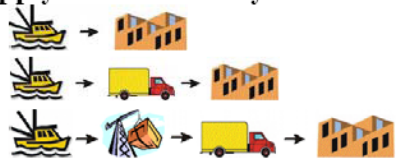
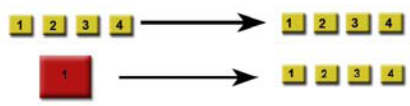


<p>Fishery:</p> <p style="text-align: center;"><i>Groundfish Trawl</i></p>	<p>State of Readiness Assessment:</p> <p style="text-align: center;">Total Score = B</p>
<p>Fishery Overview:</p> <ul style="list-style-type: none"> • Individual vessel quota. • Open year round with effort driven by weather, price and market demand. • Fishing occurs in all offshore areas of the BC coast. • Catch consists of dozens of species of groundfish (primarily rockfish, sole, hake and pollock). • Pooling of product prior to the buyer does not occur. • Vessels are paid a differential price based on quality and recovery. • Batch=offload, Trade unit=totes of fish (entire offload for hake), Logistic unit=totes of fish or frozen blocks of fish. • The Canadian Groundfish Research Conservation Society (CGRCS) and Deep Sea Trawlers Association (DSTA) represent industry. • Considerable effort has been dedicated recently on delivering fresher and higher quality product to market as well as species specific marketing and product labeling. These efforts lend themselves to increased traceability. • The pacific hake component of this fishery was awarded MSC certification in 2009. 	
<p>Supply Chain Pathways</p> 	<p>Unit Transformations</p> 
<p>Markets:</p> <ul style="list-style-type: none"> • Market is primarily for fresh fish exported to the US. Frozen thornyheads are exported to Asia and Hake is exported to the EU, Asia and the US. Fresh and live markets exist domestically. • Fresh iced, live and frozen at sea product is delivered to buyers. • Product quality concerns are based on harvest volume, trip duration (freshness) and damage. • COOL, US Bioterrorism Act, EU IUU regulations and EU Food Law are the main traceability regulations of concern. 	

<p>Data Availability from Fisheries Monitoring Programs: Traceability data is currently collected through the following processes.</p> <table border="1"> <tr> <td> <p>Harvester Harvest Log – skipper Validation Record – MSP Offload Tally – MSP and custom offloader</p> </td> <td> <p>Custom Offloader Validation Record – MSP Offload Tally – MSP and custom offloader</p> </td> <td> <p>Transporter Validation Record – MSP Offload Tally – MSP and custom offloader Bill of Lading – transporter</p> </td> <td> <p>Buyer Validation Record – MSP Offload Tally – MSP and custom offloader Bill of Lading – transporter Delivery Record – buyer Processing Records - buyer</p> </td> </tr> </table> <p>What product or business data is missing? Number of units in shipment, type of package, transport firm, data access contact persons (data responsible party) for the harvester, transporter and buyer.</p> <p>Is the data electronically accessible to the supply chain? No. Paper validation records are maintained by the harvester. A confidential electronic database is maintained by the MSP.</p> <p>Is the data verifiable? Yes, through 100% dockside validation and 100% at sea monitoring.</p>		<p>Harvester Harvest Log – skipper Validation Record – MSP Offload Tally – MSP and custom offloader</p>	<p>Custom Offloader Validation Record – MSP Offload Tally – MSP and custom offloader</p>	<p>Transporter Validation Record – MSP Offload Tally – MSP and custom offloader Bill of Lading – transporter</p>	<p>Buyer Validation Record – MSP Offload Tally – MSP and custom offloader Bill of Lading – transporter Delivery Record – buyer Processing Records - buyer</p>	<p>Score = 1.5</p>
<p>Harvester Harvest Log – skipper Validation Record – MSP Offload Tally – MSP and custom offloader</p>	<p>Custom Offloader Validation Record – MSP Offload Tally – MSP and custom offloader</p>	<p>Transporter Validation Record – MSP Offload Tally – MSP and custom offloader Bill of Lading – transporter</p>	<p>Buyer Validation Record – MSP Offload Tally – MSP and custom offloader Bill of Lading – transporter Delivery Record – buyer Processing Records - buyer</p>			
<p>Product Identifiers: Unique trade and/or logistic unit identifiers are not globally applied.</p>		<p>Score = 3</p>				
<p>Data Transfer and Information Mapping: Current data systems are paper based with offload tallies sent to the buyer.</p>		<p>Score = 2</p>				
<p>Industry Leadership: Two closely cooperating associations represent the majority of the industry.</p>		<p>Score = 1</p>				
<p>Processor Level Constraints: Species batching during processing accompanied by poor species documentation.</p>		<p>Score = 2</p>				
<p>Factors impeding ability to meet traceability:</p> <ul style="list-style-type: none"> • Catch volumes are large. • High diversity of species landed. 	<p>Factors aiding ability to meet traceability:</p> <ul style="list-style-type: none"> • An industry wide landings data system is in place through 100% dockside validation. • Most of the required information is collected on paper and stored electronically (MSP). • IQ fishery regime allows market driven fishing. • Harvesters are paid on a recovery and quality basis. • MSC certification of hake requires third party chain of custody certification and audit at the processor level. 					
<p>Opportunities: Goal 1 - Traceability to an offload or container level.</p> <ul style="list-style-type: none"> • Identify containers with trade/logistic unit identifiers. • Integrate existing data systems and streamline data transfer through the supply chain for more efficient and timely data communication. • Provide more accurate information to sales team prior to processing. Selling product from skipper hauls results in having to fill “order shorts” to compensate for inaccuracies. • Improve species documentation including use of scientific names. • Foster cooperation among businesses and a unified approach in addressing industry business and fisheries issues. 						

MSP = Monitoring Service Provider