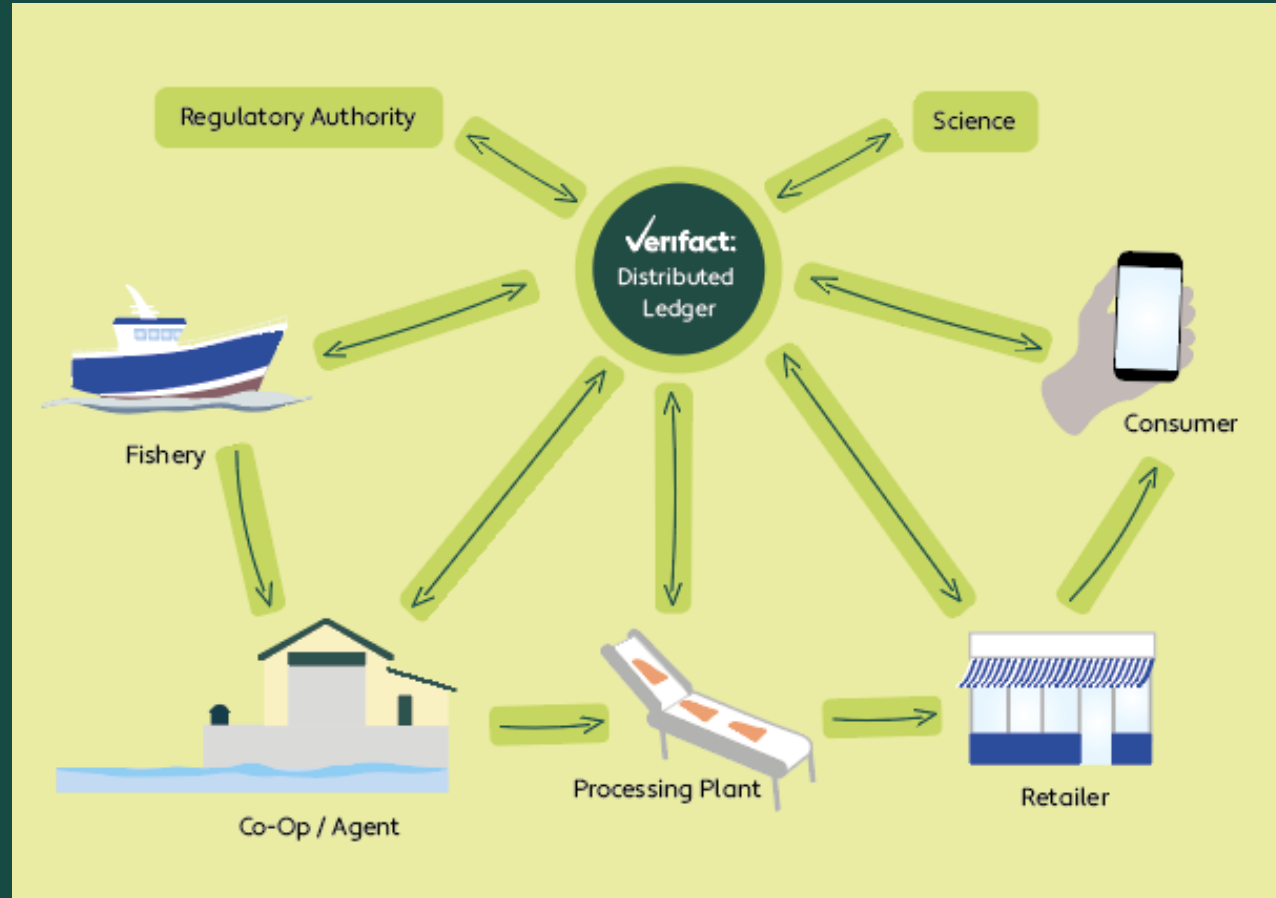
Digital traceability in a seafood supply chain with improved verification



Information captured on a digital platform shared under a set of permissions with stakeholders to improve the safety, efficiency, value and sustainability of Seafood supply-chains while increasing consumer trust.



A longer-term goal could be a fully digitalised system with interconnections to scientific data collection & regulatory authorities.



Why do we need it?

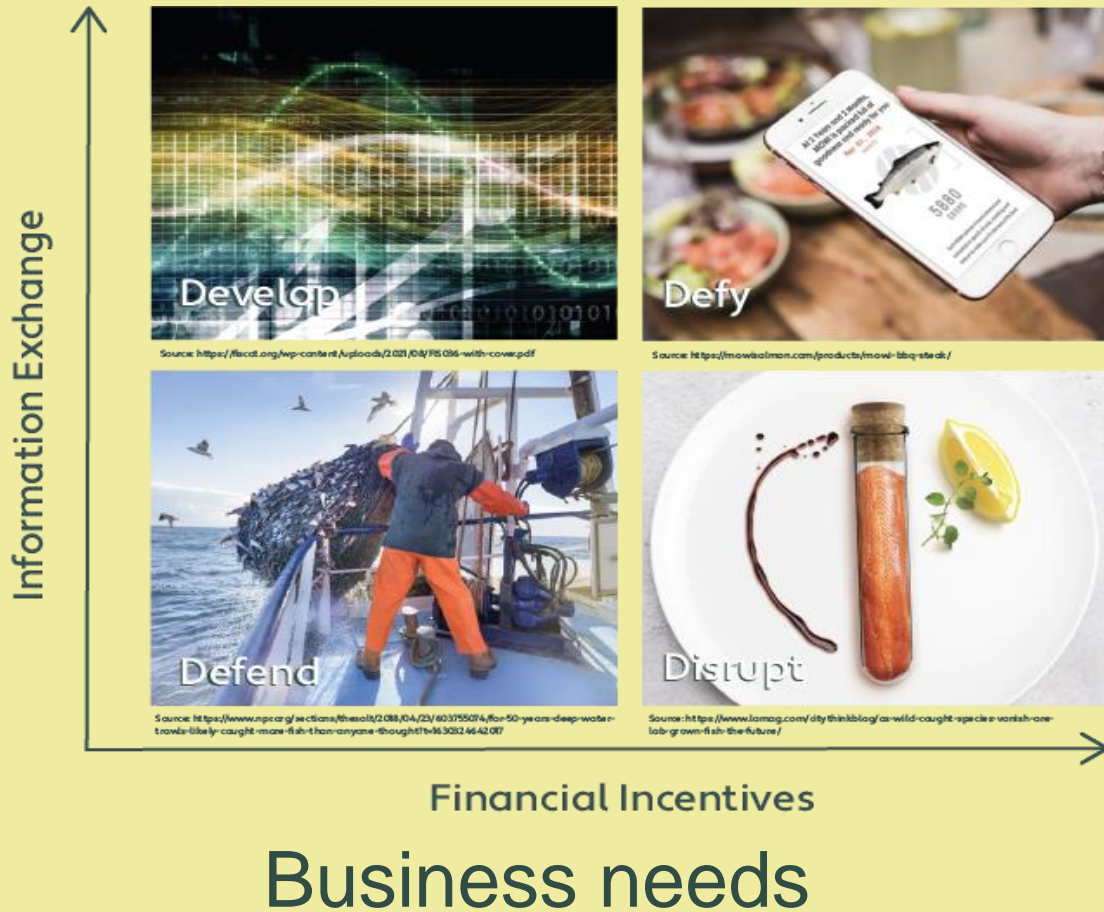
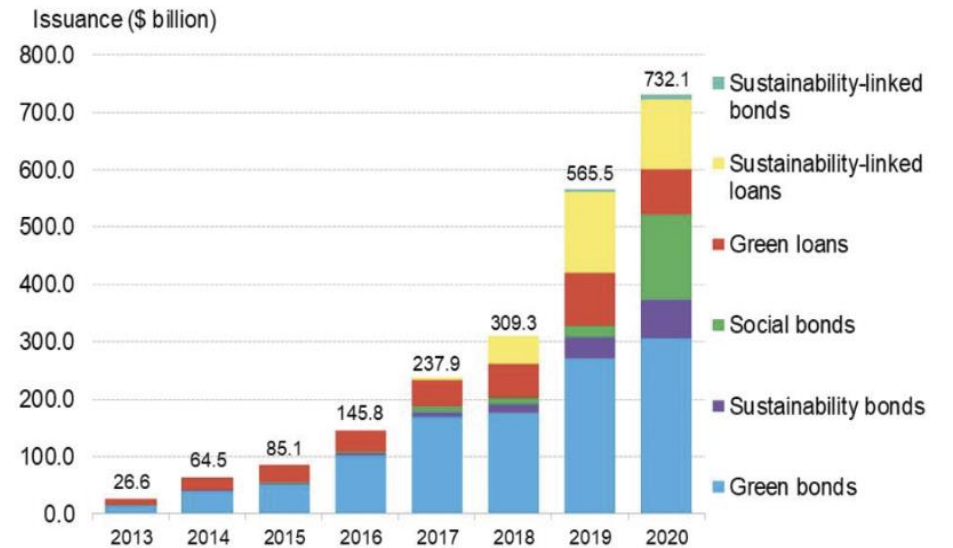


Figure 1: Global sustainable debt annual issuance, 2013-2020



Source: BloombergNEF, Bloomberg L.P.

Access to capital

Irish Case Study

- Bord Iascaigh Mhara
(Ireland's Seafood development agency)
- Digitalisation roadmap
- Implemented pilots during 2020
- Rolled out to more of the industry during 2021

Commercial Outcomes

- Supply chain validation in three retailers
- Telling the story on pack for Hake and farmed Salmon
- Retailer-QR codes integrated into packaging (12 lines)
- Large seafood brand promotion and fresh fish counter projects in 2022



Scottish Case Study

- Fisheries Innovation Scotland (FIS)
- Digitalisation roadmap
- Started implementing pilots
- Focus on two supply chains

Challenges and Opportunities

- Taking data
- Accessibility for large and small players alike.
- Solution must be low impact, non-invasive & adaptive.

- Supply chain validation
- Differentiation of seafood products
- Food safety benefits



Thank You!



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