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Changing Lives: Fish Mongers, a Visionary Aquaculture Company, Achieves Traceability & Empowers Farmers Using GS1 Standards-Based Solution

Achieving Seafood Visibility With Blockchain Technology

Challenge

At the heart of the aquaculture supply chain is a group of passionate local farmers who lack the tools and access to promote true supply chain visibility. An overly complicated solution is unlikely to be adopted.

Fish Mongers adopted Farm to Plate, a blockchain solution built on Hyperledger Fabric and GS1 Standards. It leverages flexible plug-and-play technology and helps solve end-user concerns about product freshness through data backtracking.

Solution

Traceability information is brought to life in the solution by Electronic Product Code Information Services (EPCIS), the GS1® data-sharing standard that provides the “what, when, where, why, and how” of products and locations as they are processed, moved, or transformed in the supply chain.

Farm to Plate also uses GS1 Digital Link, a standard that works together with QR code-based smart labels to make all the information related to the product and its journey easily accessible by a smartphone scan.



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GS1 Identification Keys



LGTIN: The combination of a Global Trade Item Number® (GTIN®) plus batch/lot number



SGTIN: The combination of a GTIN and serial number



SSCC: Serial Shipping Container Code used to identify individual logistic units

Additionally, Fish Mongers' solution leverages important GS1 identification keys such as LGTIN, SGTIN, and SSCC. LGTIN and SSCC smart labels provide information about the operation's internal supply chain, whereas SGTIN smart labels can be scanned and viewed by any public user.

Results

The culmination of the partnership between Fish Mongers and Farm to Plate is an easy-to-adopt, rapidly deployable blockchain solution with the potential to have a lasting influence on the seafood supply chain. GS1 Standards combined with flexible emerging technology solutions help provide the supply chain transparency that consumers demand.

Learn more about Fish Mongers' solution:

www.farmtoplate.io

Learn more about the GS1 US Solution Partner Program:

www.gs1us.org/industries-and-insights/partners

www.gs1us.org

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