

# **PRO TRACE - TRACEABILITY SOLUTION FOR FISHERIES**

EU-Commission Expert Group on Fisheries  
Workshop on traceability of fisheries and aquaculture products  
10 October 2019, Brussels

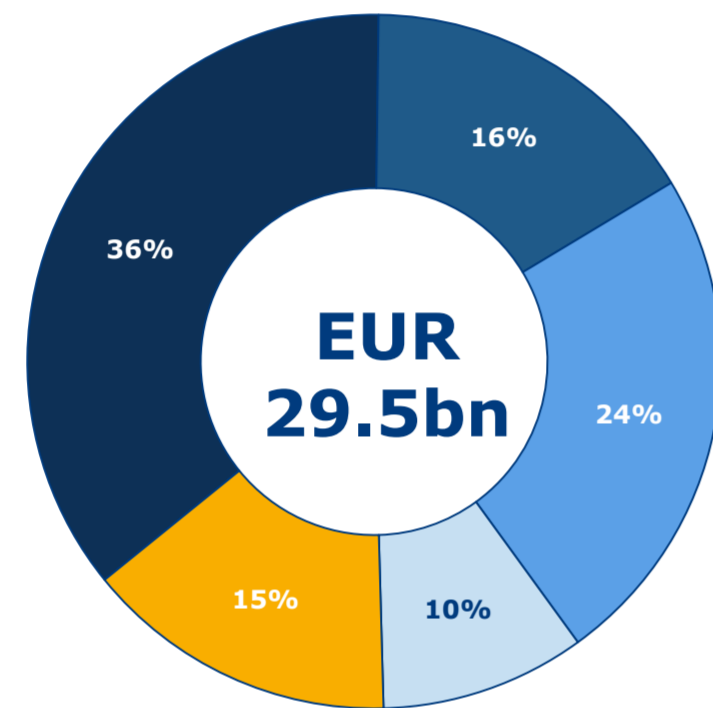
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METRO AG

# METRO AT A GLANCE

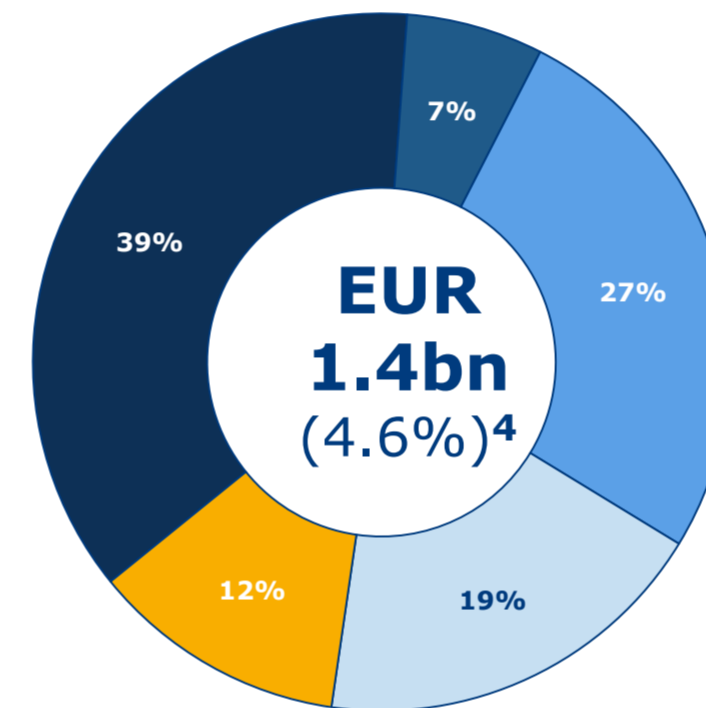
## Key facts & figures

West. Europe<sup>1</sup> Germany East. Europe<sup>2</sup> Russia Asia

Sales FY 17/18



EBITDA<sup>3,4</sup> FY 17/18



## Global presence and reach

Country & store portfolio, employees and customers



769 Stores



112.000+ Employees



25 million Customers



~7.000 Sales Representatives



## Brand portfolio

Cash & Carry and Delivery

**METRO** **makro**

Food Service Distribution



Digitalisation & Innovation



LeadXCapitalPartners

## **EU LEGISLATION**

EU Directives ask for proper traceability solutions in place by wholesalers regarding fish and meat products.

## **MILLENNIALS & DIGITALISATION**

Millennials want to know if food comes from sustainable origins whereas technology calls for more transparency and real-time information.

## **FOOD SAFETY & SECURITY**

Food incidents require on-time management and detailed information about different processes of production as well as location.

## **SUSTAINABILITY**

Our planet requires global engagement in order to ensure its sustainability and proper resource management and allocation.

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# **WHY DOES METRO ENGAGE IN TRACEABILITY?**

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# OUR TRACEABILITY STORY



**fTRACE**<sup>®</sup>  
Full traceability. Full trust.



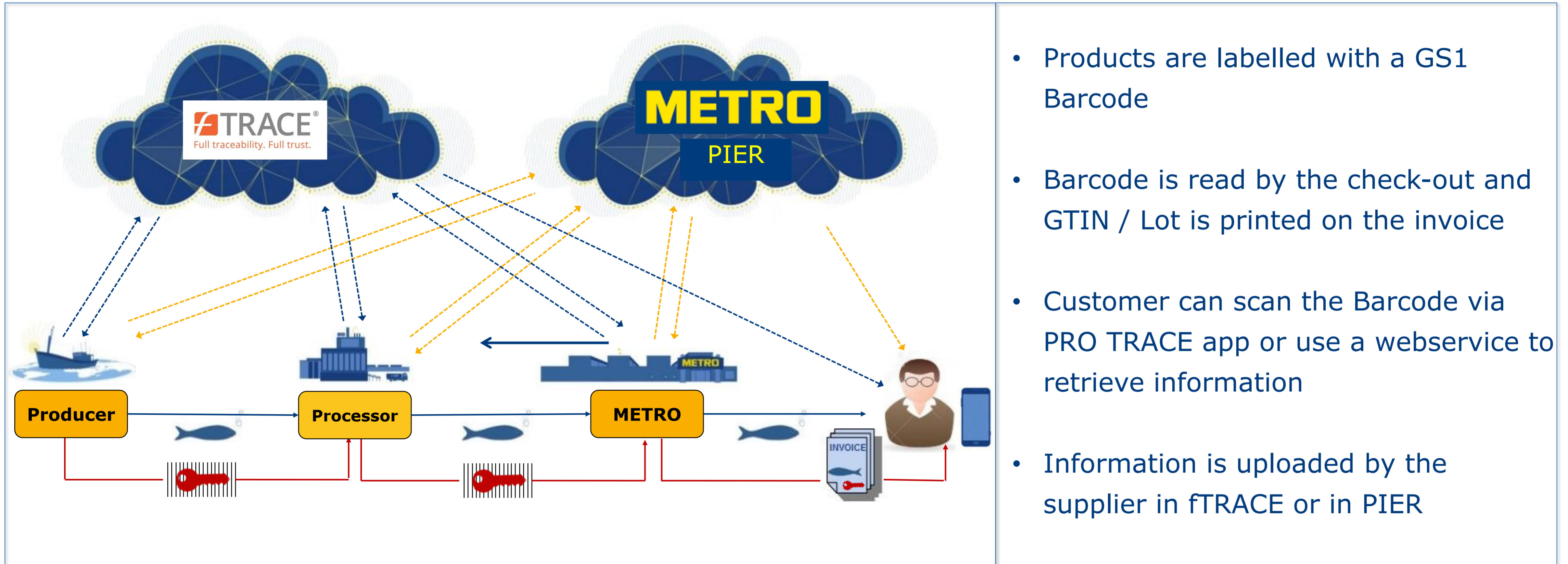
## 2017 – PIER

- ❖ PIER retains traceability **data ownership** and enables more specific requirements. It's a cloud solution that centrally stores all trace information in real-time
- ❖ Fulfills specific **legal requirements** (e.g. RU, Tobacco)
- ❖ Fulfills legal requirements with **in-house processing**
- ❖ Uses Traceability information for other touchpoints (e.g. M:SHOP)
- ❖ Supports **batch accounting** processes.

## 2014 – fTRACE and PRO Trace App

- ❖ A scalable approach, applicable to food and non-food products on an **internationally harmonized level**.
- ❖ Additionally the **PRO Trace App** was developed, available for all customers to access the data.

# METRO'S TRACEABILITY SOLUTION



# OPTIONS FOR DATA UPLOAD

## Manual Upload



Low data volume

⚙️ Data entry website - PIER

- ✓ Easy to use
- ✓ No setup needed
- ✓ Internet access
- ✓ Entry device

## Semi Automatic Upload



Medium to high data volume

⚙️ XLS – XML - PIER

- ✓ Simple set up
- ✓ Takes data from your ERP system

## Automatic Upload



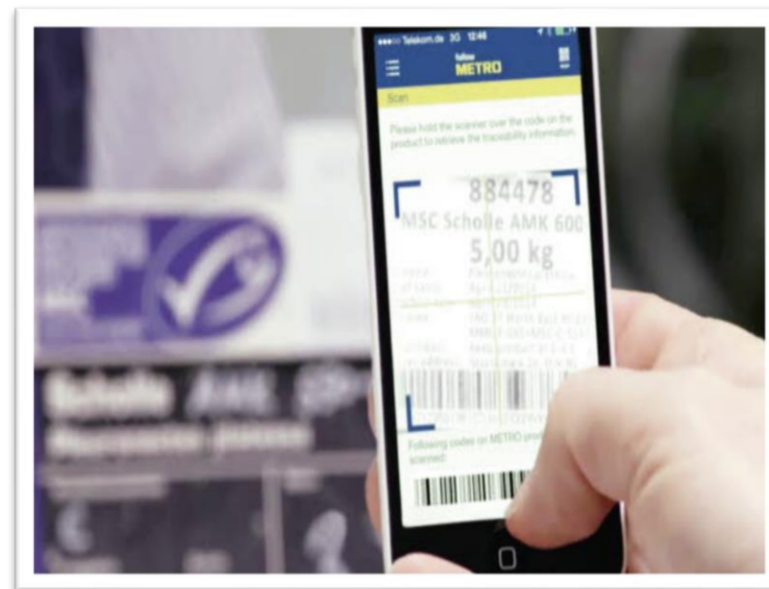
High data volume

⚙️ Machine (ERP) – Machine (PIER)

- ✓ Complex set up
- ✓ Directly connects to your ERP system

# HOW DOES IT LOOK LIKE

## Product info



## Catching method

## Origin

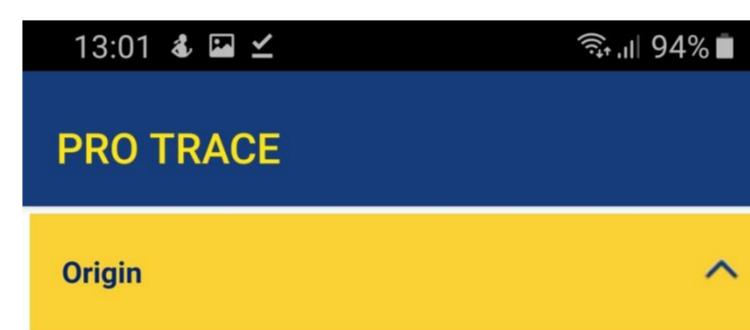
## Species



**Product information**

**GTIN / EAN:** 01234567891234  
**Lot No.:** 123456  
**Product type:** Atlantic cod (Gadus morhua)  
**Production method:** Sea fishery  
**Fisheries:** XXXX GmbH, Groß-Gerau, Deutschland  
**Catch area:** FAO 27.2 - Norwegian Sea, Spitzbergen, and Bear Island (Subarea II)  
**Catch methods:** Seine nets  
**Catch date:** 01.03.2019  
**Manufacturer:** XXXX GmbH, Groß-Gerau, Deutschland  
**Manufacturing date:** 06.03.2019

**General product information**



Die Zusammensetzung der Herkunftsbetriebe ist durch die Struktur klein- und mittelständischer, bäuerlicher Familienbetriebe geprägt, aus der wir die beste Qualitätsstufe für dieses Produkt auswählen. Die vorliegende Produktcharge wurde hauptsächlich von Bauern aus folgenden Ortschaften erzeugt:

1. Norwegian Sea, Spitzbergen, and Bear Island (Subarea II)

**Origin information**



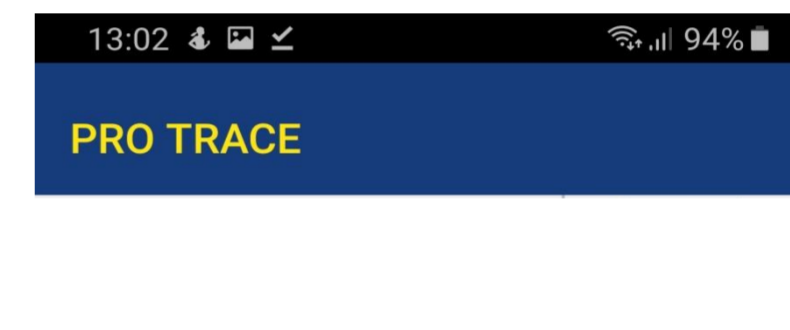
**Atlantic cod**

The (Atlantic) cod or cod (Lat. *Gadus morhua*) is a member of the family of cods. It reaches a length of up to 1.40 meters and can weigh up to 40 kilograms. The Atlantic cod lives in the sea at depths of 150 to 200 meters and water temperatures of 0 ° to 20 ° Celsius.

It is caught with bottom trawl nets in Iceland and the Norwegian Sea.

Source: Fishbase.de

**Species information**



**Seine nets**

**Description:** The basic principle of bottom seines involves encircling an area with a wall of netting (with or without a bag in the middle). Long draglines serve to draw the net together while concentrating the fish at the same time. Bottom seines or towed nets are laid out using small boats from the beach (beach seines) or from vessels of various sizes (boat seines).

**Catching method**

# STANDARDS PLAY A CRUCIAL ROLE

**METRO is building on GS1 Standards:**

**GS1 Barcodes as Data Carrier for product identifiers (GTIN, LOT, BBD)**

**EPCIS\* / EPCglobal/GS1 Standard to collect, store and show events on business level**

**Global dialogue on seafood traceability:**

- **Global alignment in the sector about attributes**
- **Global interoperable seafood traceability**

➤ GDST standards will dramatically improve the efficiency, reliability, and affordability of seafood traceability, helping businesses obtain and share the information they need about the origins of seafood products. The result will be more transparent and reliable seafood supply chains, as consumers increasingly demand and as governments increasingly require. (source: press release October 2, 2019)

\* **Electronic Product Code Information Services**



# TRACEABILITY INGREDIENTS FOR SUCCESS

# 01

## SUPPLIER COMMITMENT

Supplier commitment is key. We need their willingness to share the relevant data with us and the commitment to deliver data in a good quality.

# 02

## DATA QUALITY

The solution depends on good data quality. Data must be updated regularly. A proper process has to be established to guarantee continuously data in the system.

# 03

## ALIGNMENT

Alignment in the sector is needed regarding attributes and systems. Interoperability is necessary.

# 04

## COOPERATION

Cooperation is key.





# METRO'S TRACEABILITY SOLUTION

- METRO:** A good example for building a global traceability eco-system; METRO was from the beginning following a community approach together with other stakeholders sharing the same vision of traceability
- PROTRACE:** METRO's solution is based on globally harmonized GS1 standards; it is not a proprietary standalone solution; it is following a democratic approach
- DIGITAL:** The information on fish & meat provided on lot-level in a digital way; because this is the future and will become mandatory
- GTINS:** Around 3.500 GTINs are already in PROTRACE; solution is successfully running

## CONTACTS

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