

Title: **Critical Success Factors for the Adoption of Traceability Systems in Chinese Seafood Enterprises**

Authors: Xue Liu, China Agriculture University (China)  
Zetian Fu, China Agriculture University (China)

Abstract: The growing global interest in traceability in supply chains has resulted in a variety of public policy and private sector initiatives in numerous countries. It is widely accepted in developed countries that whole chain traceability of food - from inputs, treatments, processing and packaging distribution and marketing - is absolutely essential to ensure safety, to ensure export market entry and to enhance business competitiveness in global markets. A number of food safety scares however have increased both national and world-wide concerns over the quality of Chinese food products and the effectiveness of traceability implementation and monitoring in the Chinese food sector. Although traceability systems for some fresh products have been introduced, there have been no published studies which have identified the critical success factors governing the adoption of traceability systems in the Chinese seafood sector. The study aims at revealing the critical success factors for the adoption and implementation of traceability systems through a series of focus group discussions with participants from government, fishery enterprise managers and technical staff. The findings of this study can inform and help fishery enterprises and market regulators to consider such factors before embarking on the journey of traceability adoption.