

## SECTION 6

### Adding Value Through Traceability

Traceability has been used effectively in the food chain as a:

- Risk management Tool (Food Safety)
- Quality Management Tool
- Biosecurity Management Tool
- Business Management Tool

When combined as a business management and quality tool - traceability has been positively marketed to enhance value in several cases. Quality Assurance Schemes exist across the Aquaculture Sector, that allow participants to transparently demonstrate to customers that traceability to best practice is in place throughout the supply chain. The Quality Schemes have become accredited to EN45011, the international standard for Product Certification to give further credibility for participants. Several examples exist in the aquaculture and fisheries sectors:



#### Ireland – Irish Quality Salmon Scheme 2002-2004

Irish Wild Salmon were marketed to National and international buyers as being certified traceable to a best practice standard with regards, rearing, harvest, bleeding, handling, packing and icing.



#### France - Label Rouge



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Product certified to Label Rouge Standard is traceable to a Speciality Guarantee of Quality and Food Safety. The Label Rouge quality mark is widely recognised throughout France and consumers are willing to pay a premium for certified products.

Label Rouge Certified Products include – Farmed Salmon, Scallops, Turbot and Oysters.

**Scotland – Scottish Quality Salmon**

Participants can transparently demonstrate to consumers that the product is part of the quality assurance scheme through the use of Gill Tags and Product labels.

**Canada – Cold Harvest**

Mussel producers in the Cold Harvest Quality Programme are given approval by independent audits to a defined quality standard that includes product specification, traceability, hygiene and packing standards.



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