GULF SEAFOOD TRACE

Your seafood has a story.

gcr

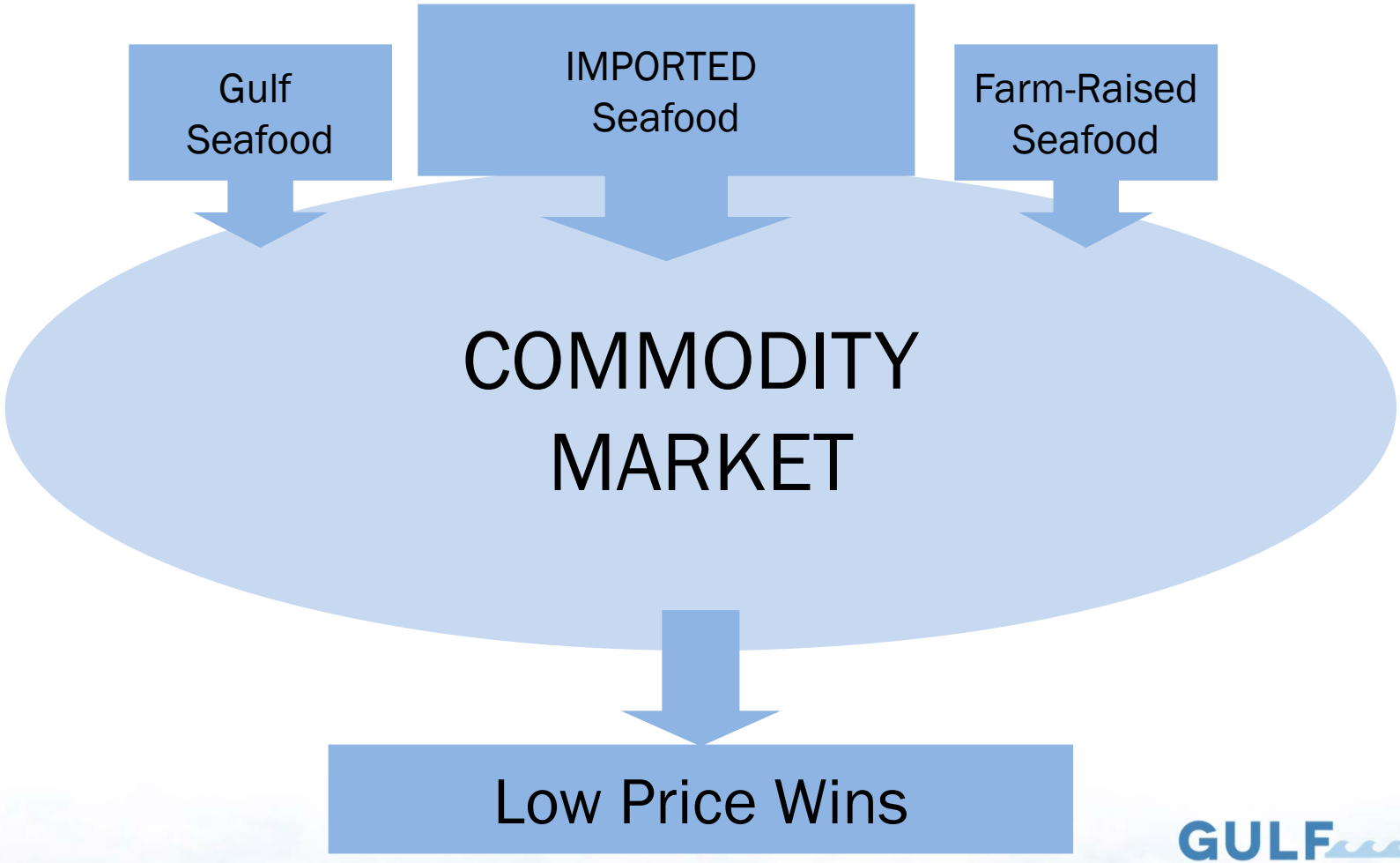
Bluefin Data LLC
Software Development

GULF STATES MARINE FISHERIES COMMISSION

trace register

MRAG

The Commodity Problem



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Why Traceability?

Because the Gulf Seafood industry needs to…

- Differentiate its seafood
- Share the information
- Ensure confidence
- Tell the story

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Seafood Industry Challenges

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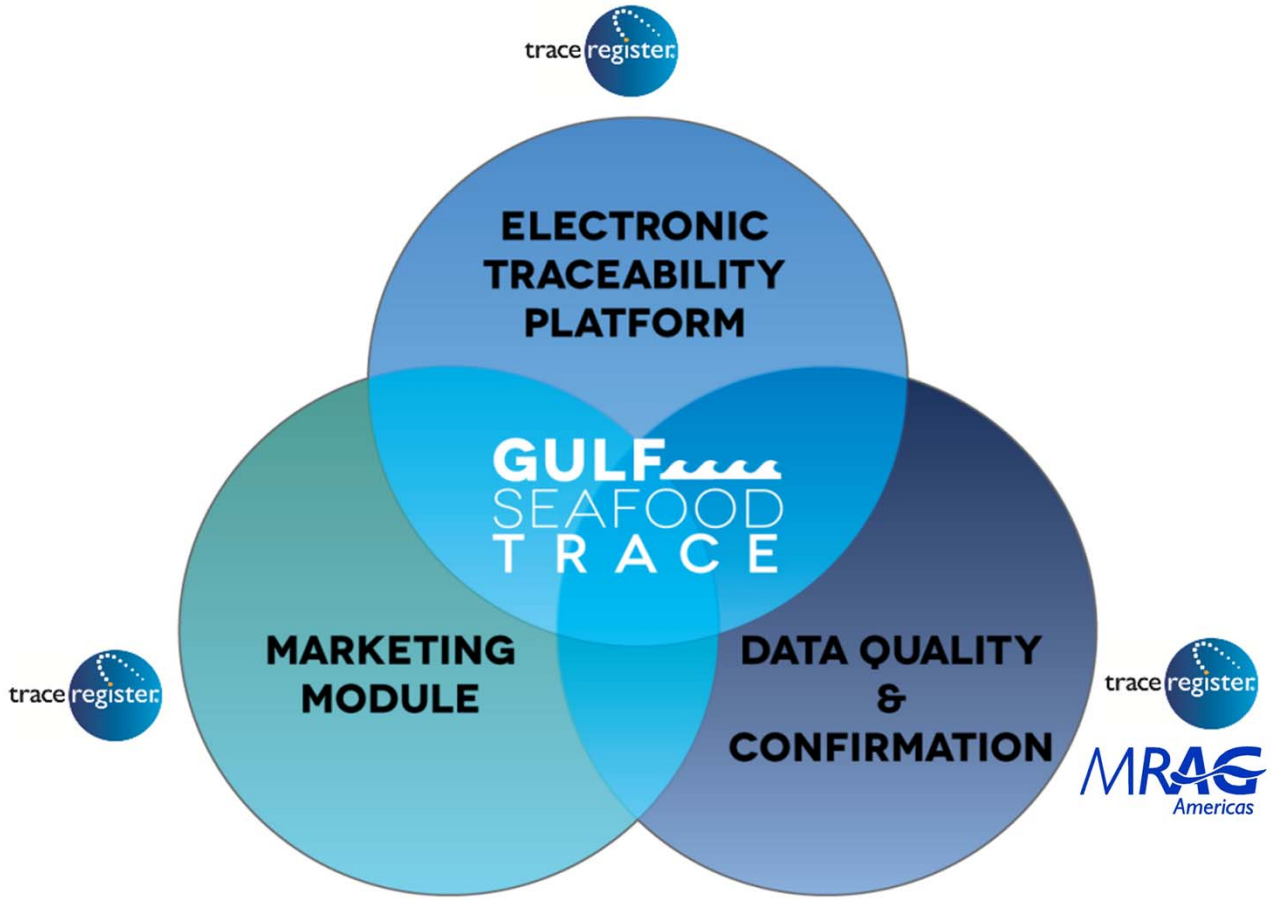

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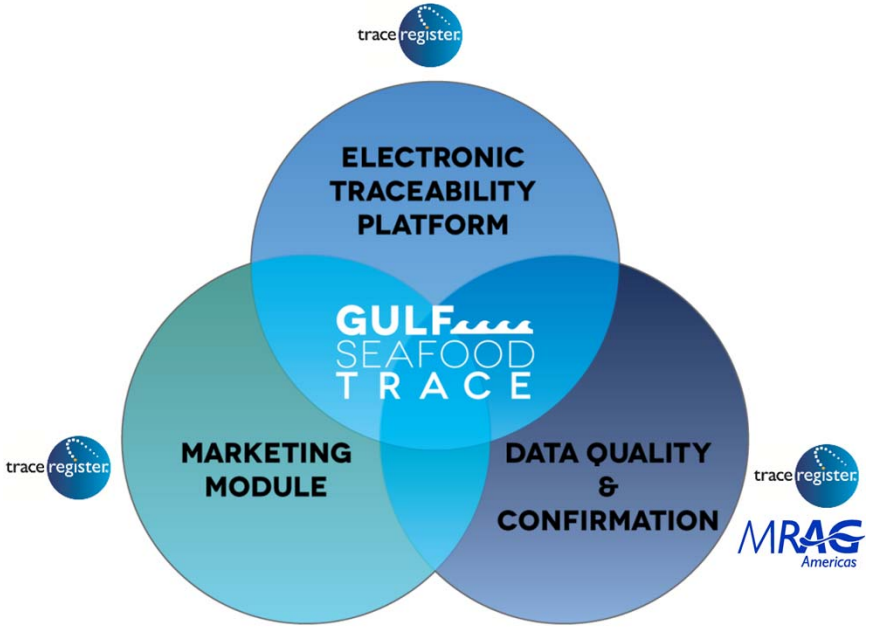

Program Pioneers

Cox's Wholesale Seafood, Inc.

Dominick's Seafood, Inc. Shrimp

LA Fish & Seafood

New Orleans Fish House www.nofh.com

Gulf Atlantic Brand Tommy's Seafood Inc.

Mariah Jade Shrimp Co.

Gulf Pride Enterprises, Inc.

Motivatit

Pontchartrain Blue Crab

Since 1860 Wood's Fisheries Wild American Shrimp

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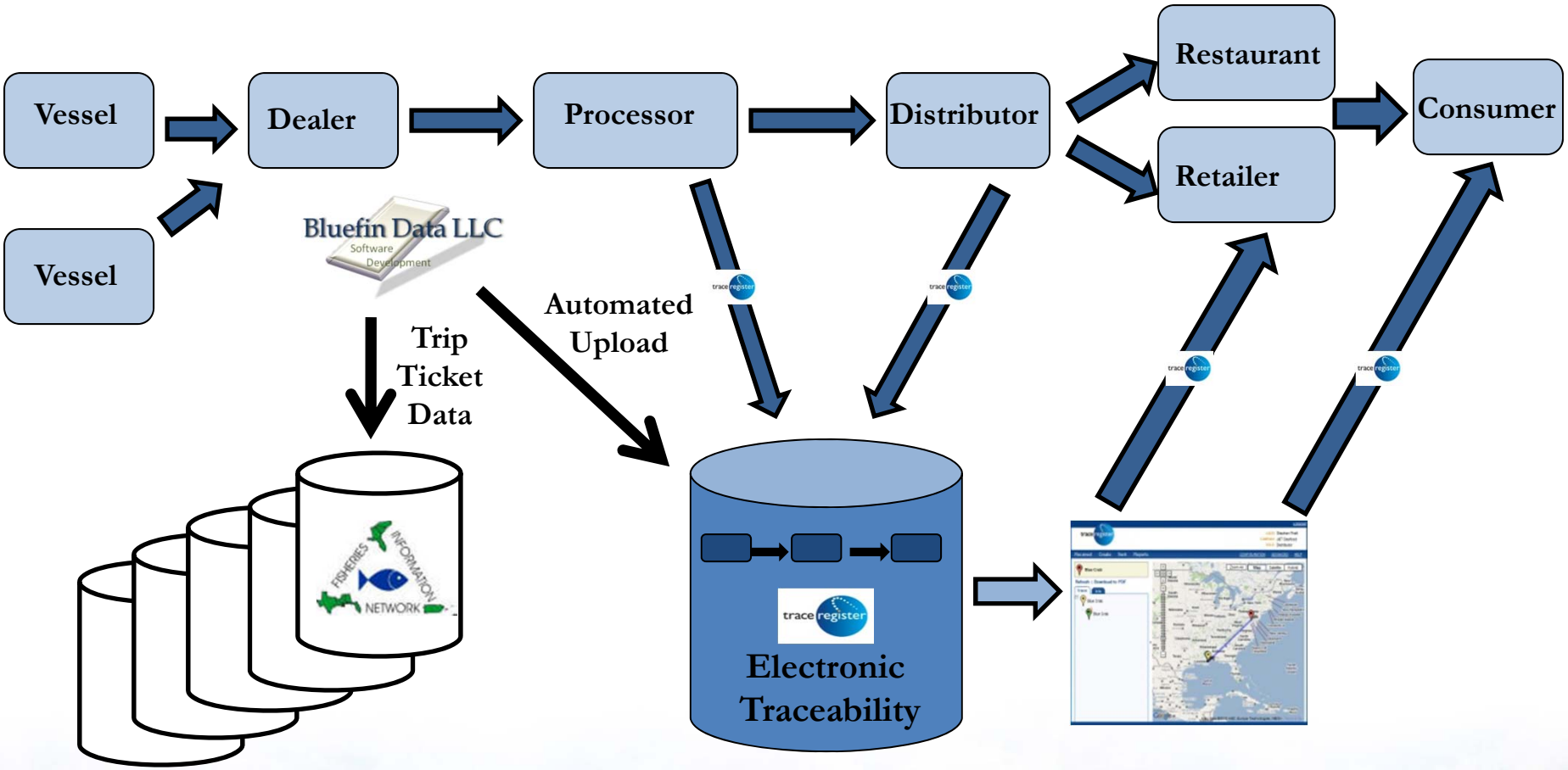
Gulf Seafood Trace: Electronic Traceability



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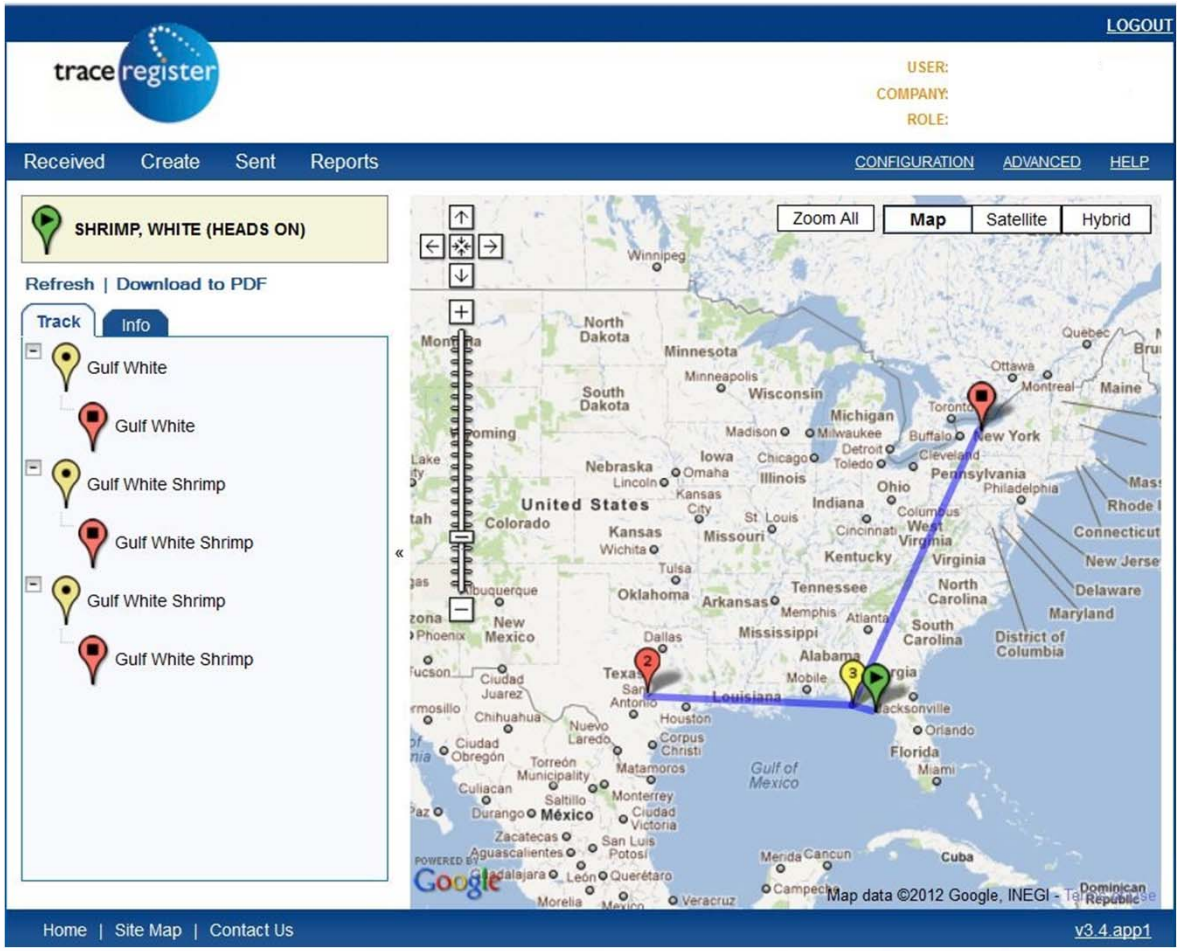
Gulf Seafood Trace: Electronic Traceability



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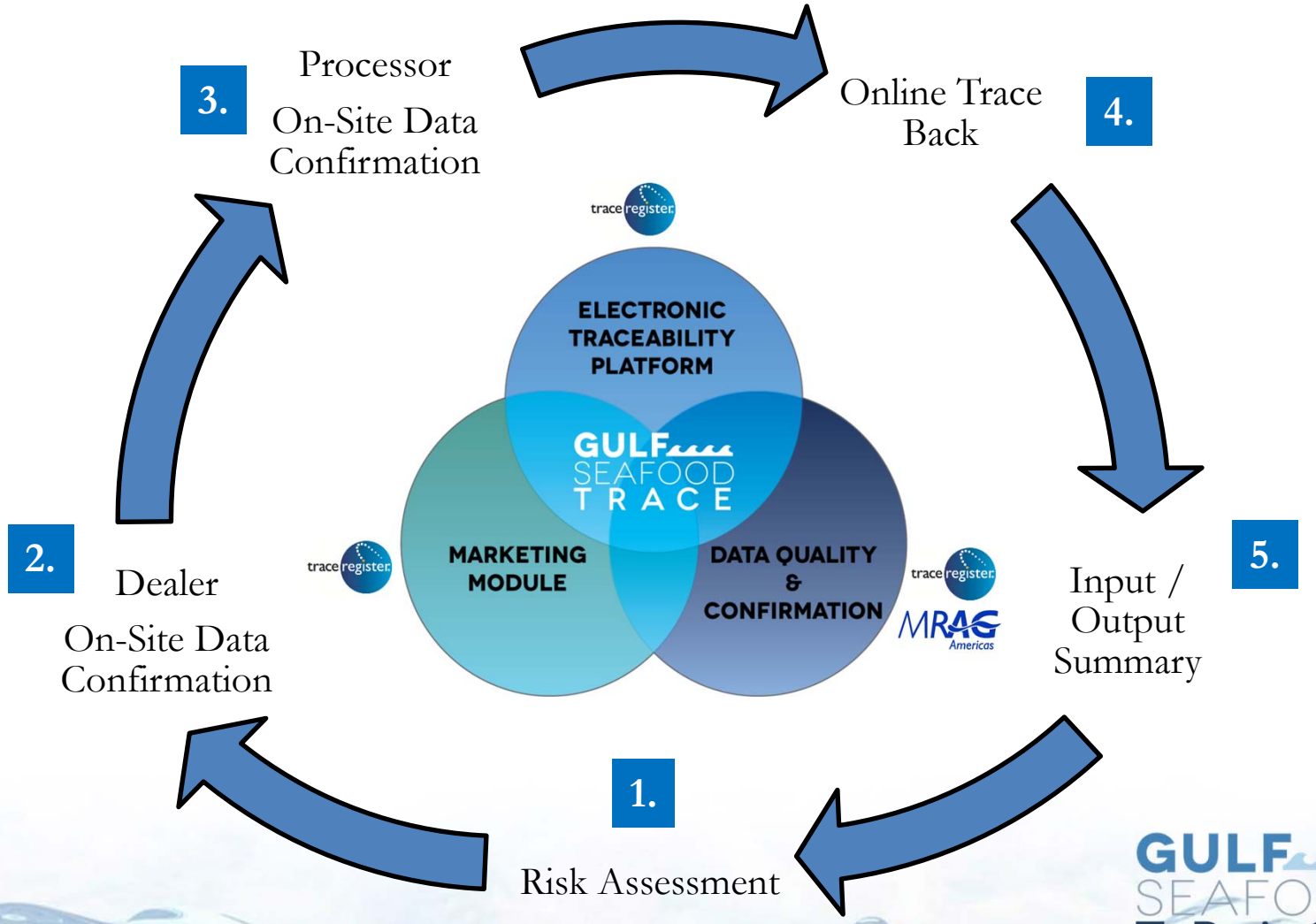
Gulf Seafood Trace: Data Confirmation



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Gulf Seafood Trace: Marketing

Engage the buyer

General — Safe, Premium, Sustainable, Flavorful

Confidence and Trust

Specific — Confirm the source, Tell the story

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Your seafood has a story.

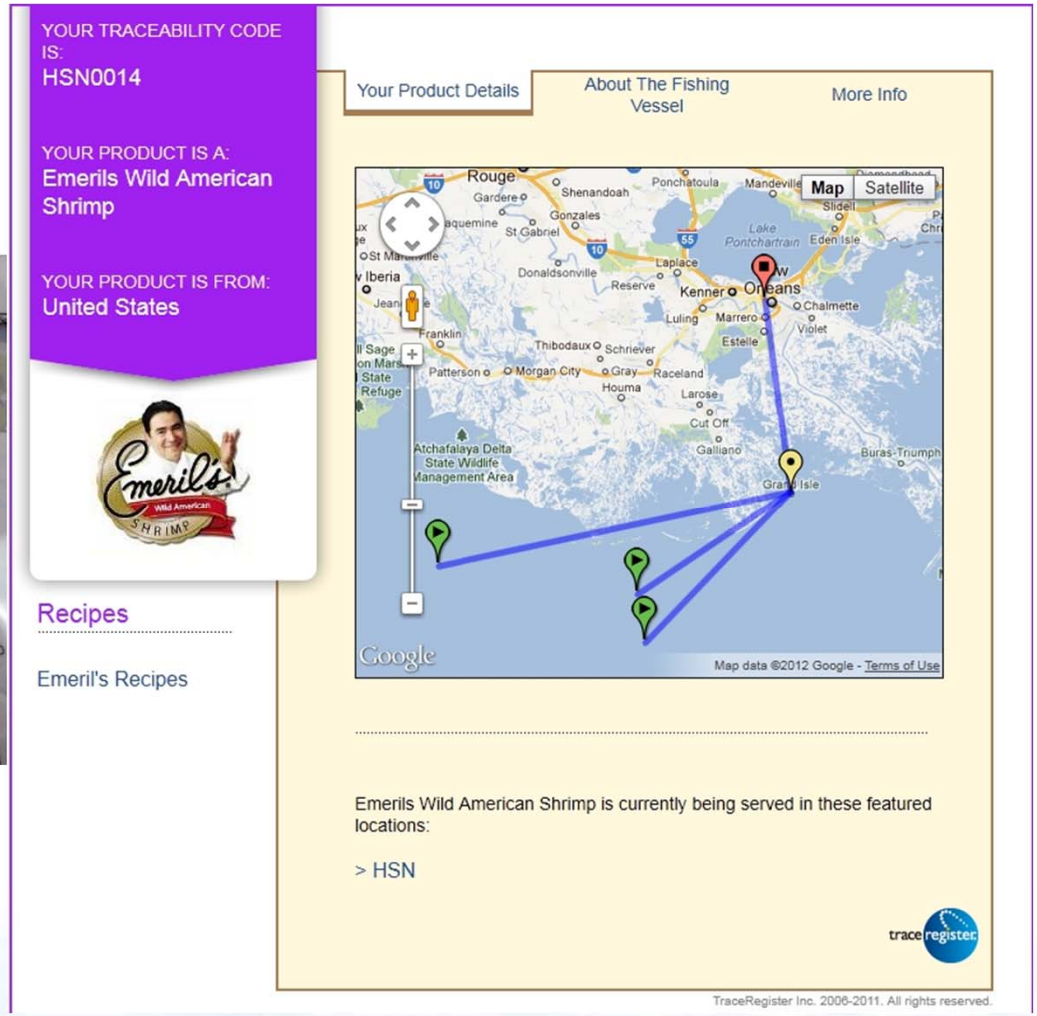
Gulf Seafood Trace: Marketing

- ✓ Tells a story
- ✓ Innovative medium
- ✓ Enhances credibility
- ✓ Generates traffic
- ✓ "Infinite label"
- ✓ Educates and informs

GULF SEAFOOD TRACE

Your seafood has a story.

Gulf Seafood Trace: Marketing



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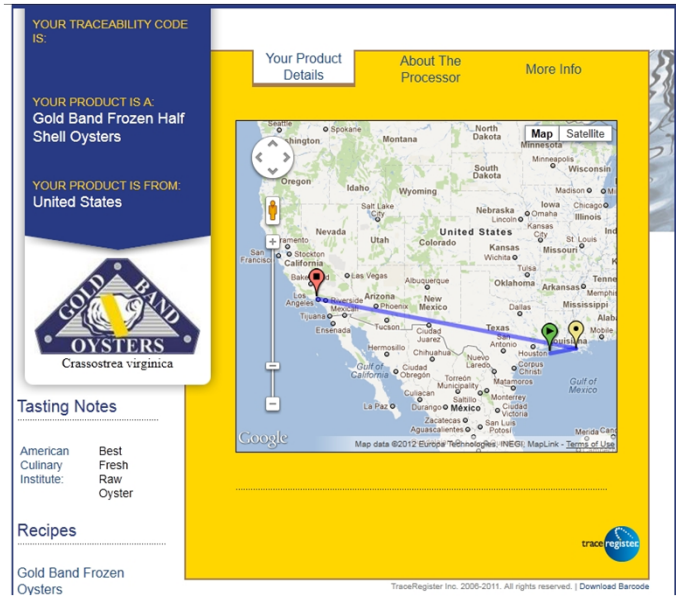
Gulf Seafood Trace: Marketing



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Gulf Seafood Trace: Enrollment

- Completely voluntary!
- Complimentary through 2014:
  - ✓ Electronic Trip Ticket Interface
  - ✓ Trace Register Standard
  - ✓ Data Quality & Confirmation
  - ✓ Marketing Module

GULF SEAFOOD TRACE

PROGRAM & ENROLLMENT

INTRODUCTION

The objective of the voluntary Gulf Seafood Trace program is to help drive increased market demand for Gulf of Mexico seafood by telling its unique story and ensuring confidence in the market.

Gulf Seafood Trace empowers Gulf seafood businesses by offering complimentary use of a robust electronic traceability and marketing tool through 2014, together with review and data analysis to confirm the validity of the information being shared by businesses.

The program is sponsored and coordinated by the Gulf States Marine Fisheries Commission and authorized by the five Gulf state marine resource management agencies.

OVERVIEW

Demand for seafood is partially driven by market confidence in the product. Confidence is driven by information. Creating assurances about Gulf seafood depends on the management and timely access to critical information about the product as it moves through the supply chain - Gulf to plate. This information can be shared with buyers, consumers, and other stakeholders for the purposes of innovative marketing, proving regulatory and buyer specification compliance, confirming safety and quality, demonstrating certifications, and preventing mislabeling. The Gulf Seafood Trace program will deliver critical product information by integrating state trip ticket data, value-added data, marketing information, and other appropriate data. It will also incorporate automated and manual data review of the shared information to confirm the product validity and source, which will potentially lead to enhanced market confidence and demand.

PRINCIPLES

The program is designed to be used by Gulf seafood businesses for all types and species of marine seafood products originating from state and federal waters of the five states of the Gulf, including marine aquacultured species that are native to the region. The unique design of the program ensures that approved information is shared across the supply chain and that the data associated with a particular Gulf seafood product is legitimate. The Gulf Seafood Trace program, therefore, assures seafood suppliers, distributors, vendors, and consumers that a claim of Gulf origin, and the associated information about a particular seafood product, can be substantiated and documented in a timely and efficient manner.

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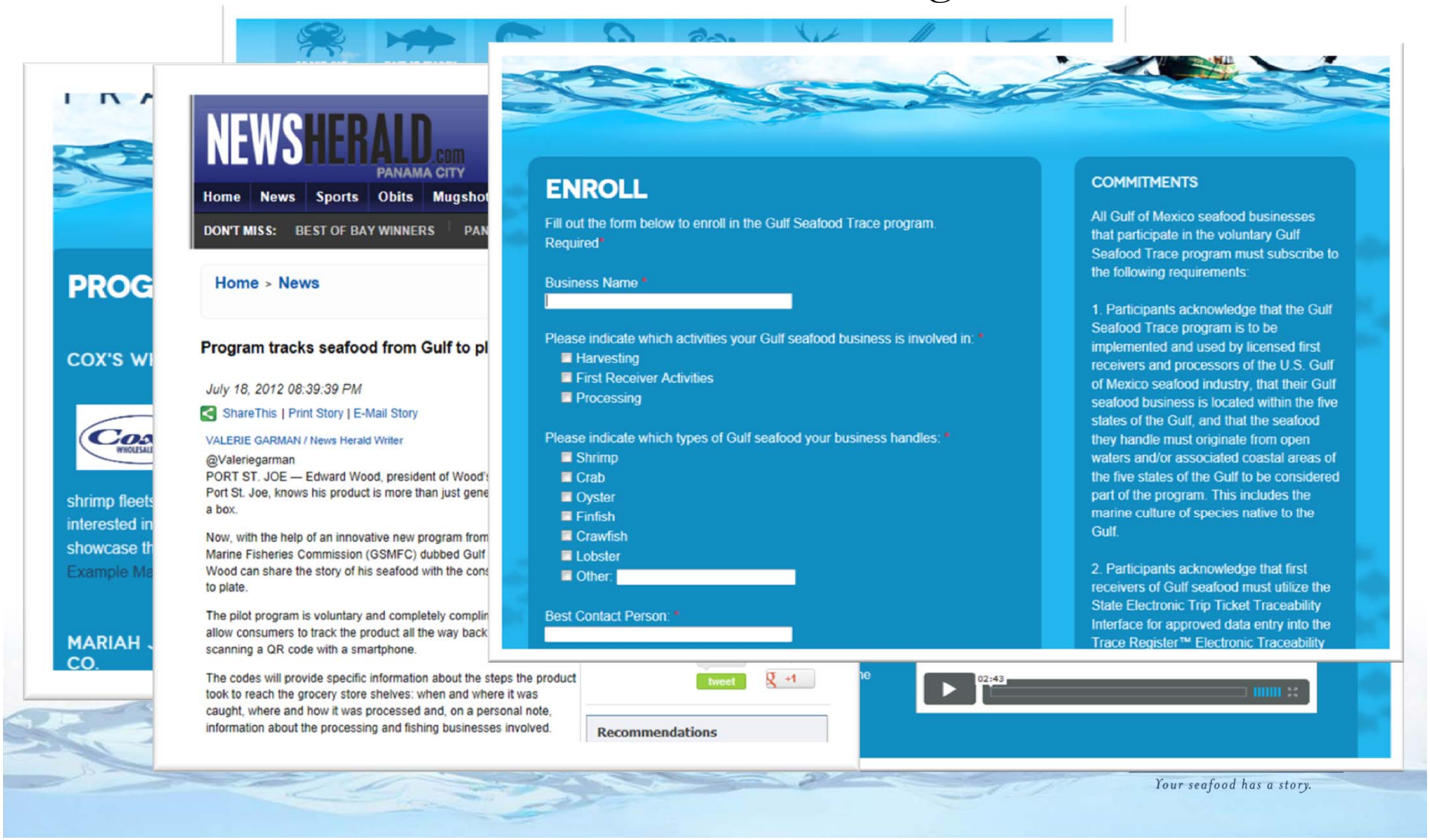
Gulf Seafood Trace: Website

www.GulfSeafoodTrace.org



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1.855.GSTRACE