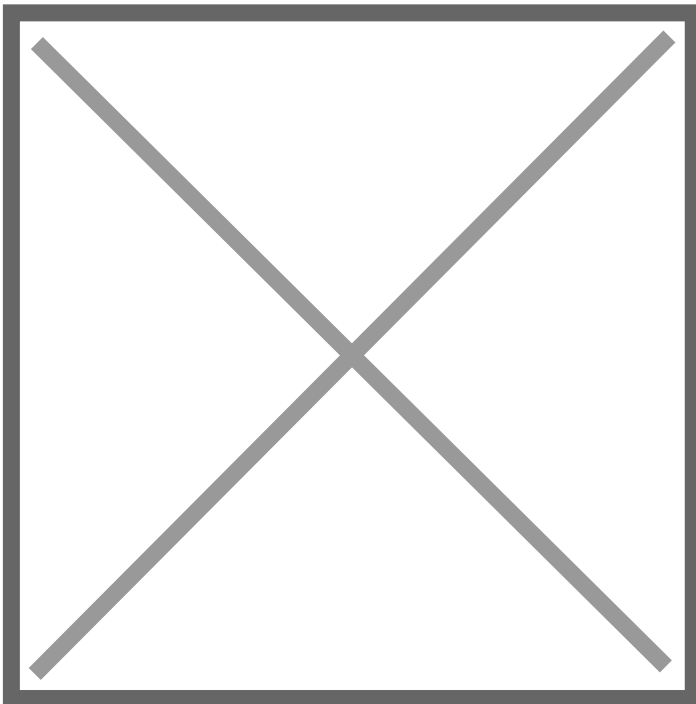


ASC pioneers digital traceability for Shrimp in a Data Elements Project

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The Aquaculture Stewardship Council (ASC)'s Key Data Elements (KDE) project has enabled ASC-certified shrimp products to be traced digitally. By harnessing technology to improve the visibility of each product's route to market, retailers will have a higher level of programme assurance through increased farm origin and supply chain data transparency.

The groundbreaking project developed software to capture and convey data from ASC-certified farms and feed sources through processing, packaging, and transport to retailers. With the help of a unique code, data is transferred digitally from one company to another as the product moves through the supply chain.

ASC has ensured that the project is aligned and has shared objectives and outcomes by working closely with supply chain company partners, stakeholders, and large-scale seafood traceability initiatives like the Global Dialogue on Seafood

Traceability (GDST).

How to Capture Diverse Data Digitally?

The KDEs of a species are captured, including its scientific name, stock volume, broodstock source, production method, country of origin, farm location, movement and transportation documents, feed ingredient source and certification status, processor type, date of freezing, and sales documentation. The data captured supports traceability, which ultimately strengthens integrity and programme assurance.

In addition to capturing hatchery names and stocking data, ASC also employs tracking and verification measures prior to harvest, which sets it apart from other schemes.

The project's initial focus has been on shrimp in Vietnam. So far, most shrimp companies in Vietnam and India have signed up, and Bangladesh has begun rolling out the ASC label. Globally, these products are exported to countries such as the Netherlands, France, Switzerland, and Germany. Furthermore, the company exports its products to many countries in Europe, as well as to Canada, Singapore, the USA, Japan, Australia, and Hong Kong.

ASC plans to run trials using tools such as farm management software as part of the project that reinforces traceability and integrity. ASC aims to create interoperable systems between different software providers and the ASC platforms by working with partners and NGOs on protocols. The full traceability of ASC shrimp products is just the beginning of this journey, and further steps are already being considered with regard to additional species and geographical locations.