Case Study:
Metro Cash and Carry

GLOBAL DIALOGUE
on Seafood Traceability

Enabling the conveyance of traceability data on farm-raised Atlantic Salmon using Global Standards 1 (GS1)'s Electronic Product Code Information Services (EPCIS) XML schema.

Use Case Tested

This pilot connected Metro's consumer-facing and Point-of-Sale data to upstream traceability data. The pilot allowed visibility to KDE/CTE requirements in EPCIS format from a major retailer's existing traceability data and program.

Challenges

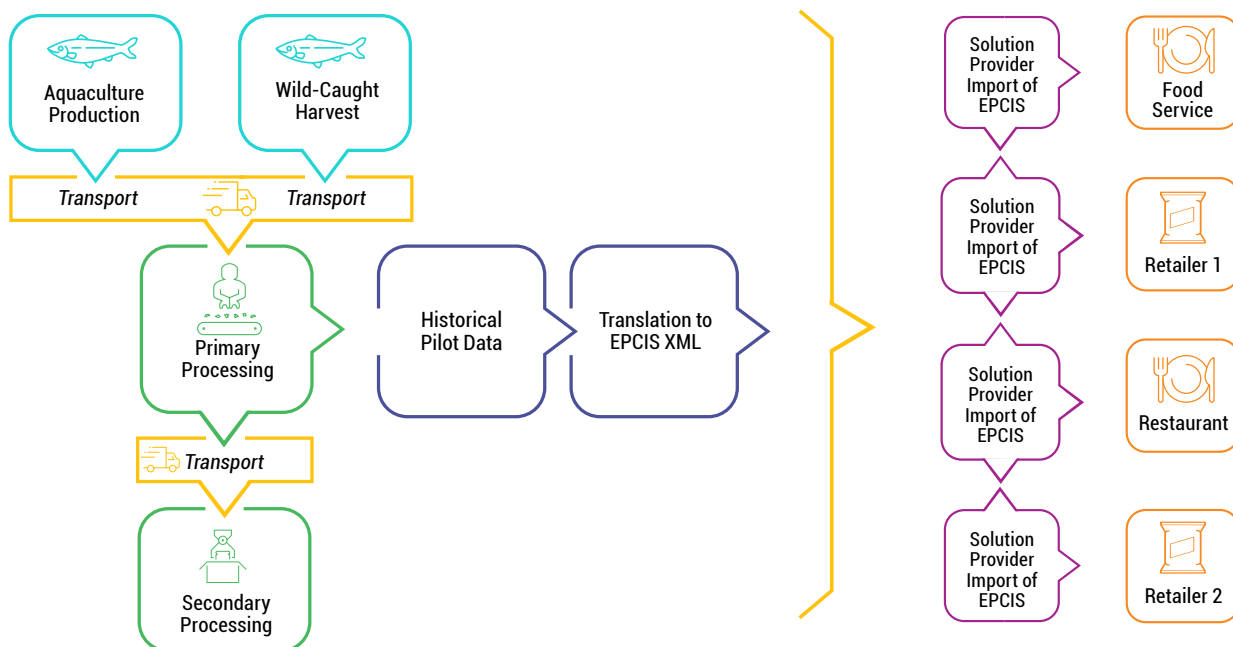Mapping fTrace (Metro's 3rd party traceability platform) data

Next Steps

Metro is participating in additional phase 2 pilots to further test the GDST EPCIS schema in other supply chains
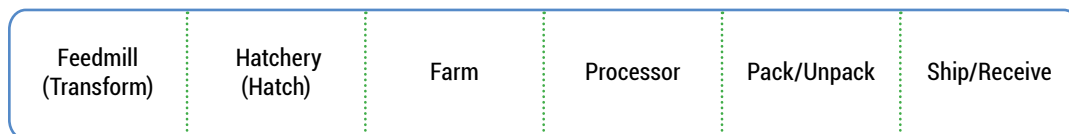
Methodology

Metro participated in the first wave of pilots conducted by the Global Dialogue on Seafood Traceability (GDST) to accomplish interoperable sharing of supply chain data. Traceability data was collected by Metro, a retail partner in the GDST, using fTrace, their end-to-end traceability solution. The data was then mapped onto GDST's basic universal list of Key Data Events (KDEs) to confirm utility of proposed interoperability framework.
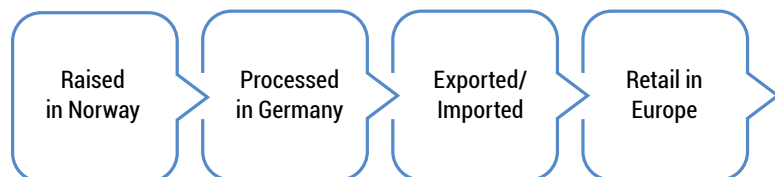
The advantages of EPCIS are that it is designed to be used to represent visibility data within the supply chain and is well-suited for housing traceability data through its Critical Tracking Events (CTEs). Many supply chain partners, especially processors, distributors, and retailers used GS1 standards of identification and data sharing, including EPCIS. The file was developed through the collection of historical traceability data, translation to EPCIS, and testing with retail partners and their respective solution providers.

GDST

| Data Collection of Supply Chain KDEs/CTEs (Simplified Example Shown) | Data Conversion | Interoperablity Testing Downstream from Processing |

Critical Tracking Events

Feedmill (Transform)	Hatchery (Hatch)	Farm	Processor	Pack/Unpack	Ship/Receive

Supply Chain

Raised in Norway → Processed in Germany → Exported/Imported → Retail in Europe

Catch Method

NA - Aquaculture

Geographic region

Aquaculture in Norway, processing in Germany, retail in Europe

Commodity

Farm-raised Atlantic Salmon

Exklusiv bei METRO
BÖMLO
PRIMA SALMON

Participants

METRO

Metro Group is a leading global retailing company with approximately 250,000 employees working in over 2,200 outlets in 31 countries throughout Europe and Asia. With sales totaling nearly € 27.1 billion in 2018/19, METRO GROUP's portfolio of strong brands offers a wide range of services for commercial customers and consumers alike. METRO GROUP's largest business is METRO Cash & Carry, a leading cash-and-carry wholesaler that offers approximately 50,000 food and non-food products to meet the specific demands of its professional customers such as hotel and restaurant operators, catering firms, independent small retailers, institutions and offices.

metro-cc.com/en

GLOBAL DIALOGUE
on Seafood Traceability

The Global Dialogue on Seafood Traceability (GDST) (also referred to as the Dialogue) is an international, business-to-business platform established to advance a unified framework for interoperable seafood traceability practices. The Dialogue brings together a broad spectrum of seafood industry stakeholders from across different parts of the supply chain, as well as relevant civil society experts from diverse regions.

The Dialogue is catalyzing the development of interoperable practices that will:
- Improve the reliability of seafood information
- Reduce the cost of seafood traceability
- Contribute to supply chain risk reduction
- Contribute to securing the long-term social and environmental sustainability of the sector.

traceability-dialogue.org

Get involved

Is your company involved commercially in the seafood supply chain?

Would you like to participate in the Dialogue?

Please fill out our application form or contact us:

Thomas Burke tburke@ift.org | Frank Terzoli frank.terzoli@wwfus.org

Applying is understood as an expression of interest in active participation, but does not create any commitments. Registered participants will receive invitations to on-line and in-person meetings of Dialogue working groups, and will be kept fully informed of the Dialogue process. Registration does not commit any participating organization or individual to attend meetings or to endorse the final Dialogue results.