

# Case Study: Thai Union Vessel

Enabling the conveyance of traceability data on live Yellowfin Tuna using Global Standards 1 (GS1)'s Electronic Product Code Information Services (EPCIS) XML schema.



## Use Case Tested

The Thai Union vessel to processing supply chain enabled the conveyance of traceability data from live Yellowfin Tuna to cases of canned tuna, which shows traceability events in a diverse, global company.

Furthermore, various Thai Union subsidiaries used different systems and languages making connecting data from one tracking event to the next challenging. Additionally, this was the first canned tuna supply chain where GDST piloted interoperability.

## Challenges

Thai Union's vertically integrated, global supply chain for canned tuna posed several challenges. There was a non-GS1 identifier for products coming off vessels. Data came in from multiple sources in non-standardized formats, including some data that was still paper-based and needed to be digitized.

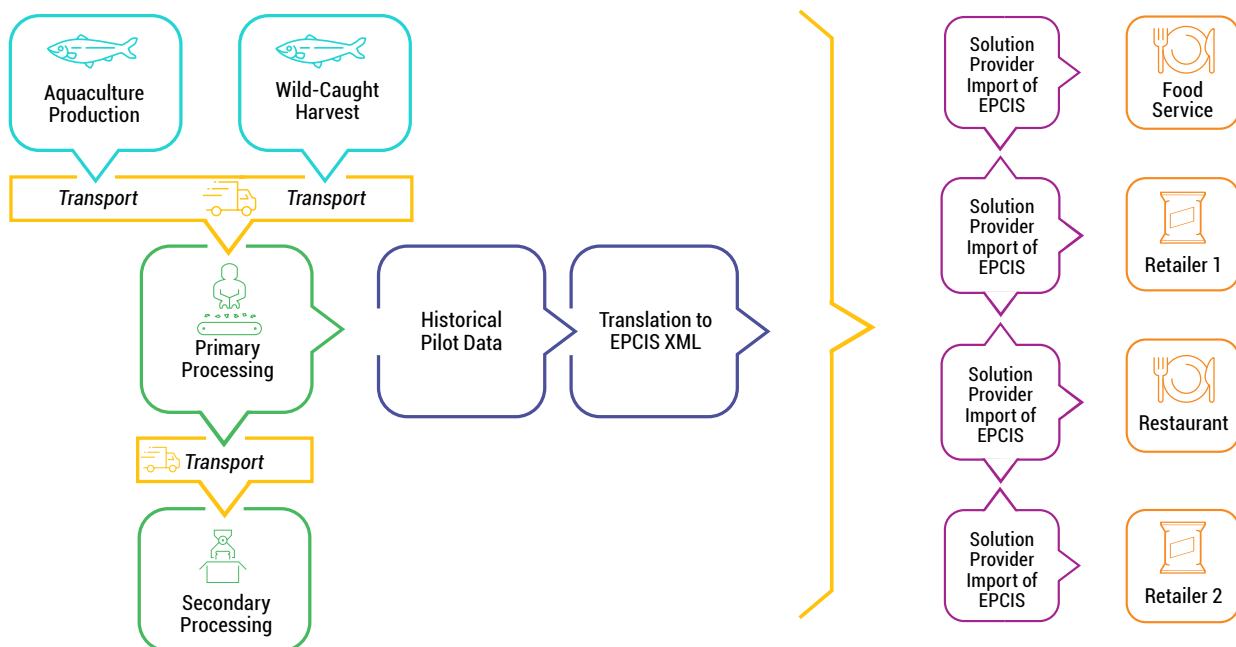
## Next Steps

Thai Union is creating one centralized database to store traceability data coming from different systems, developing standard interfaces to import and export data based on GS1/GDST standards replacing internal standards

## Methodology

Thai Union participated in the second wave of pilots conducted by the Global Dialogue on Seafood Traceability (GDST) to test interoperable sharing of supply chain data. Traceability data was collected by GDST co-conveners Institute of Food Technologists' Global Food Traceability Center and the World Wildlife Fund for Nature. The data was then translated into GS1's EPCIS XML schema to test interoperability between Thai Union subsidiaries' systems, a seafood product company in GDST.

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). The file was developed through the collection of historical traceability data, translation to EPCIS, and testing with retail partners and their respective solution providers.



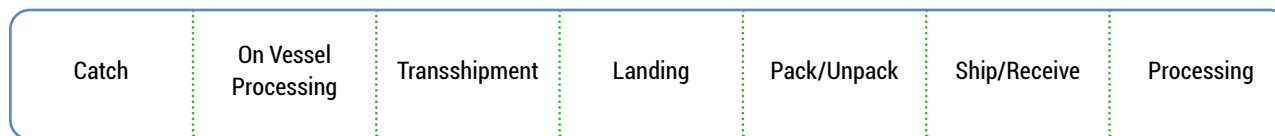
**GDST**

Data Collection of Supply Chain KDEs/CTEs (Simplified Example Shown)

Data Conversion

Interoperability Testing Downstream from Processing

## Critical Tracking Events



## Supply Chain



## Catch Method

Purse seine

## Geographic region

Catch in Taiwan; Process Loins in Taiwan; Can in Georgia, US; Distribute and Retail in the US

## Commodity

Wild-caught Yellowfin Tuna



## Participants



**Thai Union Group**, based in Sumutsakorn, Thailand, is a large, globalized company with multiple subsidiaries and vertically integrated operations producing diverse seafood-based products. Committed to reducing IUU product and illegal labor practices in their supply chains, Thai Union has identified digital traceability as a key part of SeaChange, their global sustainability strategy. As such, they are working to fully trace their seafood from catch to consumption and communicate its sustainability attributes to consumers and the public.

[Thaiunion.com/en](http://Thaiunion.com/en)



**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](http://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](mailto:tburke@ift.org) | Frank Terzoli [frank.terzoli@wwfus.org](mailto: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.