



## TRACEABLE SEAFOOD CREATES PROFIT AND PROTECTS ENVIRONMENT

While the cod fishing industry is struggling to stay afloat, one company has achieved a competitive advantage using a traceability system from TraceTracker ASA. Hermes AS, a Norwegian freezing trawler, has already contracted to sell half of its yearly quota of whitefish to customers including McDonald's because it can provide a detailed history of each product. When customers enter product identification codes on Hermes' website, a map of the catch location appears along with documentation of sustainable fishing practices.

In the past, seafood buyers focused on price and quality, but today traceability has become another important deciding factor. Buyers are demanding assurances that fish products come from legal and sustainable sources. "The traceability of the fish products was the main reason why chose to work with Hermes. IUU (Illegal, Unregulated and Unreported Fishing) is a major concern for us and it is extremely important that we can see evidence showing exactly where each product is coming from and how it was processed," said Palle Nimb, Vice President/Co Procurement, Espersen, one of Hermes' customers.

For more information see: <http://www.tracetracker.com/cgi/news.cgi?id=227>



A trawling vessel owned by Hermes AS, a Norwegian company