Traceability of seafood products

A new standard for labelling of distribution units and pallets in the trade of seafood products will affect your business. The standard is currently under development and you can still have a say........

Key players in the seafood industry have found that logistics and operating costs currently account for up to 15 % of seafood sales value (ref. Innovation Norway). The adoption of standardised labelling and traceability processes will greatly reduce the time and resources required to fulfil legal obligations, reduce operating costs and meet growing customer and consumer demands.

This new standard will affect your business

The distribution of seafood products throughout Europe is currently carried using a variety of different approaches. This new European standard will help the fishing industry to secure a faster, more efficient and lower cost supply chain for their fresh and frozen seafood products.

Why not visit us at Seafood Expo Brussels, and join our event

Tuesday, 25 April 2017, Room 1125 (3rd floor in the entrance of hall 11) at 13:00

Do not miss this opportunity to learn about this standard first hand and how it will move the fish and seafood industry forward. You will get information on how the standard will affect your business, guide you through the EU regulations on fish and seafood products, and how to use it to improve your company’s fish and seafood supply chain.
This European standard will specify the minimum requirements for the labelling of distribution units and pallets in the trade of fish and seafood products. The standard stipulates the information that must be included in the labels to ensure that the correct information is available throughout the value chain, both nationally and internationally. This will add value by facilitating higher delivery quality, increased efficiency, better traceability, and improved food safety, while ensuring compliance with all national and EU regulations. In short, this standard is designed to help the industry to meet the ever-growing customer and consumer demands for enhanced traceability and sustainability information.

You can get involved
The new standard is under development in The European Committee for Standardization (CEN). The standard will be published in 2018, and it will subsequently become a national standard in 34 European countries.

You, or your company, can still avail of the opportunity to participate in this process to ensure that you maximise the benefits of influencing the content of the standard in cooperation with other experts from the seafood industry across Europe. As well as contributing your experience and knowledge of the seafood industry, you may also gain knowledge and insights from other leading industry experts about the latest supply chain technologies and best practices.

For further information on how to get involved, contact your national standardisation body (member of CEN) or contact Project Manager Lars Erik Jensen, lej@standard.no at Standards Norway.

Ex. on how a label according to the standard will look like