



Traceability Services for Seafood Businesses



FishWise has a comprehensive understanding of traceability systems available on the market today, as well as know-how to develop in-house solutions.

Consumers and buyers alike are seeking assurances of food safety and sustainability, and the U.S. government is turning to traceability as a tool for combatting illegal, unreported, and unregulated (IUU) activity and seafood fraud.

Companies are increasingly taking responsibility for both environmental and social elements of sustainability in their seafood supply chains. An effective traceability system is essential to delivering the product information necessary to track products back to their source and can identify areas of risk. Traceability systems can also provide opportunities to improve brand value with consumers as cases of seafood fraud, IUU activity, and human rights abuses continue to grab media headlines.

FishWise Can Help



We can help navigate the complex landscape of traceability issues while focusing on solutions for your supply chains.



We can conduct a best practice assessment to benchmark company traceability, data collection/verification, and counter-IUU procedures against industry best practices and recommend areas for improvement and engagement.



We can recommend a due diligence plan to reduce IUU risk, improve traceability, and identify initial steps for engaging supply chains.



We can conduct paperwork traceability reviews (tracebacks) or data-spot checks on products.



We can report on industry, government, and civil society efforts, initiatives, and progress to improve traceability systems and combat illegal fishing in supply chains.



We can conduct traceability risk assessments to identify products that have a higher risk of being untraceable, from illegal sources, or associated with misinformation or fraud.

Many of these services can occur in conjunction with our human rights services. Please visit our website for information on human rights services: fishwise.org/human-rights

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