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FishBizz Business Case - For monitoring of quality and sales of fish products

S.R. CWA 16597:2013

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FishBizz Business Case - For monitoring of quality and sales of fish products

This CEN Workshop Agreement has been drafted and approved by a Workshop of representatives of interested parties, the constitution of which is indicated in the foreword of this Workshop Agreement.

The formal process followed by the Workshop in the development of this Workshop Agreement has been endorsed by the National Members of CEN but neither the National Members of CEN nor the CEN-CENELEC Management Centre can be held accountable for the technical content of this CEN Workshop Agreement or possible conflicts with standards or legislation.

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Foreword

This CEN Workshop Agreement has been drafted and approved by a Workshop of representatives of interested parties on 2012-12-07, the constitution of which was supported by CEN following the public call for participation made on 2011-02-07.

This CEN Workshop Agreement (CWA) has been prepared by the CEN Workshop Integration of standards for Traceability and Sale of Seafood Products (FishBizz).

More information on the workshop is available from:

<http://www.cen.eu/cen/Sectors/Sectors/ISSS/Workshops/Pages/FishBizz.aspx>

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The final review/endorsement round for this CWA was started on 2012-10-06 and was successfully closed on 2012-12-07. The final text of this CWA was submitted to CEN for publication on 2013-02-19.

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Comments or suggestions from the users of the CEN Workshop Agreement are welcome and should be addressed to the CEN-CENELEC Management Centre.

Executive Summary

The reform of the Common Fisheries Policy (CFP) aims to provide a stable, secure and healthy food supply. Sustainability is at the heart of the proposed reform. Fishing sustainably means fishing at levels that do not endanger the reproduction of stocks and that provide high long-term yields. This requires managing the volume of fish taken out of the sea through fishing. At the same time, an improved framework for aquaculture is expected to increase production and supply of seafood.

To enforce the CFP rules, a control system is designed to ensure that fish products can be traced back and checked throughout the supply chain. Checks are carried out at every point in the chain from the boat to the retailer: in ports where fish is landed or trans-shipped, during transport, in factories that process fish and at markets where fish is sold. At every point along the chain, for every consignment of fish, information shall be provided that proves that it was caught legally.

The CFP rules require that all fish products are traceable to their source. To achieve traceability throughout the fish product supply chain, various tracking and tracing methodologies and technologies shall be integrated in the operational business processes carried out by the different actors along the chain. As a result, different traceability systems shall have the ability to exchange information and to use the information that has been exchanged. Traceability systems by the different actors along the chain shall be interoperable to guarantee fast, accurate and cost-effective exchange of information.

Standardization is a common approach towards achieving interoperability. There is also a wide range of technologies, ranging from simple to advanced IT systems, and from open source to closed source commercial systems, which can support a standard. The challenge lies in the fact that there is often more than one standard available and used by the actors along the supply chain. Some standards have a narrow point-to-point profile aimed at achieving, so called, "one-up/one-down" traceability with immediate trade partner systems. Other standards are either focused on establishing a "chain-of-custody" system via a central repository maintained by a third party, or focused on "traceability networks" that are based on registries that enable traceability data search along the fish product supply chain.

The FishBiz project team reviewed various CEN, ISO, UN/CEFACT, OASIS and GS1/EPC standards used for electronic commerce in the seafood sector. These range from standards at data component level and standards aimed at general principles for designing a traceability system, through standards that specify how electronic transactions should be executed and standards for business collaboration, including end-to-end supply chain visibility. The aim is to leverage multiple complementary standards rather than picking one isolated standard that may be strong in some areas, but weak in others. This will enable broader, more integrated traceability functionalities and enable lower cost implementations.

The outcome of the work conducted so far is a Draft of a CEN Workshop Agreement (CWA). It specifies the data elements drawn from the work conducted under ISO TC 234, current regulatory and industry requirements, and the profiling and extensions to the UN/CEFACT reusable aggregate XML schema module to support traceability and e-business requirements. The interoperable solution outlined in the Draft CWA supports the critical traceability and e-business business processes, which are:

1. **Advising the dispatch and receipt of products** in accordance with the UN/CEFACT Business Requirement Specification for the Cross Industry Despatch and Receipt process (UN/CEFACT XML Despatch Advice). (The UN/CEFACT XML Receipt Advice yet has to be defined by UN/CEFACT)
2. **Initiating and responding to a traceability request** in accordance with the GS1 Global Traceability Standard. The Trace Request document and the response Trace Document are proposed new documents. They are used in the Request Trace business transaction to specify the trade item(s) for which a trace-back is requested and the trace-back information, respectively. There is a discussion with the UN/CEFACT Agriculture Program Development Area to submit these new document schemas to UN/CEFACT.
3. **Notifying traceability** is a newly defined business process in which instead of sending the traceability information in response to a Trace Request, this information is proactively sent as a notification. The recipient

of the information can be a third party, such as a traceability service provider that acts as a certified data trustee.

Economic benefits expected to be gained from FIBBIZZ:

Attaining traceability of fish products requires developing traceability data exchange connections between the supply chain actors involved. The hurdle up to now is that communication in such a partnership without common interoperable traceability solutions and use of information technology can be complex and costly to set up and maintain afterwards. There is therefore a tendency only for larger companies to have automated electronic systems and for the smaller ones to rely on paper-based manual systems.

FishBizz provides a solution supported by XML message standards, which describes how to communicate traceability data using interoperable solutions in a trade partnership between the actors in the fish product supply chain. It therefore helps a business set up how traceability systems should interact, how traceability data exchange should be defined and provides a common platform for supply chain actors to use. The level of benefits to be obtained is dependent upon each single company, and is influenced by the degree to which it has already adopted collaborative supply chain practices, information technology and the number of non-interoperable connections already in place.

The key economic benefits of using the FishBizz solution can be categorized as:

1. Faster integration between fish supply chain partners

1.1 Scaling. After the first interoperable integration between two traceability systems, it can be scaled to be used for new relationships, whereas without a interoperable solution (as for many today) each relationship requires its own integration model.

1.2 Costs. Running costs with the FishBizz solution are lower when compared with not having an interoperable system, since staff only need knowledge of one type of traceability data exchange model, with some business variances per partnership.

1.3 Time compression. It reduces the implementation time significantly when compared to implementing a non-interoperable solution.

2. Reduced IT cost

FishBizz helps to minimize the costs in these ways:

2.1 It provides a data exchange template for interoperable supply chain traceability. This reduces the time and effort needed to establish the ways of working between supply chain partners and speeds up the process of reaching a commercial agreement.

2.2 Once a company has adopted these processes and embedded them in its systems, more supply chain partners can be added quickly and easily without the need for costly business process re-engineering.

2.3 The electronic message handling systems need only to be configured once to follow the interoperable FishBizz solution, which is based on UN/CEFACT standards. Once this has been implemented and tested, new supply chain partners can be added with minimal changes.

2.4 Following one connection, FishBizz reduces the time required by IT staff on maintenance and reduces training requirements both for IT staff and business operators.

Economic Benefit

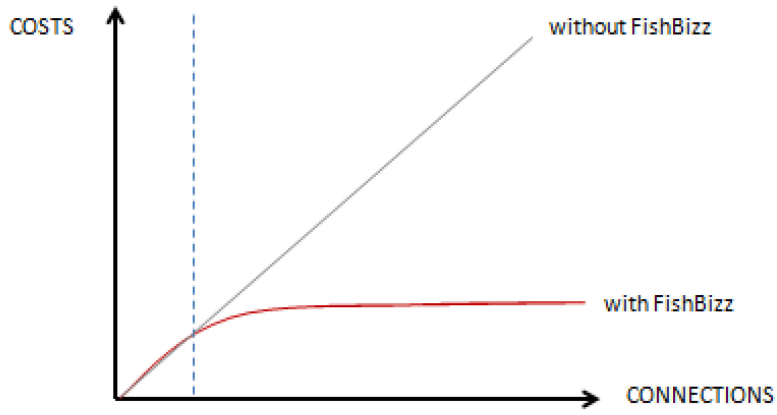


Illustration of investment costs as function of the number of supply chain connections

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