

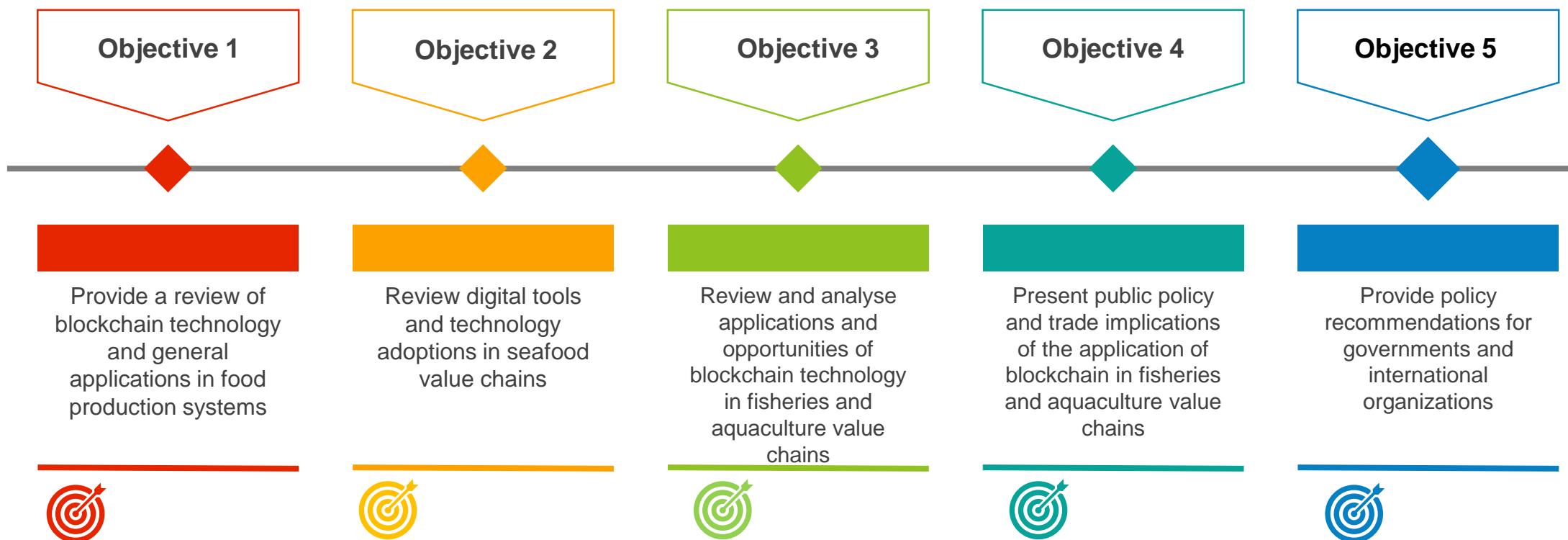
A collage of images illustrating the seafood industry and blockchain technology. It features a fisherman in a boat, a large fish being processed, and a network of nodes and connections overlaid on the scene.

# Blockchain application in seafood value chains



# Study objectives

Demystify blockchain technology, provide thoughts on the opportunities and challenges in implementing blockchain-based systems as well as document some case studies on its use in seafood value chains



# Study findings

## Similarities across 7 reviewed blockchain projects

### Immutability of data and secure data sharing

These were the most common reasons for utilizing blockchain technology



### Use of QR codes on product packaging

This method was favoured, possibly because of its utility

### Link between digital and physical

All projects rely on some way to link the physical with the digital, either through tagging individual fish or some other means of recording units of catch data



Table 7. Commonality analysis of blockchain projects			
Project	Commodity	Blockchain	Comments
Provenance Indonesia	Tuna	Ethereum Type: N/A	Fish are individually identified back to the fisher Fish are tracked through transformation in processing facility Uses near-field communication (NFC) on product packaging to communicate provenance story
WWF-New Zealand, ConsenSys, Sea Quest, TraSeable Solutions, Ei	Tuna	Ethereum Type: private Platform: Ethereum	Fish are individually identified back to the fisher Trialled radio-frequency identification (RFID) sensors and IoT sensors Fish are tracked through transformation in processing facility Uses Quick Response (QR) codes on product packaging to communicate provenance story
Pacific, Atato Pacific and import markets	Tuna	Ethereum Type: public Platform: Atato notary application programming interfaces	Fish are individually identified Uses existing Parties to the National Management Office (PMAO) fisheries information management system platform for data capture of Marine Stewardship Council (MSC) chain of custody (CoC) Atato notary service receives digital traceability data at key points and records onto blockchain Provenance story linked to lot/batch number printed on canned tuna
OpenSC, WWF-Australia, BCG Digital Ventures Australia	Patagonian toothfish	N/A	Fish are individually identified back to the fisher Uses RFID and IoT sensors Uses QR codes on product packaging to communicate provenance story
Bumble Bee Foods, SAP	Yellowfin tuna	HyperLedger	Fish are individually identified back to

### Commonality analysis



### High-value fish species

Projects focused on tuna and Patagonian toothfish species, which are considered high-value commodities



### Clearly defined value chains with known actors

Most of the projects had relatively short and clearly defined or vertically integrated value chains where the actors were known

# Study findings

## Challenges across 7 reviewed blockchain projects

### Tagging and labelling of fish

Physical fish tags/labels could be lost or damaged while transporting the fish or could potentially be tampered with



### Complex seafood value chain scenarios untested

Solutions were not tested in real-world complex seafood value chain scenarios where the value chain actors were unknown



### Community analysis

Project	Commodity	Blockchain	Comments
Provenance Indonesia	Tuna	Ethereum Type: N/A	Fish are individually identified back to the fisher Fish are tracked through transformation in processing facility Uses near-field communication (NFC) on product packaging to communicate provenance story
WWF-New Zealand, ConsenSys, Sea Quest, TraSeable Solutions Fiji	Tuna	Ethereum Type: private Platform: Trueno (previously Vant)	Fish are individually identified back to the fisher Trialled radio-frequency identification (RFID) and Internet of things (IoT) sensors Fish are tracked through transformation coming from fishery vessel and Pacific Blue (Oceana) product packaging to communicate provenance story
Pacific, Atato Pacific and import markets	Tuna	Ethereum Type: public Platform: Atato notary application programming interfaces	Fish are individually identified Uses existing Parties to the Namuli Agreement Office (PNAO) fisheries information management system platform for data capture of Marine Stewardship Council (MSC) chain of custody (CoC) Atato notary service receives digital traceability data at key points and records onto blockchain Provenance story linked to lot/batch number printed on canned tuna
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### Reliance on human input

Most of the projects rely on human input of fish data, which themselves could be open to tampering



### Verifiability of private and consortium blockchain platforms

By their very nature, these types of blockchains are not open to the public and transactions on them cannot be independently verified

Critical forethought needs to be given to the value chain:

Port State				
Supply chain stop	Critical tracking events	Main key data elements	Data source	Suitability for blockchain
		Volume, form and species – estimated		Complexity as estimates may be verified by monitoring using crane scales, mate's receipt, hatch plan, but substantial variability and port events edits
		Unloading authorization code/ID		Unloading code can be provided and could be easily be incorporated
	Landing	Vessel ID and licence		Many fixed values: international radio call sign

Table 1. Standardized supply chain with the segments covered or controlled by the various types of State

Supply chain function	Harvesting	Trans-shipping	Landing	Transport to processing	Processing	Importation
Costal State	✓	✓				
Flag State	✓	✓	✓			
Port State		✓	✓	✓		
Processing State				✓	✓	
End-market State						✓

Source: Hosch and Blaha, 2017.

		Name of first buyer	Inspection Commercial invoice Catch documentation scheme (CDS)	Simple, provided that as first buyer is a fixed identity Inspection records/notifications
Distribution	Factory/warehouse entrance	Verified net weight sold to individual buyers	Factory/warehouse entrance records Commercial invoice On-site monitoring by fishery authorities	Could be complex if weights and species is amended / verified later during processing Full inspection if estimated and verified differ substantially Monitoring records

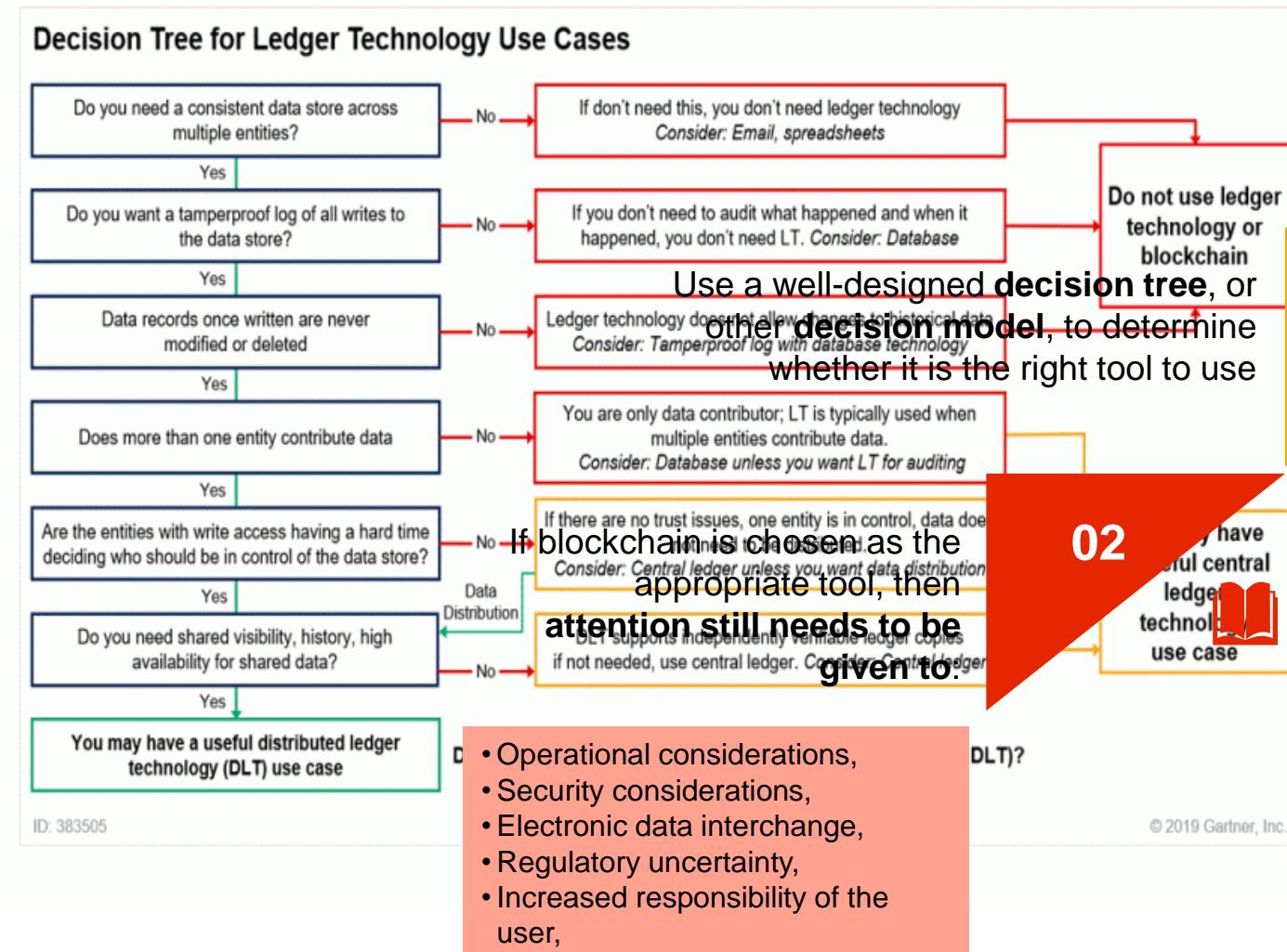
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# Main recommendations

Critical forethought needs to be given to blockchain as an appropriate tool for traceability:



# Final comments:

Permissioned consortium blockchains in particular have the greatest potential in the current state of the technology to be scaled to address seafood traceability without the concerns of high energy use and slow transaction times that public permissionless blockchains have.

The study has not found limitations on the blockchain technology that cannot be overcome under the right scenario. However, whether there exists the collective will to adopt and expand an integral, value-chain-encompassing traceability system is a different matter.

The recommendation of this study for governments and international organizations in regard to the development, use and promotion of blockchain technology is to follow strict due diligence at legal, commercial and operational level prior to commitment.

“Blockchain, data mining, and AI will not stop IUU fishing, will not prevent overfishing and discarding. But they may help to make global streams of fish and seafood products with the associated flow of money becoming more visible and transparent” (Probst, 2019).

Be careful about the current media discourse that seems to pin the solution to multifaceted seafood value chain problems (from IUU fishing, seafood safety and species fraud to labour issues) on one data architecture tool – blockchain.

*- This risks hyper-inflating expectations on what the technology can offer, with potential operators then walking away because it does not deliver on the hype built around it.*



# Thank you !

<https://www.fao.org/3/ca8751en/ca8751en.pdf>