

Seafood Traceability

An essential element of sustainability



Seafood Choices Alliance, Seafood Summit Workshop

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Why is Traceability Important?

“It is very, very hard to trace a seafood product, and know everything about where it came from. The hardest thing in the world is to know who to believe ---and how to find out the truth.”

....Jeff Lyons, Senior Vice President, Costco

Panel

- Howard Johnson, Senior Advisor, Sustainable Fisheries Partnership
- Mike Mitchell, Young's Bluecrest Seafood, Ltd.
- Amy Jackson, Global Supply Chain Manager, Marine Stewardship Council
- Geir Myrold, Head of Nordic Region and Global Seafood Sector, TraceTracker Innovation, ASA
- Hessel De Haan, Owner/Founder, De Haan Automatisering

Thank you

