



**Seafood  
with a story**

## Safe and healthy fish products - Fast Traceable

**What are the challenges in making safe and healthy fish products more traceable, and can these challenges be solved by developing a new European standard for labelling of fish and seafood products?**

The Norwegian seafood exporters have experienced many challenges over the years in optimizing the logistics, and bringing fresh seafood products to the European market. The labelling of seafood products is critical for optimization and fast forward logistics to secure the freshness and number of selling days in retail stores. The key players in the Norwegian seafood industry estimates that logistics and administrative procedures currently represent up to 15 % of seafood sales value.

It is now time to bring Europe together in developing a European standard that will optimize the logistics. The development of a European standard and to secure the optimized development, requires participation from key personnel with special insight in the seafood industry, at all levels in the value chain. You or your organization are invited to participate.

**How can we optimize the development of the new standard and who needs to participate?**

The practical approach to bring fresh seafood products faster to the consumers, requires a broader cooperation between all stakeholders from the seafood industry in Europe, and it should be based on a common practice.

The optimized development of a European standard requires that organizations and companies in Europe, participates in developing a unified European standard that incorporates EU requirements, as well as speeding up the logistic process. A system with standardized barcodes on the label will provide detailed information to buyers and consumers about the seafood origin and quality, and is the key to effective online tracking throughout the supply chain.

The new European standard will be developed based on the Norwegian Standard, NS 9405 for labeling of distribution units and pallets for fish and fish products. The Norwegian project identified all the key challenges, and brought them into a unified solution in one standard based on labelling with barcodes. During the development of the Norwegian Standard, Standards Norway experienced that valuable input came from all the Norwegian stakeholders like consumers, retailers, distributors, transport companies/logistic players, exporters, software and hardware companies, processing industries, fish farmers and catch vessels.

### **Why develop this new European Standard?**

- Statistics shows that logistics and administrative procedures currently represents up to 15 % of seafood sales value.
- The research in Norway and the development of NS 9405 shows that the seafood industry suffers from a large number of labels that causes delays and errors in the logistic value chain.
- Buyers and consumers of seafood are expecting detailed information about the origin and quality.
- All stakeholders in the value chain can improve their logistic planning through standardized labeling and reduce time and resources in the process.

- All stakeholders can bring seafood faster to the end customer with standardized labels, and with key information available by one scan of the barcode.
- Information about the capture date, packing date, origin, and other information about fish can be read by anyone in the entire value chain, from catch paragraph, receipt, and distribution to transport joints.

### **Expected personal benefits from joining the project**

- Early access to specifications, prototypes and legislation.
- Greater understanding of the operating conditions and environments the standard is intended to serve.
- Improved ability to identify future trends (due to research developed during the design of the standard).
- The capability to influence the resulting standard.
- Networking with other experts from all over Europe.

### **Corporate benefits**

- Enhanced credibility and image of your organization and the technical expertise of your staff.
- Reduced commercial risks through lower development costs (due to knowledge and experience shared among participants).
- Increased market access and acceptance.
- Improved sales efficiency due to decreased trading costs, simplification of contractual agreements, and lowering of trade barriers.
- Ease of data integration.

To join or if you want more information, please contact Standards Norway and Project Manager Lars Erik Jensen, lej@standard.no.