Seafood Traceability & Management Platform
Intro

• Current gaps
  > Fisheries management and spatial planning
  > Seafood traceability
  > quota and harvest management

• How FishTale address’s those gaps:
  > MyMaps
  > MyTrace
  > MyQuota
Seafood Traceability & Management Platform
Where, when & how is information secured

1. Fisherman catch your fish & records catch. The catch effort landing returns record Point of capture (lat/long information); Vessel ID & fisher as well as Species.

2. The catch data is uploaded to FishTale including related info, about when, where and how your fish was caught. The Fish Landing Docket (FLD) captures the landing date; Port of landing as well as Vessel ID & fisher and Species information.

3. As your fish travels to the plate, FishTale can also upload details about its processing and handling. This includes NZ Catch Certificate & Fish Export Statistical Document.

4. A chef, retailer or distributor receives your fish and using QR codes created with FishTale retrieves details about its origins, handling and preparation.

5. Trace your seafood yourself, & connect to the fisherman who caught it, by using your smart phone, tablet or computer with FishTale Map viewers.
Supply Chain Management
Focus One

> **QR codes** - bring to life track & trace
> Traceability authentication & verification
> Fostering brand trust, differentiation & recognition
> Adding value to product
FishTale MyTrace

Snapper • Tamure

Aquatic Mist

https://fishtale.co.nz/traces/a595698f8ae0c5ea532ca63411cc9cedac6498/qr/industry
FishTale MyTrace
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https://fishtale.co.nz/traces/a595698f8ae005ea532ca63411cc9cedac6498/qr/industry
“This app has enabled me to ensure all fish I serve in my restaurant is to the highest quality and fresh out of the ocean”
Celebrity Chef Al Brown, 2013

“I have no doubt our fish stocks are in great shape. Consumers just don’t understand how good”
Skipper Bob Donley, 2013
Process Overview

Verify catch against Government records

CHECK AGAINST:
SPECIES
TOTAL VOLUME
(GREEN WEIGHT)

CHECK AGAINST:
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Focus Two

- Supply chain & operational management
- Spatial planning
- Fisheries Management
FishTale MyMaps
FishTale MyMaps
Focus
Three

 Operational benefits – quota & harvest management
 Avoid unintentional deemed value payments
 Access real-time quota and ACE market information
 Past couple years $4.5M paid in deemed values for quota (ACE) that was still available
FishTale MyQuota
Conclusion

- **Focus 1** – MyTrace is a tool for ocean-to-plate seafood traceability
- **Focus 2** – MyMaps is a tool to improve supply chain management
- **Focus 3** – MyQuota is the information resource for complete quota and ACE balancing