# Blockchain Development in the Seafood Industry

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## Why us?

- Pioneers of blockchain in the Pacific
- Fiji, first in the World to trial blockchain in the longline fishery
- We have the only 2 certified blockchain developers in Fiji
- Built a blockchain prototype for SPC
- Speak nationally and internationally on blockchain in seafood value chains
- Releasing our blockchain product in July

## Around the World

Blockchain could revolutionize seafood traceability

Tracking technology to reveal whether food produced legally and sustainably

**Maersk and IBM Team up to Deliver Blockchain to the Shipping Industry**

**How blockchain is strengthening tuna traceability to combat illegal fishing**

**FDA Commissioner Suggests Using Blockchain for New Supply Chain Open Pilot**

How Blockchain Technology Can End Slavery In The Fishing Industry | WWF-Australia

Bumble Bee Foods and SAP Create Blockchain to Track Fresh Fish from Ocean to Table

**Blockchain, Patagonian toothfish and saving the planet. What could go wrong?**

Pacifical MSC Sustainable Tuna Now Traceable via Ethereum Blockchain

**U.S. FDA Eyes Blockchain to Enhance Food Safety in the Wake of E. coli Outbreak**

Blockchain: the solution for transparency in product supply chains

The implications of Walmart's blockchain mandate for food suppliers

Carrefour Spain claims world first with fresh hake blockchain line

**How Blockchain Will Transform The Supply Chain And Logistics Industry**


## What's blockchain?

- Distributed Ledger Technology (DLT)
- A *blockchain* is a decentralized, distributed digital ledger used to record transactions across many computers so that the record cannot be altered without the alteration of all subsequent blocks and the collusion of the network.

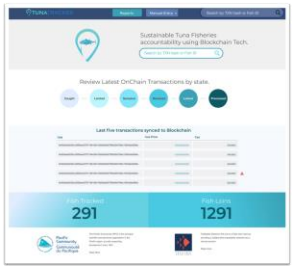
- Tamper-proof
- Secure
- Decentralised and Redundant
- Transparent
- Verifiable and Auditable
- Disintermediation
- Provenance / Proof of Origin

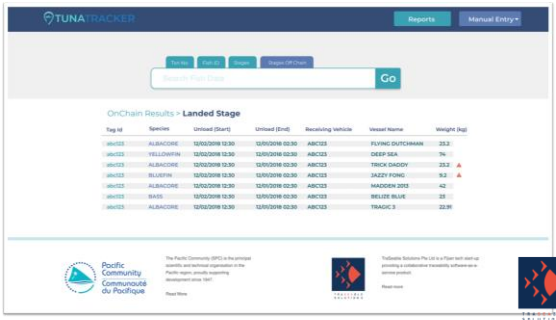
## Blockchain and Traceability

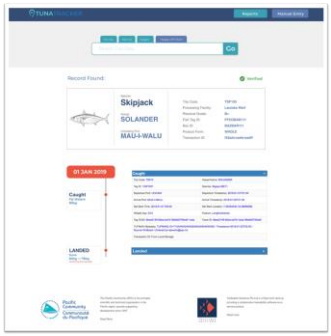
- Common platform to record Key Data Elements (KDEs) along Critical Tracking Events (CTEs)
- Facilitates transparency through supply chain across international borders
- Cannot tamper with data
- Ideal for mass balance reconciliation

- Provides verifiability of a fish product in the supply chain
- CA's can easily verify and trust traceability data
- Decreases your risk in audits

## SPC Blockchain Prototype




## Minimum Requirements

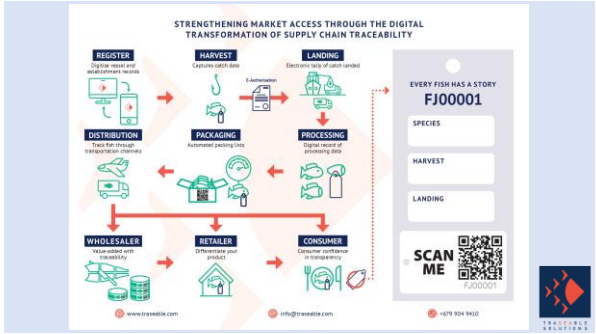
- Awareness of the need to change
- Desire to move to digital traceability
- Collaboration between stakeholders - industry and CA's
- Supply chain mapping
- Decent Internet access onshore
- Invest in technology – tablets on boats and landing, computers and Internet in processing facilities
- Digitisation of manual processes
- Develop a data culture

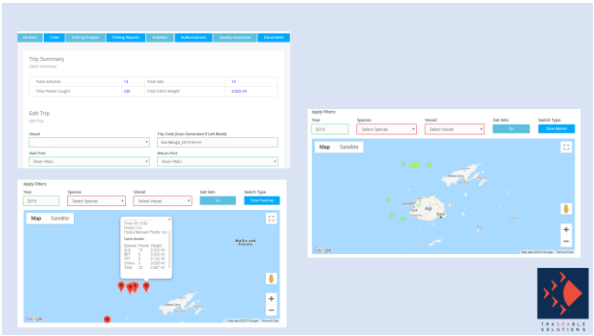
## How It Works

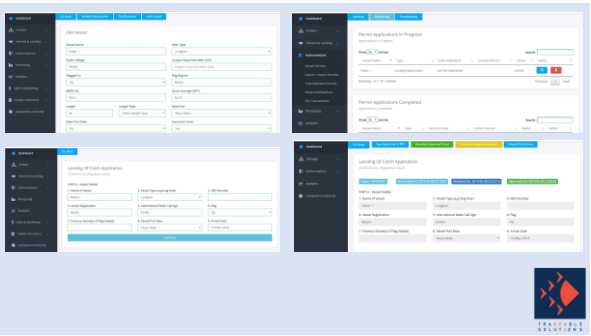
## How It Works

## Lessons Learned

- Can be implemented cost-effectively
- Requires trial and error to suit specific requirements
- Automation through IoT devices and sensors challenging
- Not a replacement for a database
- Only put data on the blockchain that you want to track
- Agreeing on KDEs and CTEs is important
- Best to work with established blockchain partners
- Companies need to know how to market it



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