

# What are the drivers, benefits, and costs of seafood traceability?

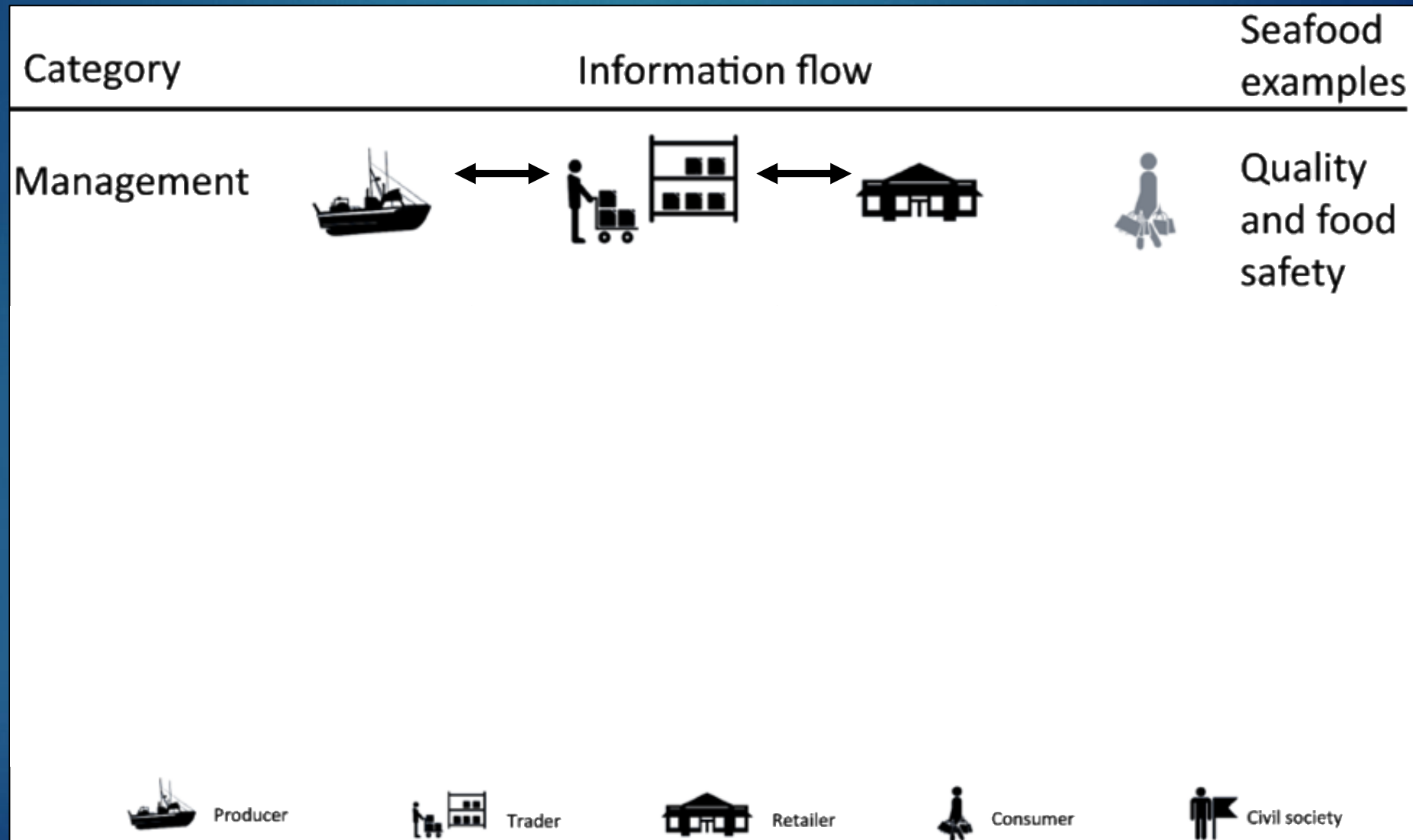


Image: Thisfish

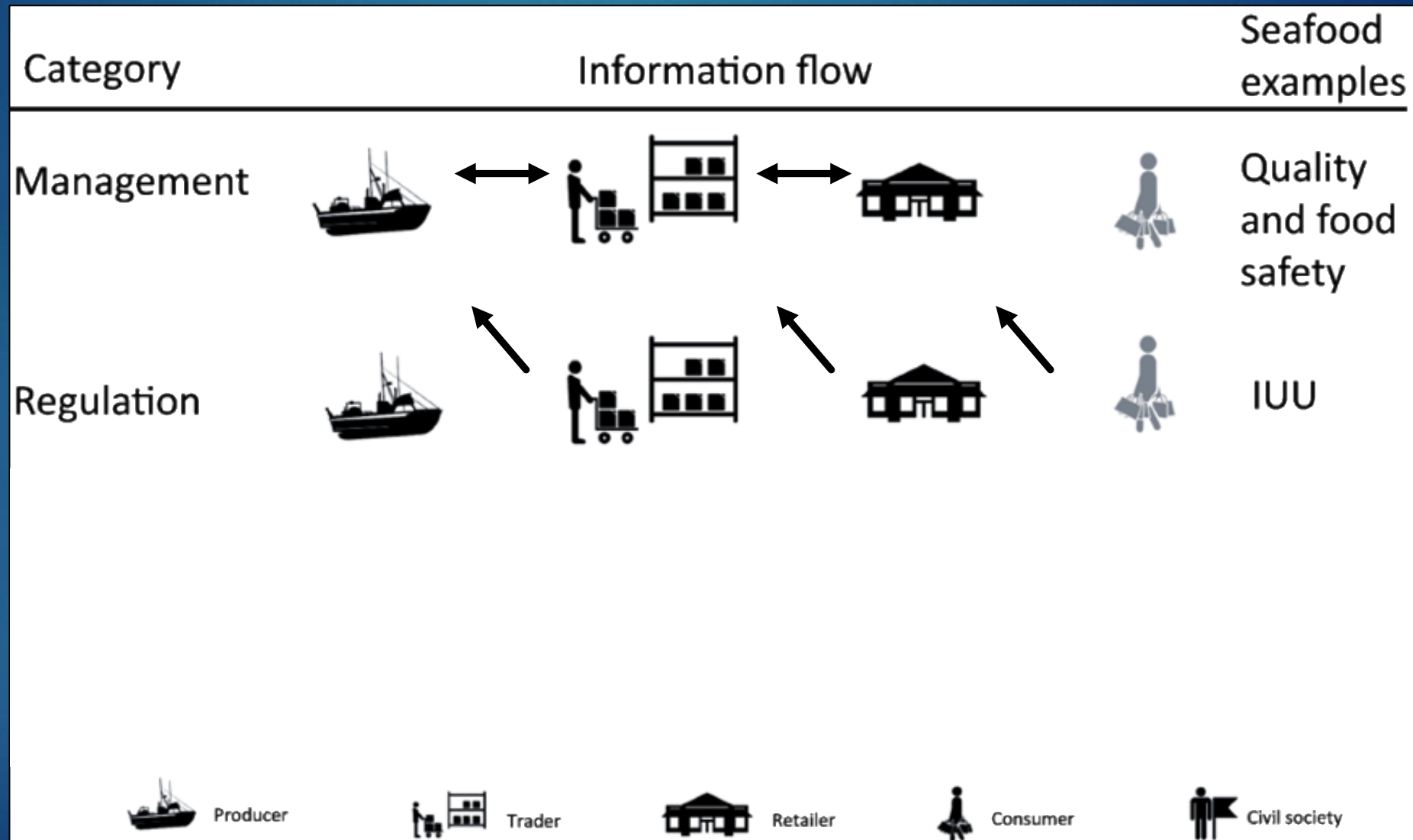
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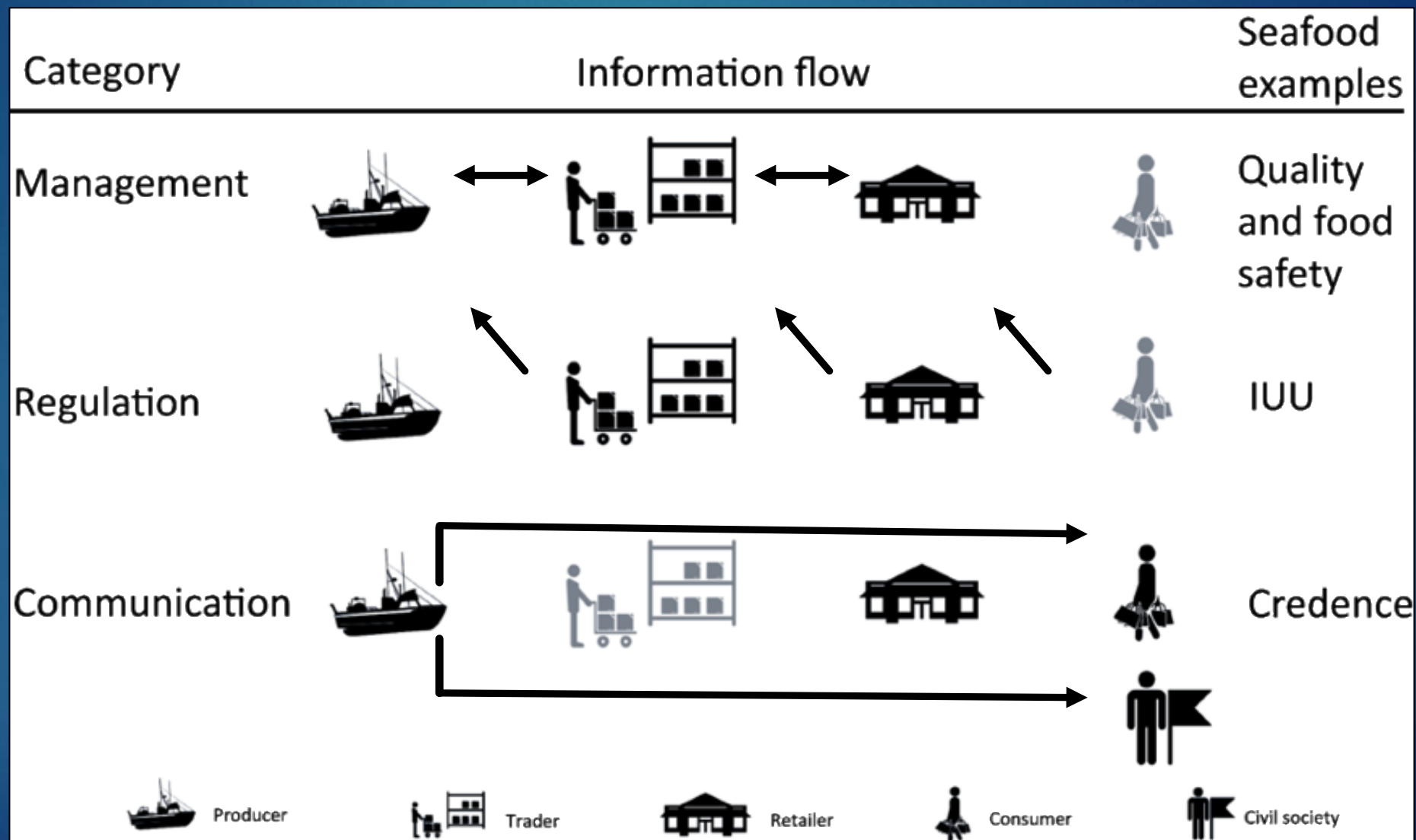
# What is traceability?



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# Public and private initiatives

- ▶ Governments are demanding it (EU and US);
- ▶ NGOs are demanding it;
- ▶ And many private initiatives are being developed/promoted.

Examples of different seafood traceability systems.

System owner	Characteristics	Examples	Source
Seafood companies	Systems designed and run by companies catching, processing, or trading seafood.	John West, Pacifical, Ocean Naturals	<a href="https://www.john-west.co.uk/discover-the-story-behind-your-can">https://www.john-west.co.uk/discover-the-story-behind-your-can</a> ; <a href="http://www.pacifical.com/traceability.html">http://www.pacifical.com/traceability.html</a> ; <a href="http://oceannaturals.com/my-tuna/">http://oceannaturals.com/my-tuna/</a>
Traceability providers	Companies designing and selling services for traceability to (sea)food related companies (e.g. processors, wholesalers, retailers).	TraceRegister, Traceall, Frequence, BackTracker, ShellCatch,	<a href="http://www.traceregister.com/">http://www.traceregister.com/</a> ; <a href="http://www.traceallglobal.com/">http://www.traceallglobal.com/</a> ; <a href="http://frequentz.com/">http://frequentz.com/</a> ; <a href="http://backtrackerinc.com/">http://backtrackerinc.com/</a> ; <a href="http://www.shellcatch.com/">http://www.shellcatch.com/</a>
Non-government organisations	Non-for profit organisations designing and providing services to fishers and (sea)food related companies (e.g. processors, wholesalers, retailers).	ThisFish	<a href="http://www.thisfish.info">www.thisfish.info</a>

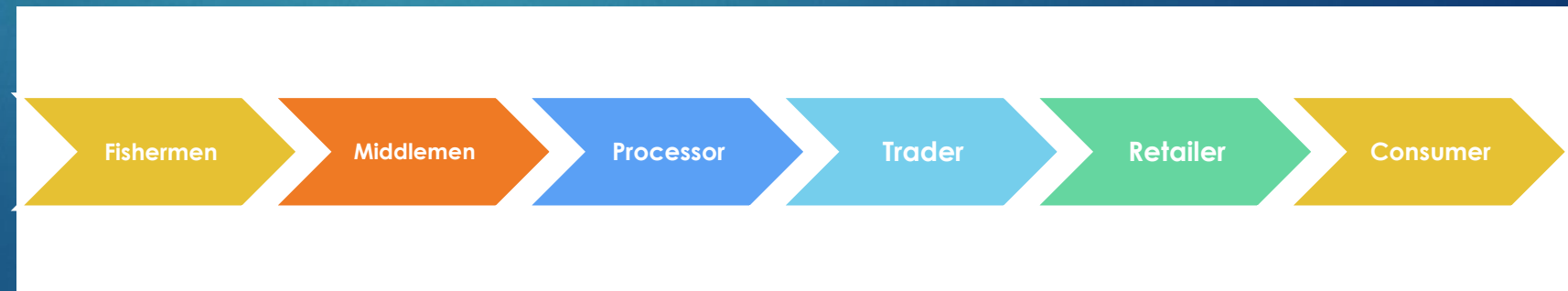


# Admittedly, we were on the bandwagon too....

- ▶ IFITT: Improving Fisheries Information and Traceability for Tuna
- ▶ 2013-2017
- ▶ Funded by Adessium Foundation and Dutch Organisation for Scientific Research
- ▶ 3 PIs, 1 postdoc, 1 PhD student, 10 Masters students, 3 universities, 2 governments, 2 NGOs, 3 processors, 2 buyers, 100s of fishers.

# Admittedly, we were on the bandwagon too....

- ▶ Our goal: implement full-chain consumer facing traceability in Indonesian tuna supply chains (Science for Impact)
  - ▶ To understand if this system could incentivize sustainable data collection and communication of high enough quality to improve management.



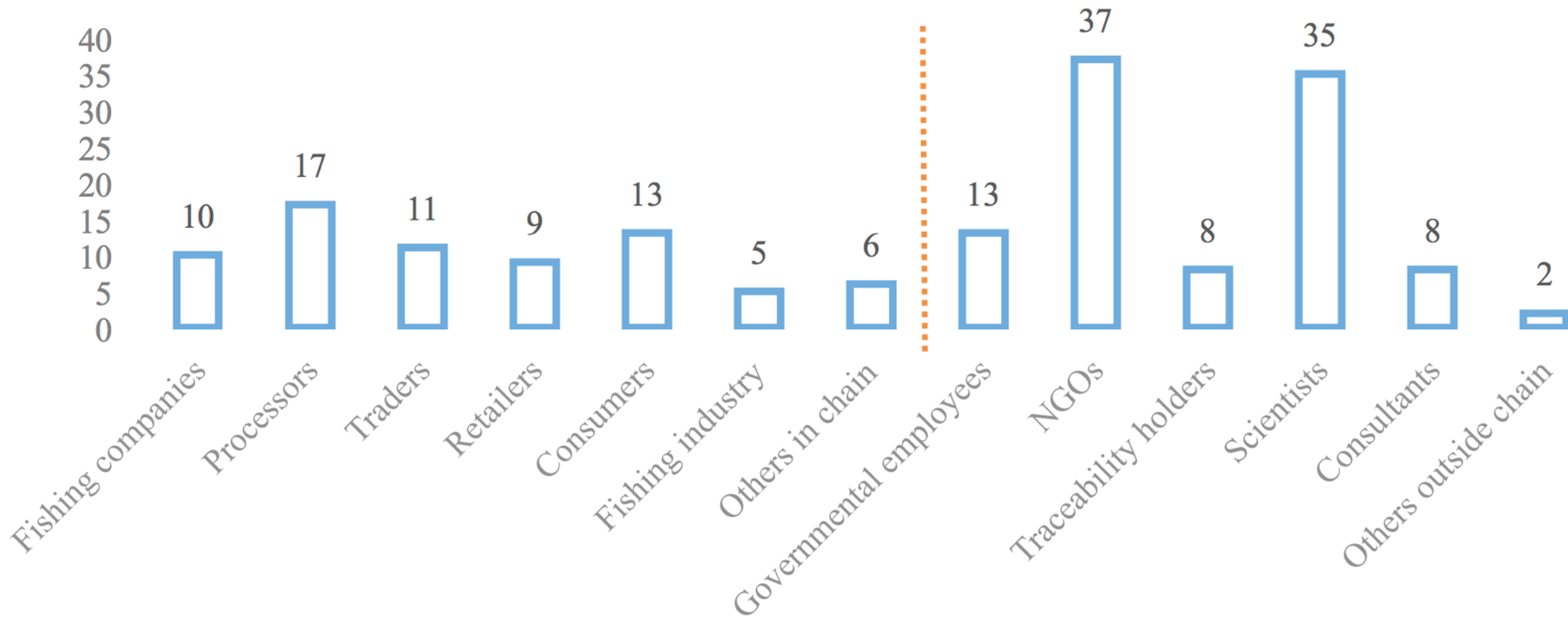
# But what is the business case?

- ▶ What are the uses of traceability?
- ▶ Who is demanding and benefiting from traceability?
- ▶ Who should pay for it?
- ▶ Are there differences between actors in the chain and actors outside the chain?

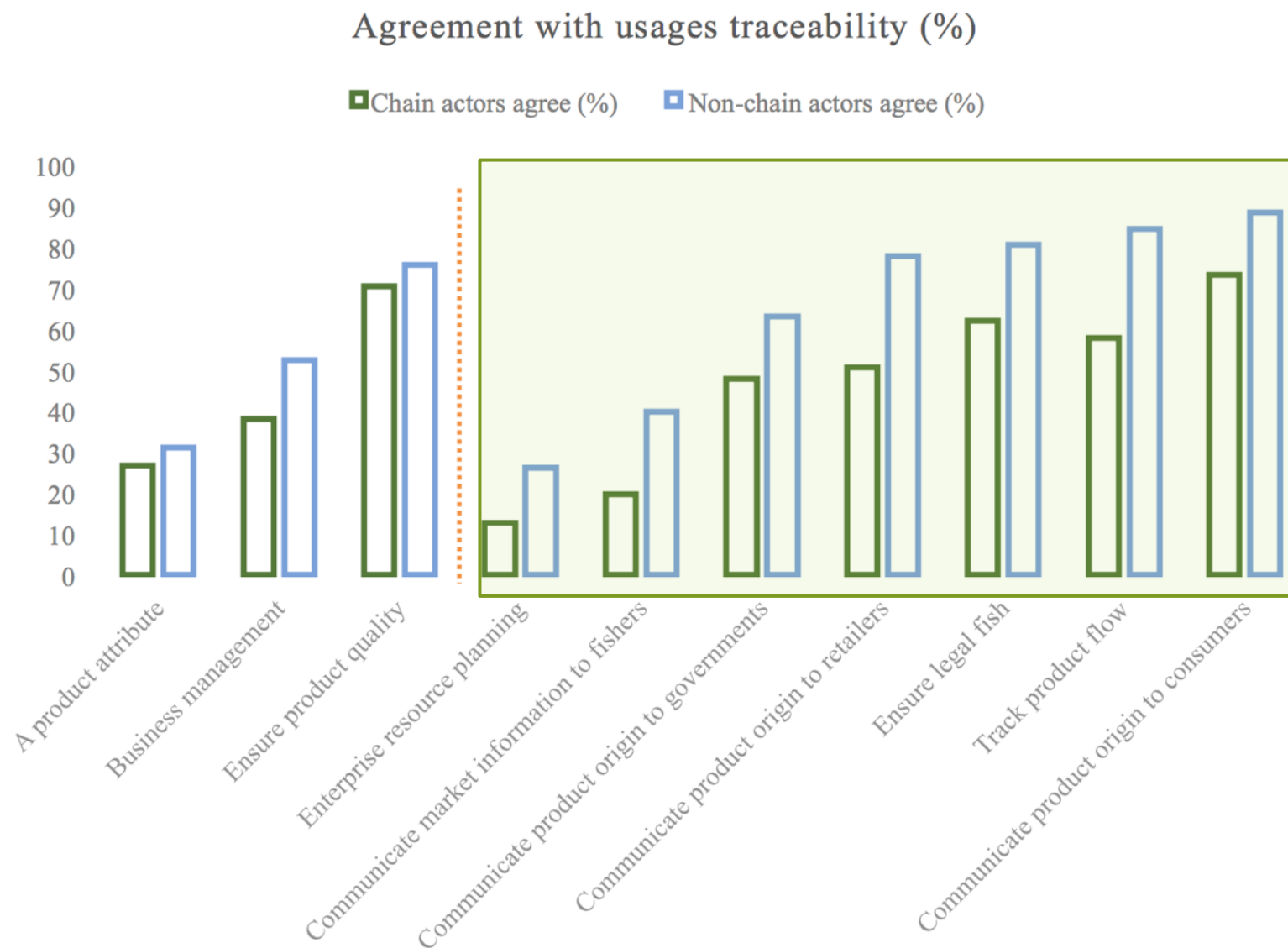




# Traceability survey (n=174)



# Results: Uses



# Results: Demands

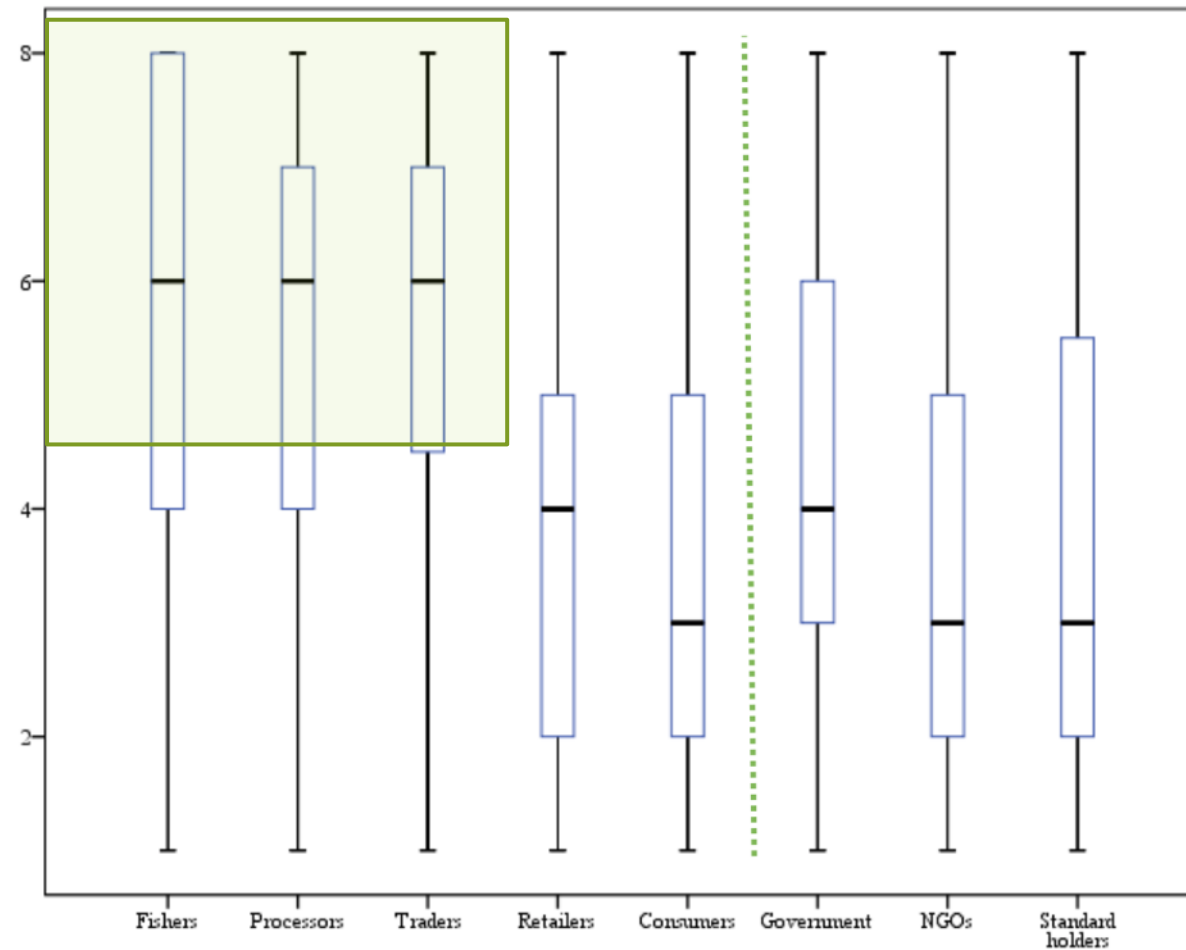
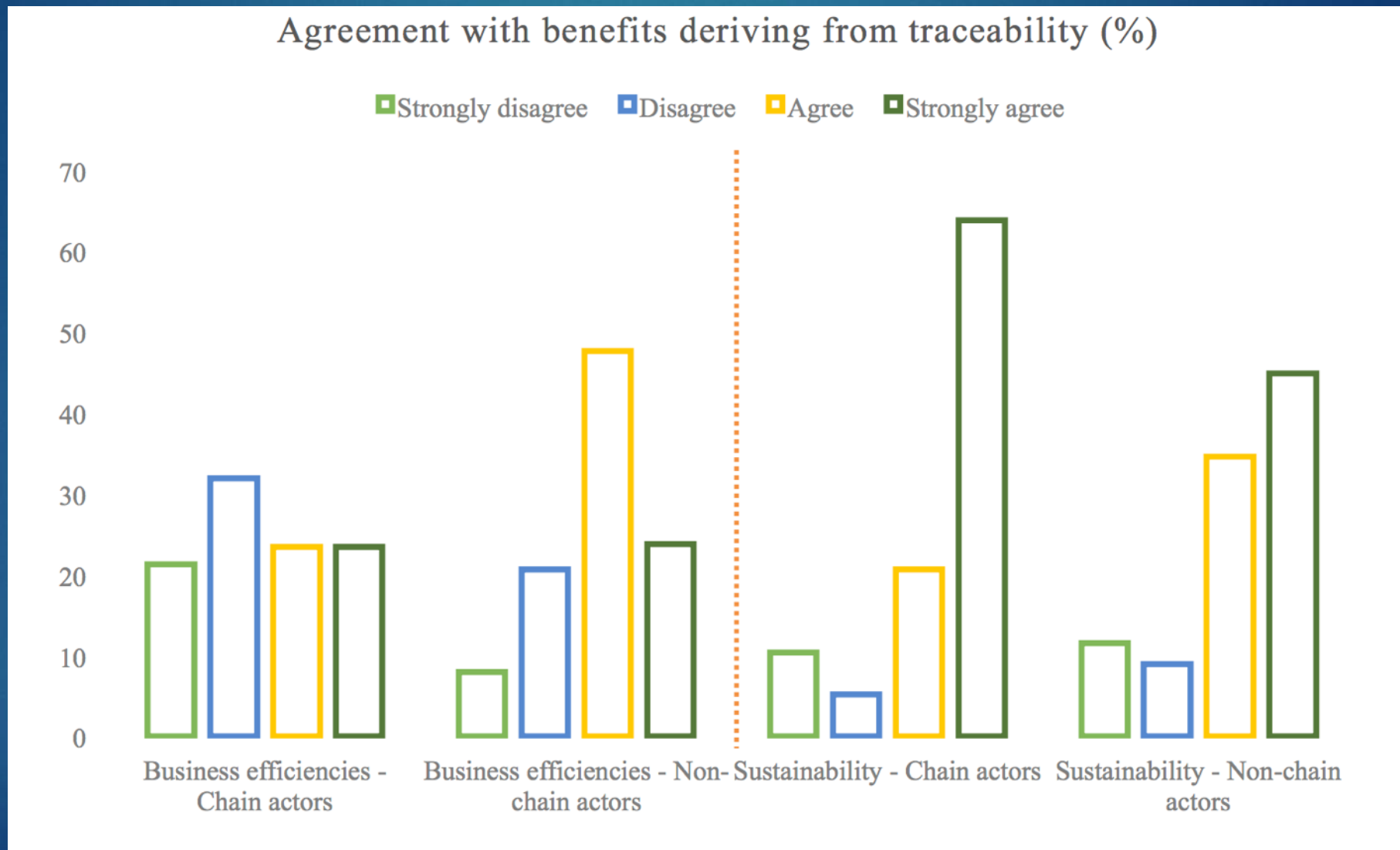


Figure 6 Boxplots - Ranks of considered demand actor groups (1=highly demanding, 8=least demanding) received

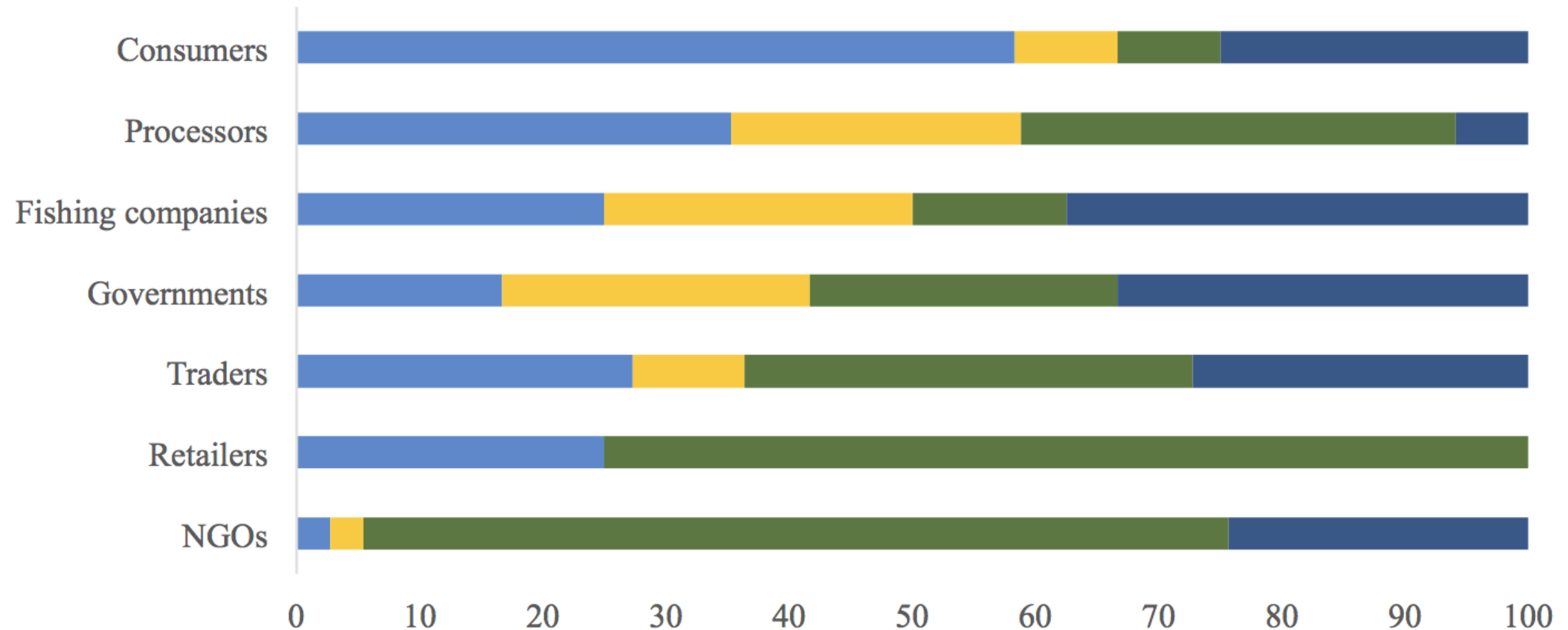
# Results: Benefits





# Selfselection as payee by participants from global North and South (%)

- Selfselection by participants from global North
- Selfselection by participants from global South
- No selfselection by participants from global North
- No selfselection by participants from global South



# Results: Recap

- ▶ Consumers: Demand, benefit, willing to pay (self selection)
  - ▶ Still a question of theory of change – are we (again) over-emphasizing the role of the consumer?
- ▶ NGOs: Overall, demands are coming from a group with overly high expectations of what traceability can do
- ▶ Missing middle: Not really demanding traceability, not expecting benefits, but being asked to pay

# What's next?

- ▶ Credibility of traceability systems? (Future of Fish 5 core functions)
- ▶ Similar issues of accessibility and burdens for the global South?
- ▶ Business case (ROI)
- ▶ Costing models

# More information

- ▶ [megan.bailey@dal.ca](mailto:megan.bailey@dal.ca)
- ▶ Ifittuna.info
- ▶ Bailey et al. 2016. The role of traceability in transforming seafood governance in the global South. *Journal of Cleaner Production* 18: 25-32.
- ▶ Bush et al. 2017. Private provision of public information in tuna fisheries. *Marine Policy* 77: 130-135.